



TELEVISION ACADEMIES JOINTLY ANNOUNCE REALIGNMENT OF THE PRIMETIME AND DAYTIME EMMY® AWARDS COMPETITIONS, PRIORITIZING CONTENT GENRE OVER PROGRAM SCHEDULING

NATAS and the Television Academy Make Meaningful Updates in Response to Shifts in Consumer Viewing Habits

NEW YORK AND LOS ANGELES (December 14., 2021) - The National Academy of Television Arts & Sciences (NATAS) and Television Academy have jointly announced plans to realign the Daytime and Primetime Emmy® Awards. Moving forward, the competitions will be organized solely by content genre as opposed to the current method, which separates programs based on program airtime.

The announcement, which follows the Academies' recent collaboration on expanding the Children's & Family Emmy Awards into a standalone franchise, represents a transition that allows the competitions to reflect consumers' evolving viewing habits, reduce category overlap, and provide clarity on eligibility requirements.

"NATAS and the Television Academy each pride ourselves on celebrating and honoring the best television has to offer, and with the evolution of our industry, it was critical to update our competitions to meet current trends in both content and viewing habits," said Adam Sharp, President and CEO, NATAS. "These changes will allow each Academy to honor an undivided scope of achievement in our respective fields of television excellence."

"The realignment of these Emmy competitions represents the most significant collaboration between the Television Academy and NATAS since the two became separate entities in 1977," said Maury McIntyre, President and COO, Television Academy. "We're proud to be responsive to the needs of the creative community and the evolution of our industry, ensuring the Emmy Award remains the preeminent mark of excellence across all genres of television."

While further information by category will be forthcoming in the Daytime Emmys® Call for Entries, scheduled for release in January 2022, notable updates include:

- Scripted dramas and comedies will enter the Television Academy-administered national competition, irrespective of airtime, with two exceptions which will enter NATAS' national competitions: (1) Programming intended for ages 15 and under will be represented in the Children's & Family competition; and (2) the Daytime Drama categories will remain in the

Daytime competition and be redefined to include “any multi-camera, weekday daily serial, spin-off or reboot.”

- Programming previously awarded in the Limited Drama categories of the Daytime competition will transition to the Primetime competition.
- Talk shows will be awarded in each competition, separated by format and style characteristics reflective of current programming in the daytime or late night space.
- The Morning Show and Spanish-Language Morning Show categories will be retired from the Daytime competition, with such programming eligible instead in the NATAS-administered News & Documentary Emmys or the Daytime competition’s Talk Show categories, depending on show format.
- Game Show and Instructional & DIY programming categories will remain divided by airtime for the 2022 competitions, while the Academies look to a genre-based alignment for the 2023 competition year.
- All other categories will be clarified such that content creators will submit to a single competition on the basis of submission genre, irrespective of airtime.

The Daytime, Primetime, and Children’s & Family judging periods will be spread out on non-conflicting timelines throughout the year to allow adequate time for submissions and judging.

The Television Academy and NATAS will also form a joint-Academy panel charged with making eligibility determinations between competitions and respective categories. Show producers who are unsure of the competition for which they are eligible or who are petitioning to switch contests will be encouraged to submit to the eligibility review panel prior to submission.

About NATAS

The National Academy of Television Arts & Sciences (NATAS) is a service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational, and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy Awards for News & Documentary, Sports, Daytime, and Children’s & Family programming, as well as achievements in television Technology & Engineering.

NATAS membership consists of more than 18,000 broadcast and media professionals represented in 19 regional chapters across the country. Beyond awards, NATAS has extensive educational programs including regional student television and its Student Award for Excellence and the National Student Production Awards for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public.

About the Television Academy

The Television Academy seeks to expand the horizons of television excellence. Through the programs, publications and events of the Academy and its Foundation, it strives to empower storytellers who shape the evolving television space. And it celebrates those who have excelled by recognizing their achievements through accolades and awards, including the coveted Primetime Emmy Award.

The Academy's 18,000+ members and 31 Peer Groups represent specific fields of expertise within the television industry. The organization actively promotes inclusion and creative excellence through events and panels for its membership and in the award-winning journal, **Emmy Magazine**. The Academy's Foundation fosters creative leadership while educating and inspiring those who will shape the industry's future with programs that provide industry access including its College Television Awards and renowned internship programs. For more information, please visit TelevisionAcademy.com

CONTACTS

NATAS

Paul Pillitteri, NATAS

ppillitteri@emmyonline.tv

Smithhouse Strategy

NATAS@smithhousestrategy.com

Television Academy

Jim Yeager

breakwhitelight

Jim@breakwhitelight.com

818-264-6812