



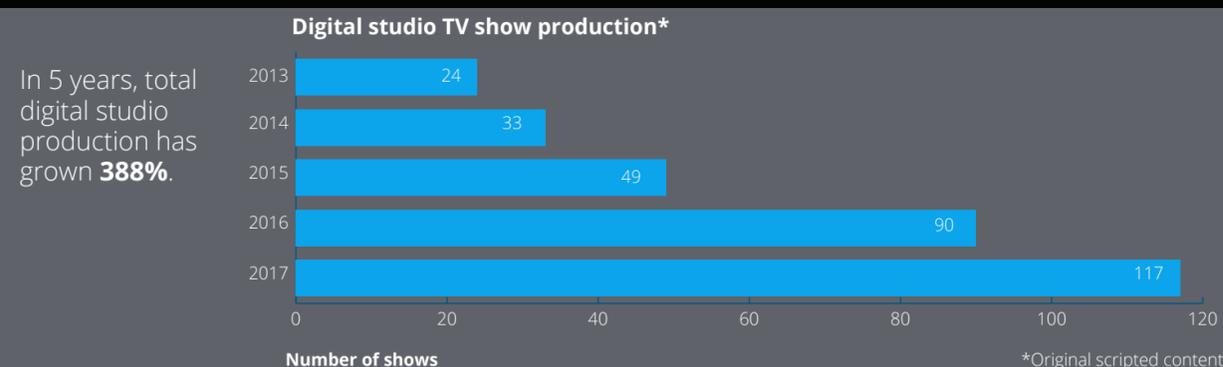
The envelope, please

Award show trends for digital studios

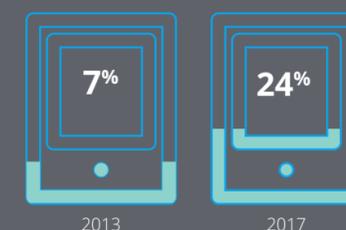
As video streaming continues to grow, digital studios are producing more original scripted content. How will that impact the television production industry? The Emmy Awards, Golden Globe Awards, and Screen Actors Guild (SAG) Awards provide some clues.

The rise of the digital studio

Digital studios have emerged over the past five years as a big player in television production.

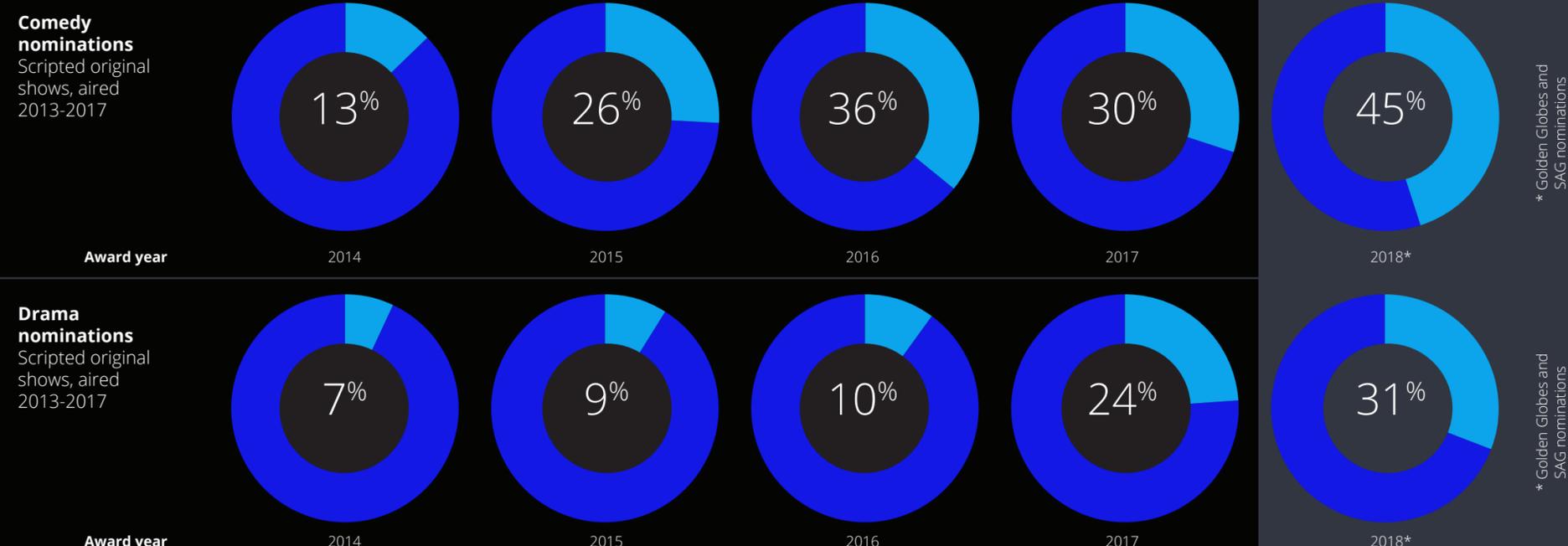


Digital studios' share of total original scripted content production has grown from **7%** to **24%**.



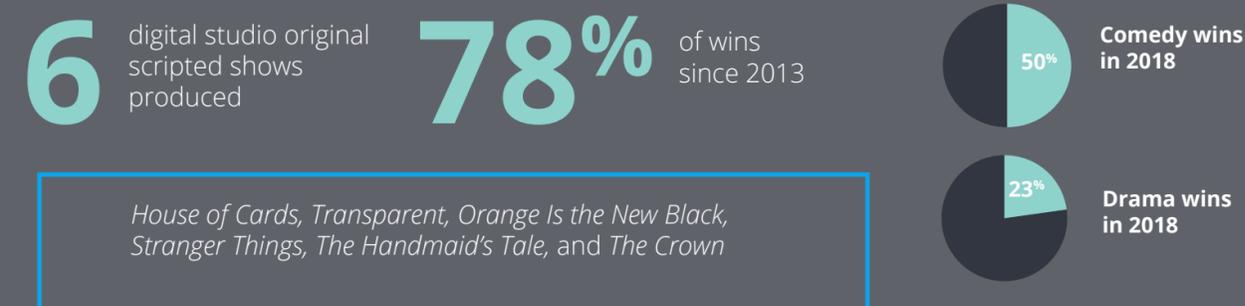
Critical success of digital studios

Has quality kept pace with quantity? In a word, yes. Digital studios are receiving award nominations at a growing rate.



Genre matters

Award-winning comedy content and a few key shows drive digital studio success.



Since 2013, **Netflix** has won **11%** of comedy and drama awards from shows like *House of Cards* and *Orange Is the New Black*. That leadership is increasingly under threat from Hulu and Amazon.

At the 2018 Golden Globe Awards, digital studios **Netflix, Hulu, and Amazon** combined to win **5 of 11** awards in the television category.

The story continues

Stay tuned!

Will the fall 2018 Emmy Awards shed further light on this continuing story? We'll know more when we hear **"The envelope, please"**

Contact us

Dean Kingsley
Principal | Media & Entertainment
Deloitte Risk and Financial Advisory | Deloitte & Touche LLP
+1 213 553 1296 | dkingsley@deloitte.com

Joe Guinto
Senior Manager | Media & Entertainment
Deloitte Risk and Financial Advisory | Deloitte & Touche LLP
+1 213 688 6965 | jguinto@deloitte.com

1. Production data: Estimated count by FX Networks Research as of January 2, 2018.
2. Awards data: <http://www.emmys.com/>, <http://www.sagawards.org/>, and <http://www.goldenglobes.com/>.

Methodology
The Emmy Awards, Golden Globe Awards, and SAG Awards recognized more than 190 award categories and over 2,500 individual nominations for television content that was produced from 2013 to 2017. From those 192 categories, we selected the 20 categories and 922 nominations most relevant to comedy and drama shows. The comedy and drama genres are those in which digital video streaming companies have begun to compete with traditional production studios and cable networks. The Emmy Awards, Golden Globe Awards, and SAG Awards recognized each of the award categories selected. Relevant data for the 2018 awards nomination data was available only for the Golden Globe Awards and SAG Awards at the time of publication of this article. As such, any reference to 2018 data refers specifically to Golden Globe Awards and SAG Awards nominations for the 2018 awards season.

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