

A **vimeo** Resource



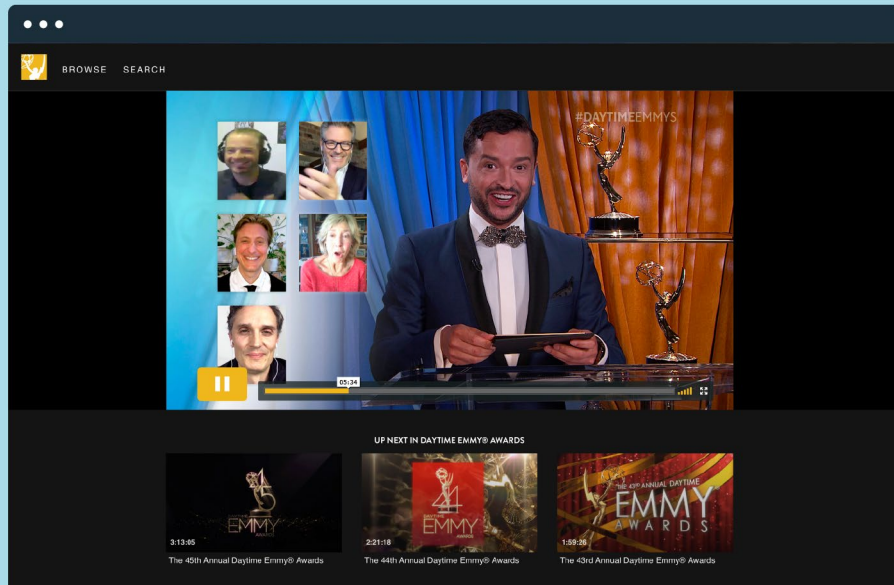
©NATAS/ATAS

The Emmys® in your living room

How the National Academy of Television Arts and Sciences goes live with Vimeo OTT



NATIONAL
ACADEMY
OF TELEVISION
ARTS & SCIENCES



For more than 70 years, the National Academy of Television Arts and Sciences (NATAS) and its sister academies have presented the iconic Emmy® Awards recognizing excellence in television programming.

With its awards for news and documentary, daytime, sports, and regional television, as well as achievements in television technology and engineering, NATAS has continued to adjust to the changing tides of television content and viewership. In fact, NATAS was the first of the academies to award an Emmy for digital programming, in 2006. That Daytime Emmy honor reflected just one of the many ways in which television has changed since the daytime ceremony first premiered in 1972 (except maybe for daytime mainstay *The Price is Right*, which also debuted that year and is still going strong).

As consumer habits shifts increasingly in favor of OTT — reaching over [200 million subscribers](#) in the U.S. alone — they know democratizing their content across platforms, for everyone, is the next phase forward.

Evolving the Emmys® from broadcast networks to connected TVs

While more than red carpet roll-outs, the Emmys® have long been defined by glitzy, annual awards programs. NATAS realized their strategy needed to evolve in order to grow awareness, membership, and remain relevant to today's viewers.

“When many people think of the Emmy® Awards, the default has been to think of our sister academy’s primetime ceremony, as that is what people are most used to watching on television,” says Adam Sharp, President and CEO of NATAS. “For most of our history, if you didn’t have the ceremony on TV, there really was no way of making it available to the fans.”

NATAS and its 19 regional chapters produce more than 25 different award ceremonies each year. Yet many of these ceremonies become inherently industry-exclusive events solely because of their limited broadcast reach.



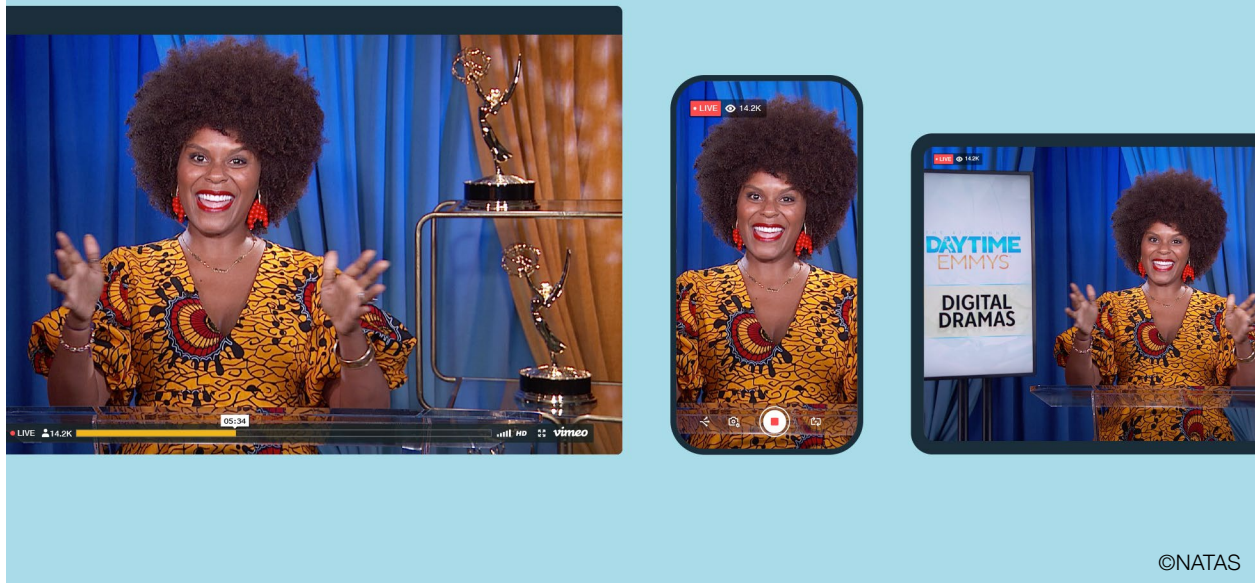
“Many of our events became intended for industry peers, not an at-home audience. As we grew, we wanted to make them available to fans, not just the community in the room. There was an addressable, untapped audience that — just because the auditorium wasn’t big enough — we weren’t reaching.”

Adam Sharp

President & CEO, NATAS

After initial experimentation with broadcasting award ceremonies to social media channels, Sharp and his team saw the need for a deeper streaming experience to reach a new audience. “We are the Emmy Awards,” he says. “You should be able to watch the Emmy Awards on a TV — there’s a narrative importance to that.”

To that end, the Emmys began exploring their OTT options and landed on Vimeo as an exclusive partner, becoming integral to the organization’s growth. “We already had a plan to launch with Vimeo, but I don’t think we knew until COVID-19 hit exactly what a big part of our business it would become,” says Sharp.



Connecting with and expanding to new members through OTT

When NATAS streamed its 2020 Emmy® ceremonies across mobile and TV apps, its community of professional members was suddenly larger and more connected than ever before. Events once limited to a few thousand suddenly grew to over 15,000.

“Across all of our verticals, these events would have had in-person attendance of no more than 4,500 people. Our registered OTT viewers were over 3X that,” he says. With tripled growth in audience reach, every user who registered on the [Watch the Emmys®](#) platform offered helpful insights into who exactly was behind their growing audience.

“While we’re still running the numbers, it’s already very clear that from just one year of streaming via OTT, we’ve garnered thousands of net new leads for potential new members,” says Sharp.

Now, NATAS has the power to utilize its OTT platform as a tool to reach and engage a previously untapped community of television professionals, fans, and prospective Academy members.

“For a trade association like ours that’s based on membership, volunteerism, professional development, and networking, having that unknown individual become known is the whole ball game,” Sharp says, noting that nearly two-thirds of OTT Emmy® viewers opt-in for NATAS e-mail communications. “This is a committed and diverse audience that wants to interact live and regularly.”

Beyond expanding its reach to untapped audiences, implementing an OTT strategy brought deeper engagement from the Academy’s existing communities, too. Kirk Herbstreit, an ESPN commentator who claimed his fifth Emmy last year, was always on the road during award season — he had never been able to give an acceptance speech until the ceremony went virtual.

“Kirk actually teared up on the show because it was so meaningful for him to get to be a part of it, finally, for the first time,” he says.

Channel at a glance

Streaming to web, mobile, and TV apps:

Apple, Android, Roku, Amazon Fire, Tizen, Chromecast

25+

ceremonies a year

18,000+

professional members

17,000+

registered OTT users

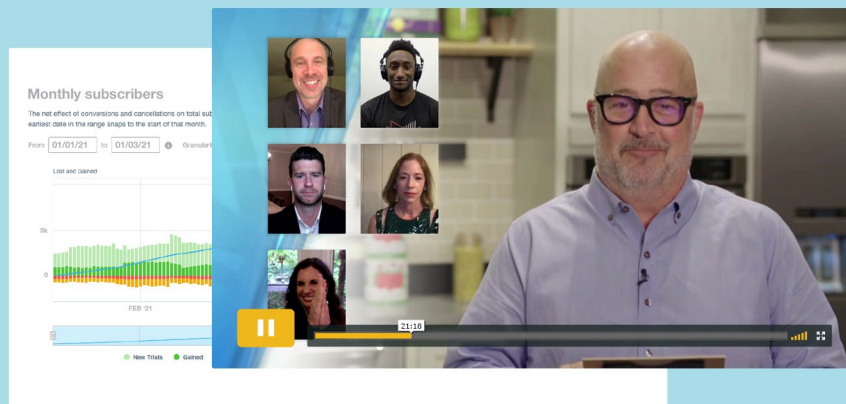
150+

live, simultaneous remote guests during ceremony broadcasts

“We entered this partnership expecting OTT to be a new line of business with separate goals. We wound up finding it really woven into everything that we do — giving The Emmys® a multi-platform growth opportunity unmatched in the awards space.”

Adam Sharp

President & CEO, NATAS



©NATAS

Reaching every kind of viewer

Getting more industry players involved with The Emmys® was a major win, but what brought NATAS to Vimeo originally was the search for a solution to bring non-telecast ceremonies to a consumer audience. It was OTT that gave them the wings to hold celebrations of their craft and pursue the consumer outreach they were looking for.

The Emmys already announced that they will remain virtual for 2021, giving them the opportunity to grow their content library. Vimeo’s OTT analytics show that industry B2B viewers are more interested in viewing the entire ceremony, whereas shorter content is more popular with their consumer, B2C audience. Using this new data, NATAS plans to develop original content and showcase their work year-round.

“Long-term, we want to explore monetizing some of the content,” says Sharp. “The great thing is that we are able to pursue both free and monetized strategies at once, and Vimeo’s analytics help us understand those dynamics so we can strategize appropriately.”

As NATAS moves forward, OTT will remain a part of its strategy across the board. “We entered this partnership expecting OTT to be a new line of business with separate goals,” he says. “We wound up finding it really woven into everything that we do — giving The Emmys a multi-platform growth opportunity unmatched in the awards space.”

“Emmy®,” “Emmys®,” the Emmy® Award statue design, and the NATAS logo are U.S. and international trademarks and service marks of NATAS and the Television Academy.