

At the Upfronts: What They Said, What it Means, and Why it Matters

By Steve Sternberg



The official start of the primetime fall television season is still roughly three months away. But for insiders at media companies, agencies, and advertisers (as well as television analysts like me), the upfront season has placed thoughts of September squarely into June.

In a series of presentations to the advertising industry, network affiliates, and press, the major media companies recently announced plans for their linear and streaming platforms during the next year or so, which includes upcoming TV shows and big-event programming. This marks the start of the upfront, when advertisers spend upward of \$30 billion buying commercial time on national television shows and video scheduled to air during the 2026-2027 broadcast year.

Of course, in today's video world, the very notion of a fall TV season is antiquated. Only the broadcast networks still adhere to seasons that begin in September and end in April or May (and promote "fall finales" like they're special episodes).

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Scripted cable series (the few that still remain) tend to premiere throughout the year, and streaming platforms debut new shows and new seasons whenever they happen to be ready – which not always in the same month as the previous season (viewers often have to wait more than a year for the next installment).

What, where, and how people watch television, and even how they define television, has changed substantially over the past decade, as have the events that kick off the upfront.

As has been the case since 2023, **Paramount**, which owns **CBS**, skipped a traditional upfront presentation in favor of more intimate gatherings with agencies and advertisers. Many thought other companies might follow suit, but the other traditional major players – **Disney**, **NBCUniversal**, **Warner Bros. Discovery**, and **Fox** (which all own broadcast and/or cable networks and streaming platforms) are continuing with their industry-wide presentations, joined by **TelevisaUnivision**, as well as **Amazon**, **Netflix**, and others.

I was not able to attend the upfronts in person this year, but watched most of them remotely. I didn't receive links to the **Paramount** or **TelevisaUnivision** events, but am including them in this analysis, based on various published accounts as well as upfront recaps on their own company websites.

In my pre-upfront report, I wondered whether, with no more unique selling propositions (USPs), the upfronts still matter. Global media conglomerates all claim massive scale, multiple platforms, networks, and genres, with the best technology to bring it all together for advertisers. So what's left to distinguish one media behemoth from another?

Every giant media company can claim they have the breadth, depth, and scale to reach everyone, everywhere, all at once. They can all claim they have the best tools and AI to place ads contextually

in the exact right place at the exact right moment to reach the exact right audience. And with more data than ever available, both big and granular, everyone can claim to be better than their competitors at something.

But content is still king, and content is still what matters most. Viewers care little about corporate ownership, massive scale and reach, or how many networks, streamers, or other platforms a media company has. They care about what's on the screen (whether a big screen, laptop, tablet, or phone). Advertisers theoretically care about some of that stuff, but they really care about how the shows they place their commercials in perform, and whether viewers are being exposed to and paying attention to those ads.

Is that really true?

While each media company would have us believe that viewers are more obsessed over their programming and more loyal to their platforms, the reality is that most people have 4+ streaming services, and many of the same folks who are watching *The White Lotus* on **HBO**, are also watching *Fallout* on **Prime Video**, *Wednesday* on **Netflix**, and any number of *Star Wars* or Marvel series on **Disney+**, as well as *Will Trent* on **ABC**, *NCIS* on **CBS**, and *Chicago P.D.* on **NBC**.

Their audiences are not as distinct and loyal to one company as they proclaim. As always, people watch shows, not networks or platforms, and they are quite willing to go from one to another to find what they like.

The idea that commercials on one network or platform has a greater impact than those on another is largely gibberish. The one thing that is true, is that ads on streaming platforms, where there is no fast-forwarding or channel switching, are significantly more valuable than ads on linear

networks – not because when people watch their commercials they pay more attention or are more engaged (as several claim), but because more people are actually exposed to those commercials. I remain baffled that this is not the key selling point of streamers – at least **Netflix** and **Prime Video**, who do not have linear networks that would be hurt by such revelations.

The idea that commercials are not interruptions, but rather, because of contextual alignment or AI-based creative dynamics, have become an integral and enjoyable part of the overall entertainment experience, is another dubious claim making the rounds this year. While this, of course, sounds good as a selling point to advertisers, it's pretty much nonsense.

Until a couple of years ago, becoming more diverse and inclusive (in front of and behind the camera) and committing to giving voices to under-represented groups was a major part of most of these presentations. But with the Trump administration's aggressive stance against anything DEI (Diversity, Equity, and Inclusion), there was barely a mention about diversity during the past two upfronts. A sad commentary on corporate cowardice.

Missing for the past few years were night-by-night run downs of each broadcast network schedule. This used to be the centerpiece of each presentation, but as the length of the upfront presentations has been generally cut to two hours or less, and more properties and company divisions need to be highlighted, there's just not enough time for such detail.

Adding to the lack of focus on nightly broadcast schedules is the fact that, except for **CBS**, there is precious little new scripted series on the broadcast networks to discuss – no new shows on **ABC** or **Fox** this fall, and only three on **CBS** and two on **NBC**. While **CBS** will have 13 hours (out of a 22-hour schedule) of original scripted series, **NBC** will have 8, **ABC** will have just 5, and **Fox** will have 4 (out of its 15-hour schedule). The bulk of **ABC**, **NBC**, and **Fox** primetime lineups will be reality, games shows, and sports.

Alternative audience measurement systems, so heavily written about in the media press, went virtually unmentioned during the upfront presentations this year (or last) – a clear indication that while several companies will be supplying supplemental and complementary information, providing additional insights and direction that will certainly be used by advertisers and agencies, Nielsen is still the only real national marketplace currency.

While most companies are referring to their viewers as fans, **Amazon** refers to them as customers, and **Netflix** refers to them as members – which says a lot available about how their positioning in the marketplace differs from everyone else.

Every year, the same key words and phrases seem to permeate all the upfront presentations, almost as if they're all using the same script writers.. This year, it was all about **stories, iconic** or **beloved** franchises, **fandom, passion, culture, connection, context, moments**, and, of course, **AI**. And as ratings continue to decline, we are told that reach is no longer the goal – **engagement, and attention** are what matter. I've bolded the use these in each presentation.

Following is a rundown the various upfront presentations, largely in their own words, but not necessarily in the order presented – I tried to put together a cohesive picture of how each company addressed similar subjects. Any claims made by executives at these companies are their own, and have not been vetted. Here's a brief rundown of how I categorized the topics covered by each presentation, followed by a look at how each company sold itself to the industry.

Opening Statements – You can often tell the direction a presentation is going and the company's top priorities based on the first things their top executives talk about.

It's all about storytelling and culture, and connecting with fandom and beloved, iconic franchises – everyone talked about how their iconic franchises are beloved by consumers and have created passionate fandoms with emotional connections to their brands. These connections with fans, we are told, lead to greater engagement and attentiveness to your advertised brands.

We have the best slate of live sports – everyone touted their strength in live and big-event sports. In virtually all cases, individual sports now air on more than one network. These include, NFL and college football, NBA, WNBA, and college basketball, Major League Baseball, NHL Hockey, soccer, golf, tennis, auto racing, and more. And it seems like everyone is airing part or all of the [2026 FIFA World Cup](#), and related content, with the U.S. being the main host country.

We are the most trusted (or most watched) name in news – everyone boasted some advantage over their competitors, whether being the most viewed overall, having the highest rated nightly newscast, being the first on the scene at breaking news events, having the most trusted reporting, having the most educated and affluent audience, etc.

AI technology, tools, targeting, and context – the big thing these days is contextual advertising, the ability to optimize ad placement based on the tone and context of a particular scene. And everyone's building AI tools that enable them to be more precise and effective than anyone else.

It's the programming, stupid – while it's often hard to distinguish one media conglomerate from the next, it still comes down to content. The stars were out in force promoting new and returning series, theatrical movies that will eventually land on streaming platforms, libraries of established franchises, and future projects.

Opening Statements



“How many people in the audience have heard **NBCUniversal** referred to as a legacy *media company*? Well, some people may think that’s insulting. But to us on our 100th anniversary, our legacy is our greatest competitive advantage. Because our legacy is built on evolution, innovation, and a relentless focus on consumer behavior. Let me give you a couple of examples how we’ve evolved to meet consumers where they are.

The *Macy’s Thanksgiving Day Parade* has been on **NBC** since 1953. That’s 72 years of families gathering together. Yet this year’s parade was the most watched in history, reaching 74 million people in a single day, across **NBC**, **Telemundo**, and **Peacock** – with over 10 million watching on **Peacock** alone. This isn’t just for the big events. Take a show like *Saturday Night Live*...it goes live at 11:30, but we extend that reach with the next-day **Peacock**, clips, social, and now for the first time ever, globally, with the launch of *SNL U.K.* on **Sky**. So whether it’s late night, the *Today Show*, *Squawk Box*, *Love Island*, *Traitors*, or even *Summer House*, we’re **connecting** your brands with our **fandoms** across all platforms.” After showing clips from **Bravo’s** *Summer House* reunion show, “That’s a crazy **passionate fandom**.” – Mark Marshall (Chairman, Global Advertising and Partnerships)



After being introduced by football great Tom Brady...“Tom spoke about **Fox’s** strategy, and our focus on our deep **connection** with **fans**, as a defining factor in his decision to work with us. This focus on our most deeply **engaged** viewers isn’t just verbiage, it’s how we’ve designed and built our business. We’ve been deliberate in shaping a portfolio that puts us in a truly unique and powerful position in the marketplace.

We don't try to do everything. And we don't pursue scale just for scale's sake. Instead, we focus where it matters most – live sports, live news, bold entertainment, and ad-supported streaming. We consistently deliver real-time content with massive reach across our platforms, and pair that with the ability to **connect** with hard-to-reach younger audiences through **Tubi**.

Fox is the leader in live programming and is home to one of the fastest growing streaming platforms in the business. As we said at last year's upfront, **Fox** continues to be an outlier in the marketplace. In fact, for the third year in a row, **Fox** is the only major media company consistently growing audiences – a direct result of our disciplined strategy and a relentless focus on building true **fandom** around the content audiences genuinely **connect** with.” – Laughlin Murdoch (Executive Chair and CEO)



“I started loving **Disney** long before I ever worked here...in the '80s my parents took me to the parks for the first time. And I can still remember exactly where I was standing that first time that I saw the castle. I can remember it in a way I don't remember most things when I was 8-years-old. And if you've ever taken a child to one of our parks or you've been the child that's been taken to one of our parks, you know exactly the feeling that I'm talking about. That feeling, the one that doesn't fade, the one that becomes part of who someone is, that is our entire business. No focus group invents that, there's no algorithm that produces it, no amount of capital can buy it...which brings me to the rest of our industry. Everybody, in their own way, are all racing to assemble something. Studios, streaming services, sports rights, live events, and brands that audiences feel something about. It is in a way a real compliment to this company, because what they're racing to assemble is more or less the picture of what we already are.

You can't acquire a hundred years of trust. You can't put generations of belonging to a balance sheet. **Disney** is part of people's lives in ways that few brands have ever been. And in a world of

infinite choice and constant distraction, that kind of presence is rare. And it's getting rarer. When people choose something, return to it, and pass it on, that's not viewing. That is belonging.

Sometimes belonging looks like a 7-year-old dressed up as Buzz Lightyear. Sometimes it's a parent singing *Let it Go* for the four-thousandth time. Sometimes it's someone watching just one more episode of *The Bear* at midnight and swearing it's the last one of the night. Sometimes it's a relative explaining the Marvel timeline to people that just didn't ask. And sometimes it's a grown adult screaming at a referee through a television, which, as it happens, is exactly what **ESPN** is for. That is the audience that our partners get to reach – not viewers, but **fans**. Our audiences are the ones who have been showing up for generations. Ours are the ones that are all in. In a marketplace where everyone is racing to assemble what we already have, **Disney** is in a category of one." – Josh D'Amarro (CEO)



**WARNER BROS.
DISCOVERY**

The **WBD** presentation opened with a tribute to Ted Turner, the visionary who founded **Turner Broadcasting** and created the first cable news network, **CNN**. Anderson Cooper came out to talk about the media titan. They ended the tribute with one of Ted's favorite sayings – "Early to bed, early to rise, work like hell and advertise."

WBD didn't really didn't say anything about its impending merger with **Paramount** other than noting that change is everywhere and they would guide their advertiser partners through it.

"There is one thing that is not changing. And that's our world-class content portfolio. The **passionate connections** that **fans** have to our **stories**, our worlds, and **moments**, and the fact that it all remains fully available to you at scale...We are on a remarkable run, and that **cultural** relevance is hard to ignore. Across the board, we have with brands, consumers, and quite frankly what our competitors want most – to be part of **culture**. Whether it's that Sunday night buzz, the headlines that define the

day, or the Cinderella **stories** in March, our premium touchpoints extend **fan engagement** well beyond the screen. Our brands don't merely move around **culture**, we shape it. **Warner Bros. Discovery** is where relevance meets performance, turning **cultural moments** into measurable impact.

From returning **fan** favorites, to never before seen content, this morning you'll be immersed in all of the programming that makes us one of a kind...you'll hear about how our **storytelling** builds your brand and helps grow our businesses together." – Bobby Voltaggio (President of U.S. Advertising Sales, Platform Monetization), Ryan Gould (President of U.S. Advertising Sales, Go to Market)



"This **moment** is especially meaningful for us as it marks the first upfront as the new **Paramount**. We launched **Paramount Skydance** nearly nine months ago, and we couldn't be more pleased with the progress and momentum we've achieved in a relatively short period of time."

After showing a celebrity-filled promotional mini-movie from John Chu, that ends with Tom Cruise climbing and sitting atop the **Paramount** water tower, the crowd was told, "Our goal is to build a leading media and entertainment company that strengthens competition, better serves the creative community, and delivers even more compelling **stories** to audiences around the world. And as you saw clearly demonstrated in that reel, we're doing exactly that by investing in great content and attracting and empowering exceptional talent, both in front of and behind the camera, and equipping our people with cutting edge technology that enables them to do their best work.

We believe deeply in the power of **stories** to entertain and to **connect** and inspire audiences everywhere. At the same time, all of us in this room understand that we're competing for something incredibly scarce: **attention**. And **attention** only comes when audiences truly care about what they

are watching. That's where the opportunity lies. When **storytelling** and marketing are aligned, something really powerful happens. Brands stop feeling like interruptions and start becoming part of the experience. It's no longer just about reach. It's about resonance. In a world of endless choice, our goal at **Paramount** is simple – to **connect** what audiences love with what brands need. That's how we help you capture **attention** in a crowded market and turn it into lasting impact.” – David Ellison (Chairman and CEO)

**Televisa
Univision**

“Hispanic consumers are essential to the growth of any business. As a result the dialogue has shifted – it's no longer about if you should invest, but how? And that 'how' matters more than ever...because in today's fragmented world, a generic message to a general audience simply doesn't work. What works is authenticity, **cultural** relevance, and showing up in the places that truly get your audience...No one gets Hispanics like **TelevisaUnivision** does.” – John Kozack (President of U.S. Sales and Marketing)

amazon

After showing clips of **Prime Video** series, movies, sports, sponsorships, ordering from **Amazon**, and **Twitch**, “What you just saw reflects the many touchpoints where your customer **engages** with **Amazon** throughout their day. Now, imagine, your customer wakes up in the morning to her *Alexa* alarm, commutes to work with her headphones in listening to a podcast that she loves, on her lunch she watches a creator she follows more closely than most TV personalities, on her way home she calls her son in college and he is deep into a **Twitch** stream, she gets back, orders a few things from **Amazon**, of course 30-minute delivery, and then catches the Thursday night football game...then she settles down to watch a show she loves on **Prime Video**. That's one day and one customer.

But think about what she just moved through. Live sports, podcasts, creators, shopping, music, entertainment. **Amazon** has the largest supply of premium ad-supported content anywhere.

Everyone is here. No one else can offer that breadth and quality in a single place. Now multiply that across over 300 million people. And every one of those touchpoints becomes a signal. But here's what makes these signals different. **Amazon** delivers to real homes across the country. Real addresses with real relationships. These signals are not modeled. They're not assumed. They're built on trust.

Now layer on what's happening inside those households. Customers streaming **Prime Video**, ordering groceries with *Alexa+*. These are authenticated streaming and shopping signals. Real behaviors from real people, who choose to **engage** with **Amazon** every day.

This week is usually about pitches and promises. Tonight, we're going to show you how **Amazon** delivers. How we deliver premium entertainment, authenticated audiences at unparalleled scale, and the precisely measured outcomes that grow your business." – Tanner Elton (VP of U.S. Ad Sales)

N "Our **story** keeps getting better. We recently shifted to monthly active viewers, and it turns out we have a lot of them – more than 250 million viewers around the world, and we're not double-counting any. That number is growing fast. Over 60% of sign-ups are choosing the Ads plan. Our viewers are super **engaged**, and that **engagement** turns into real **attention** for you. More than 80% of our Ads members are signing in every single week. And they're more likely to consider your brand.

Our audience is also unique – 44% of people who see an ad on Netflix never see it on broadcast TV or other streamers. In a lot of cases, they're not even watching other streamers. And that's because when people sit down to watch **Netflix**, they don't just put it on in the background. They want to feel something. We've got shows, movies, podcasts, and live events that will give you all the feels, from new titles, to returning favorites.

We also don't just have a few big **moments**, we've got something new and exciting every single week. In 2025, we had more originals in the Nielsen top 10 than any other streamer, almost five times our nearest competitor.

Our top priority is making **Netflix** a great place for members, which makes it a great place for your brands. It's why we have less clutter, a premium brand-safe environment, data and tools that help you reach the right audiences, and proven results up and down the funnel. And we're excited to be testing new, personalized ad loads and frequency caps that dynamically adjust the ads our members see based on their viewing behaviors.

We also take a very thoughtful approach to partnerships, helping you find the right place for your brands and then creating something together that neither of us can do on our own...**Netflix** partnerships don't just capture **attention**, they turn that **attention** into emotional **connection** and scale. According to custom research, brand partnerships on **Netflix** average almost twice the TV norm on long-term brand building, and 23% above purchase-intent benchmarks. It means that partnerships on **Netflix** drive full-funnel results. Because we know the best partnerships give **fans** new ways to live inside the world of their favorite titles – between episodes, between seasons, across categories, on and off the screen.

We want advertising on **Netflix** to be as amazing as everything else on **Netflix**. And this year, we're taking big steps in that direction. First, we're bringing advertisers into brand new areas of **Netflix**. We recently announced two new formats. We've got a vertical video feed on mobile, where members can swipe through short clips to find the next movie, TV show, or live event they want to watch. And we also launched video podcasts, giving members something to watch during the day when they don't have a couple of hours to binge their favorite shows. Next year you'll be able to place your ads on both.

And we're expanding opportunities on our **fan** site, *Tudum*. When **fans** love a show or a movie, they can't get enough. And *Tudum* takes them down whatever rabbit hole they want, with explainers, exclusive interviews, and breaking news, all tailored to them. *Tudum* gets more than 24 million views a month, which is more than some major news outlets.

On top of new inventory, we're also marrying art and science better than anyone else. We've been using **AI** and machine learning tools for decades to create a more personalized experience for our members. Now we're building **AI** tools for creators too, because we've always believed that innovation should make **storytelling** and the creative process easier...And **AI** is already making advertising with **Netflix** easier and more efficient. Like creating more sophisticated media plans, or testing agents that can manage, optimize, and purchase ads for you. Or, making sure your existing assets look great on different canvasses like vertical video. Last year, we started using this technology to take your creative and connect it to the worlds our **fans** love.

When we launched our Ads plan, we did it in 12 countries. And we haven't added a single new one since, until today. **Netflix** with ads is expanding to 15 new countries around the world in 2027...That means more options for our members and more opportunities for all of you. So if the last couple of years were about proving we're a durable player, this year is about establishing ourselves as a more formidable one. We've got cutting-edge tech, we've got great entertainment across shows, movies, podcasts, and live events, and we've got the most **engaged** and **attentive** audience. We've proven we're effective, we're expanding ads to more places, and we're ready to compete with anyone." –

Amy Reinhardt (President of Advertising)

It's all about storytelling and culture
and connecting with fandom and beloved, iconic franchises



“When **storytelling** speaks to you it hits hard. We have the most relevant entertainment and sports portfolio – **stories** that move people, and franchises that spark **fandom**. **Connection** is the heartbeat of **Disney**.”



“**Disney+** and **Hulu** are becoming immersive destinations, bringing together the world’s best live **moments**, one of the largest libraries of originals, and theatrical blockbusters that only **Disney** can deliver – all deepening the **connection** with our largest premium ad-supported audience in streaming. And that only grows when we talk about the heartbeat of live entertainment – sports. Across series, films, franchises, and animation, **Disney+** delivers the most powerful library in entertainment.”

“And all of this is building toward an extraordinary 2027, when **Disney** will bring together the four biggest live **cultural moments** of the year – the *College Football Championship*, the *Grammy Awards*, the *Super Bowl*, and the *Oscars*, with *Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest* kicking off the year at massive scale. This level of live reach matters. It creates the kind of shared **moments** that power the entire streaming ecosystem. The more **cultural** tentpoles, one company, in one year, defined by **fandom**, by technology, by possibility. And **Disney** sits at the center of it all.”

A number of stars spoke about their experiences with **Disney** and the impact it's had on them.



Anne Hathaway – Like so many of you, I was introduced to **Disney** as a child, learning how to dream and tell **stories**. Playing Mia in *Princess Diaries*, it became this magical portal that opened up my whole life. And now with *The Devil Wears Prada* franchise, these two films that have shaped my career the most are at the same wonderful home.”



Dwayne “the Rock” Johnson was on screen talking about how **Disney** movies impacted his life, and how *Moana* is to his daughters what *Star Wars* was to him, turning them into forever **fans**.

Ke Huy Quan came out to talk about *Zootopia 2*, and how he started out on *Indiana Jones*, citing them as examples of “great **storytelling** that travel around the world, from the big screen to every screen...when **Disney’s** unrivaled **fandom** comes to discover them for the first time, and return to them again and again.”



Sigourney Weaver – “I’ve been very fortunate to spend my career inside worlds that feel bigger than life. **Stories** stay with audiences because they invite us to imagine something more. The *Avatar* films in particular have become a global phenomenon. *Avatar: Fire and Ash* launches on **Disney+** on June 24th. From Pandora to a galaxy far far away, I’m thrilled to be joining the cast of another legendary universe. *Star Wars: The Mandalorian and Grogu* hits theaters on May 22nd.”



[Robert Downey Jr.](#) – “It’s 20 years since Kevin Feige asked me to play Tony Stark in [Iron Man](#). It changed my life. And two decades, 37 films, 24 series later, the MCU (Marvel Cinematic Universe) has become the most successful franchise in the history of filmed entertainment. Today we are poised to enter a new era as we count down to ([Avengers](#)) [Doomsday](#) on December 18th. The real strength of the MCU always comes down to one thing. It’s you, it’s the people watching the screen, it’s the **fans**..their **passion**, their commitment.”



“So what is it about great **stories**? It starts out with a foundation that’s proven, even **iconic**. Great **stories** build – they introduce us to places and faces that soon become familiar. They tap into a universe a century in the making, and remind us to make the most of our universe. Season after season, generation after generation, we return to these **stories** for the comfort of what we know and the thrill of what we don’t. Because great **stories** reflect not just who we are, but who we have the potential to be. They do more than entertain, they teach us to believe.”



“For nearly a century, **NBC** has captivated audiences as the **storytelling** destination. Because the best **stories** don’t just entertain us, they **connect** us. From broadcast to cable to streaming...our entertainment strategy is powered by these familiar faces and places that you invite into your home every week. It’s a strategy fueled by **iconic** franchises like [SNL](#), premier IP like [Ted](#), and **passionate fans** – including the ones who don’t miss a minute of the [Real Housewives](#) of anywhere.”



“And in a fragmented media world, we love bringing people together. As a matter of fact, **NBC** has delivered the highest share of live co-viewing in primetime so far this year – with *One Chicago* Wednesday, *Happy's Place*, *SVU*, and *The Voice*, all **connecting** friends and family in real time. That's why **NBC** ranks #1 in positive sentiment among broadcast networks.”



“The communal experience extends to **Bravo** and **Peacock**, with series like *Below Deck*, *The Traitors*, *The Paper*, and *Love Island* driving shared appointment viewing...When people watch our shows as a community, they make an emotional investment that creates greater impact for your brands. And whether it's **storytelling** or sports, our strategy remains the same – **connection**.”



“Sports deliver massive and **passionate** audiences to our platforms, and we're building an entertainment slate that keeps them coming back for more. In 4th Quarter, 82% of sports viewers watched other programming across **NBC**, **Bravo**, and **Peacock**. And during the two weeks of the *Winter Olympics*, audiences spent more than 300 million hours watching entertainment on **Peacock**...Original series like *The Burbs*, Universal movies like *Super Mario Bros.*, library titles like *Parks & Rec.*, and acquired series like *Yellowstone*, all captivated our audience.”



“Our linear and streaming platforms, **NBC**, **Bravo**, and **Peacock**, operate strategically as one business, with the competitive advantage of reaching over 200 million viewers, wherever and however they choose to watch. We're broadening your reach – live events, sports, news, blockbuster Universal films, premier Spanish language programming on **Telemundo**, premium original entertainment, next-day **NBC** and **Bravo** series – all coming together on **Peacock**.”



Jimmy Fallon (*The Tonight Show*) came out on stage and talked about how they not only survived, but adapted to the digital transition. “Last year, *The Tonight Show* had 16 billion views on social media. This year, we’re already at 10 billion, on pace to blow past last year. We’re the #4 most social show across all of television.”



“With all eyes on **Telemundo**, we’re seizing the moment with the return of our signature super series, which will convert the *World Cup’s* captive audience into loyal viewers tuned in long after the final whistle. These are powerhouse scripted franchises that keep **fans** coming back night after night. Franchises’ **fans** are **passionate** about that we have launched spin-offs, extended across platforms, and redefined Spanish language TV.”

“**NBC** was built on a bold idea. Sharing **stories** that could bring Americans together...Today, **connection** isn’t guaranteed. It has to be earned...People come back for that **connection**.”



“We believe deeply in the power of **stories** to entertain and to **connect** and inspire audiences everywhere. At the same time, all of us in this room understand that we’re competing for something incredibly scarce: **attention**. And **attention** only comes when audiences truly care about what they are watching. That’s where the opportunity lies.



When **storytelling** and marketing are aligned, something really powerful happens. Brands stop feeling like interruptions and start becoming part of the experience. It's no longer just about reach. It's about resonance.

In a world of endless choice, our goal at **Paramount** is simple: To **connect** what audiences love with what brands need. That's how we help you capture **attention** in a crowded market and turn it into lasting impact."



"It's about investment. For us, that means accelerating investment in powerful **storytelling**, a world-class sports portfolio, and a modern technology platform. For [our clients], it's an investment in their business –

and in the bottom-line results we can deliver together. Our goal isn't just to be their best media partner – it's to be their most trusted enterprise partner each and every day. Because when it really comes down to it, it all comes back to one thing: **story** powers everything."

FOX tubi



"Today's consumer lives in a constant state of partial **attention**, and reach alone no longer builds relationships – **connection** does, which makes **engagement** also foundational to your success. To be effective,

messages must show up where audiences are leaned in, where every second counts – and that is what **Fox fandom** delivers – not passive reach, not incidental impressions, but real relationships with highly **engaged fans**, **fans** of sports, news, food, animation, **fans of culture** in all its forms."



“We don’t chase audiences across fragmented platforms. We build direct relationships with **passionate** communities who come to us, who lean in, and who ultimately act on your message. **Fox Entertainment** delivered those can’t-miss **moments** that bring families together. It’s the content you care about watched with someone you care about. In total, 98% of **Fox’s** linear content is watched live or same day – more than any other media company. While linear audiences are down 33% over the last four years, **Fox’s** linear audiences are up double digits (10%) over that same period, driven by massive live audiences, delivering what we call “real-time reach.”



“Everything we do at **Tubi** boils down to one goal, igniting **fan passion**. Because in the battle for **attention**, **passion** wins. **Fox** has a long history of serving **passionate fans**, investing in the biggest **moments** that bring us together. **Tubi** is extending that **passion** to the next generation, dictating trends, defining **culture**, and fundamentally changing the rules of television. This generation wants authenticity, **connection**, and control. They want to see themselves on screen, and when they do, they show up, share, comment, create, and buy. Because **passion** doesn’t just drive **attention**, it drives results.”



“And it all starts with showing up for our **fans**. We offer them the world’s largest collection of premium content in streaming. Our catalogue blows past the competition, with everything from Hollywood hits, to award-winning films, **beloved IP**, and live **moments** from the NFL to the **World Cup**. Across sports, **culture**, comedy, and more, **Tubi** is tapping into the personalities and **stories** people get **passionate** about.”



“To achieve your reach goals, there’s still a piece of the puzzle that’s missing. Those younger, cordless viewers, who are so elusive. And that is where **Tubi** comes in, with a massive Gen Z audience, who are nearly 70% cordless. We’re investing in live programming, with a buzzy slate of TV movies targeted to Gen

Z. And in just one year, 18 **Tubi** originals have landed in the top 10 streaming charts on Luminate...We pair this universe of content with the most precise personalization engine in our industry...No two home pages on **Tubi** look the same. What you see, what I see, are unique reflections of our taste.”



“And now, with **Fox One**, we extend it even further, bringing millions of hard-to-reach cordless viewers into your media plan...which leads us to the last piece of the puzzle – performance. Because **engaged** fans are your best customers. They’re 21% more likely to purchase your products and 30% more likely to remember your ads.”

“On **Tubi**, 95% of our viewership is on-demand. That’s significantly higher than other FAST platforms like **Pluto** and the **Roku** channel, which means your brand dollars go further, reaching **passionate fans** when they’re most **engaged**, with maximum impact. **Tubi** is now the #1 fully-free ad-supported streamer, according to Nielsen, with 100 million monthly active users watching over 10 billion hours a year.”

“**Tubi** ranks 4th in reaching high-income, ad-supported viewers, ahead of **Disney+** and **Paramount**. And when it comes to total ad-supported reach, **Tubi** is one of the largest platforms in America, ahead of other streamers, like **Netflix** and **Peacock**, and outperforming all broadcast and cable networks.”



WARNER BROS.
DISCOVERY

HBOmax [adult swim]



“It been an extraordinary year for **Warner Bros.** In 2025 we dominated the industry, delivering historic box-office performance, critical acclaim, and unprecedented global success. Our film studios are committed to delivering remarkable experiences...starting with the newest cinematic adventure from **DC Studios**, *Supergirl*. This film is loud, unapologetic, and a complete blast. And it’s emblematic of what is happening throughout the entire DC universe. The bold vision that James Gunn and Peter Safran are unleashing, re-imagining these **iconic stories** and legendary superheroes, is exactly what DC **superfans** have been craving.”

“And with *Supergirl* about to take flight, we aim to continue our extraordinary run through the rest of this year and beyond, driven by an incredible lineup of new releases, including *The Batman part 2*, *Man of Tomorrow*, *Lord of the Rings: the Hunt for Gollum*, and, of course, a *Minecraft* movie.”



“We’re leaning into a diverse slate of movies that revisit **beloved** worlds and **stories**, with Steven Spielberg returning to produce and Chris Columbus directing all new *Gremlins*, Sandra Bullock and Nicole Kidman’s bewitching upcoming sequel, *Practical Magic 2*, and *Ocean*, a new heist thriller starring Margot Robbie and Bradley Cooper as Danny Ocean’s parents.”



“When a **story** sticks with you, you want to talk about it every single week. Because the release of each new episode drives fresh emotion and people want to share it. It’s current, it’s kinetic, it’s relevant, and our shows dominate these feeds and ignite youth **culture** in real time.”



“**HBO Max** remains the place for great **stories** that hit like no other, with **moments** that you will never forget. We launched the *Harry Potter* campaign in March. It instantly became the most watched trailer in **HBO Max** history, with over half a billion combined impressions. And we really haven’t even gotten started yet. This new take on a treasured classic is richer and deeper than ever, and it promises to attract **passionate** audiences for the next decade.”



“And it’s not just *Harry Potter*. There are new chapters from some of the biggest IPs still to come – the DC Universe, the world of *Dune*, and *Knight of the Seven Kingdoms*. And on its 25th anniversary, a new *Lord of the Rings* movie will land on **HBO Max** after its high-profile theatrical run.”



“We have a massive opportunity to go deeper with these creators, by stepping into immersive, real-world experiences. Events like the ones behind me (showed list of events) create **moments** where audiences don’t just watch, they participate. And these branded experiences get amplified on social to extend **engagement**.”



“We’ve seen it with **Adult Swim** and *Rick & Morty* at San Diego Comic Con, and most recently with the **TBS Foul Play Fan Zone** at the *Final Four*. This is where audiences and your brands get a front-row seat wherever they are, **connecting** with our talent and our **stories**, which is why we’re so excited to

announce the first ever 90 Day Con – a multi-day celebration for our most devoted **TLC 90 Day Fiancé** superfans.”



“But there is no bigger way to **connect** with **fans** than by giving them the chance to dream, with the **HGTV Dream Home**. We’ve given away 30 epic homes over the years. It’s one of the most recognizable **HGTV** franchises, with over 80% awareness.”



“This is the industry’s most watched entertainment portfolio. From *Impractical Jokers*, to *Boy Band Confidential*, to *Shark Week*, we have something for everyone...**passion** drives everything. Our entertainment brands **connect** with audiences wherever that **passion** lives – on screen, on social, in real life, and everywhere in between.”

“We invite our partners to harness that energy and embrace these brands that are built with **connection** and inspiration. Our social ecosystem proves this out. We gained 40 million followers last year, reaching an incredible 393 million. That is the largest by any entertainment portfolio by a mile. But where we really shine is with **engagement**. Thirty-three billion impressions, including more than 7 billion video views. Our brands are **beloved** by our **fans**.”

Televisa
Univision **VIX**



“At **TelevisaUnivision**, we feel immense pride in being the voice of Hispanics – entertaining, informing, uniting, and inspiring our audience through our content. And that’s not just a point of pride. It is a responsibility. Because today, the power and influence of the U.S. Hispanic community has never

been more vital to the growth of this country. Hispanics are a \$4 trillion economic force, growing faster than the rest of the U.S. and shaping mainstream **culture**. No other major media company is more committed and successful in serving Hispanic audiences.”



“**Storytelling** has always been at the core of who we are. And that’s exactly what we’ve been doing with one of our fastest-growing formats. **ViX** Micros, short form, vertical **storytelling**. Designed for mobile, daily **engagement**, and ripe for brand integration...While the rest of the industry is just beginning to explore micro-content, we’re already scaling it. Because at **ViX**, our continued innovation is what fuels a **connection** that no one else can replicate.”

“*Premio Lo Nuestro*, *Premios Juventud*, and the *Latin Grammy Awards* continue to be **cultural** touchstones that deliver the most **iconic moments** in Latin music. We are the only company that brings together live events, audio, streaming, video, creators, social, podcasts – all of it into one interconnected experience. That means your brand doesn’t just show up once. It shows up everywhere all at once.”



AMAZON MGM STUDIOS

“Our mission at **Prime Video** is to be the first-stop entertainment destination. We work backwards from the customer, delivering series and genres that people love, backed by a century of **iconic** IP from **Amazon MGM Studios**.”



“One of the things we do better than anyone in entertainment is reaching young adult audiences. These are the viewers shaping **culture** in real time, driving conversation, building **fandoms**, bringing brands along for

the ride. *The Summer I Turned Pretty* cemented itself as a **cultural** phenomenon. This series proved that when we build a world young audiences love, they don't just show up, they move in and they stay to find out what's next."



"From our #1 YA series last year, *We Were Liars*, to *Overcompensating*, the college comedy that sparked a social frenzy, to the show that just heated up the stage, *Off Campus* – and all of these have second seasons in the works."



"Our investment in YA also extends to film. Our *Culpables* franchise (which includes *Culpa Mía*, *Culpa Tuya*, and *Culpa Nuestra*), based on the best-selling Spanish novels, has been a massive hit globally. The audience demand was so strong, we expanded into an English language adaptation premiering next month. Also, our film, *Red, White, and Royal Blue* ignited the kind of **passionate fandom** that lives online long after the credits roll. And we have a highly anticipated sequel, *Red, White, and Royal Wedding*, coming soon. And this November, we're releasing the holiday family comedy, *Clashing Through the Snow*."



"YA is timeless. It's current day for one generation and nostalgia for another. And we will keep delivering the **stories** this audience obsesses over (showed clips of **Prime Video** YA titles). Many of those **stories** didn't start on screen, they started on the page. And that's the **Amazon** advantage. Through our store, audible, and kindle, we have a direct line to what **fans** are reading and loving. And when we adapt these **stories** for **Prime Video**, **engagement** is immediate. We've seen this with our returning popular series, *Scarpetta*, *Reacher*, *Ballard*, *Cross*, and *The Terminal List*."



“Our **Prime Video** ad-supported customers are watching 17% more hours every month than just a year ago. When the content is this good, people don’t just show up, they stay. And your brands can be right there with us.

From interactive **moments** to shoppable ads, custom sponsorships to natural product placements, you’re part of the entertainment experience. And **Amazon** is where it all comes together – one **connected** universe that spans gaming, movies and music, podcasts, and original series.”

“There’s a difference between reaching an audience and truly knowing them. Only **Amazon** gives you the premium entertainment, authenticated leaned-in audiences, and the insights to know what actually moves them. All in one place. It’s no coincidence that when Forrester evaluated advertising platforms in their latest Wave report, they named **Amazon** as the only leader, not one of several, the only one...We deliver audiences, we deliver premium content, and we deliver the precision to help you drive meaningful outcomes. That is full-funnel advertising at scale.”

NETFLIX



“2016 was the year **Netflix** turned on in 190 countries in a single day. For the first time ever, people everywhere could watch whatever they wanted whenever they wanted. Tune-in was officially replaced by personal

choice. **Netflix** has always been the pioneer, the innovator, the company willing to make big bets that no one else saw coming. We bet on streaming when DVDs were still around, subscriptions when the model hadn’t been proven, original shows when no one believed a streamer could make them, international titles when no one was sure they would travel...We’ve dared to imagine things that have never been done before. And every time, it’s paid off.”



“Over the last few days, you’ve heard a lot of entertainment companies say they can be everything to everyone. But they don’t have the conviction, the imagination, the scale, the programming, or the technology to pull it off. We do...We’re not just the best way to reach one audience, we’re the best way to reach every audience, through the **stories** they love.”



“The theme of this event is that nobody gets you closer than **Netflix**. **Netflix** brings you closer. Closer to the shows that keep you on the edge of your seat. Closer to the movies that make you laugh. Closer to all the sports you don’t want to miss. And closer to something amazing you never saw coming.”



We have the best slate of live sports



“**ESPN** continues to be the biggest in sports. And with the addition of the **NFL Network** and the *Super Bowl*, we expect to see a 55% increase in NFL impressions year over year. And when you combine NFL and college football, **Disney** will deliver 40% of the football impressions this coming season. That puts us in a position no one else can match.”

“What is real **fandom**? It’s about loyalty, identity, and **connection**, and yes, it is sometimes about heartbreak. But it’s also **passion**. The kind of **passion Disney** inspires every single day across our brands. People don’t just show up. Today, **fandom** lives far beyond the screen, in **culture**, in community, and in commerce. And at **Disney**, we bring that **fandom** together at scale. For advertisers, that means reach and the relevance that drives your business outcomes.”

Joe Buck and NFL Commissioner **Roger Goodell** came out to talk about NFL Football. “The NFL on **ESPN** and **ABC** continues to outperform our competitors. And this year it’s even bigger with our expanded relationship with the National Football League. “The NFL has joined with **ESPN** to build on what they already did with *Monday Night Football* and year-round coverage. We’re now including **NFL Network**, *NFL Red Zone* distribution, and ESPN Fantasy Football.” They also announced that, for the first time, in 2027, **ESPN** will have the *Super Bowl*.

ESPN's Laura Rutledge, Troy Aikman, Lisa Salters, and Jason Kelce came on stage to talk more about the *Super Bowl*. “To deliver on the biggest stage in Los Angeles, we’re going to put together the greatest *Super Bowl* team ever. The **Walt Disney** company expects to deliver the most watched *Super Bowl* ever, leveraging our unique size, scale, and **storytelling**. And it’s the very first *Super Bowl* on Valentine’s Day, and it falls on a three-day weekend – everyone will be off on Monday.”

A group of *Super Bowl* MVPs were introduced and came out on stage – Peyton Manning, Eli Manning, Steve Young, Emmitt Smith, Desmond Howard, Jerry Rice, Curt Warner, Hines Ward, Troy Aikman, and Nick Foles.

William H. Macy, Mandy Moore, and Christopher Meloni came out to talk about their upcoming football family drama, *The Land*, which will air on **Hulu**.

Jorge Posada and Eduardo Perez came out to talk about Major League Baseball. “**ESPN** is now the streaming home of mlb.tv, offering more than 2,000 live out-of-market games on the **ESPN** app and on ESPN.com. “**ESPN's** coverage of the national pastime isn’t just limited to Major League Baseball. It’s also the home of Little League, college baseball and softball World Series, and more.”

Inside the NBA's Shaquille O’Neill and Kenny Smith came out with rookie of the year, Cooper Flagg. “*Inside the NBA's* viewership is up 143% since moving to **ESPN**. The NBA’s viewership on **ABC** and **ESPN** is up 18% year over year.”

New York Knicks star, Jalen Brunson came on stage to talk about the current NBA season.

Sportscenter's Christine Williamson came out with basketball stars Sarah Strong and Lauren Betts to talk about women’s sports. “**ESPN** has always been ahead of the curve on women’s sports across-

the-board. The massive, unrivaled **fandom** behind the WNBA is driving explosive growth and visibility in women’s sports.” “Women’s college basketball has seen its **fandom** continue to explode as well. The 2026 NCAA tournament was the second most watched since 1996.”

“This June, we’re raising the bar once again with *Women’s Sports Sunday*, the first of its kind premium destination that showcases the best of women’s sports in primetime.”

“With the power of **Disney+** behind us, no one tells **stories** like **ESPN**.” Billie Jean King came out to talk about her new documentary, *Give Me the Ball*.

College Football Gameday had “nine of the biggest episodes ever in the show’s history and 1.1 billion video views on social.” The show’s host, *Rece Davis*, along with college football analysts *Kirk Herbstreit*, *Desmond Howard*, *Pat McAfee*, and *Nick Saban* (and WWE’s *Cody Rhodes*) talked about the upcoming college football season and schedule, as well as the new docuseries, *Saban*.



“Another one of our **fandoms** is sports. **NBC** was the first to show the *Super Bowl*, the *World Cup*, Major League Baseball, and we’ve completely reinvented how people watch sports, including the *Olympics*. In our 100th year, all of those sports return back to **NBCUniversal**.”

“Now, we’re building on that rich legacy with a year-round Sunday sports strategy. What started with *Sunday Night Football*, which has now been the #1 show in primetime for 15 straight years, this year we added *Sunday Night Basketball*, and we just launched *Sunday Night Baseball* – providing year-round consistency for the **fans** and predictability for your brands.”

“Sundays are the highest rated night of the week, which allows us to promote our incredible entertainment slate, and for all of you to be able to reach your consumers on the biggest spending day of the week.”

Mike Tirico and Bob Costas (who returns to **NBC** Sports as the host of the *Sunday Night Baseball* pre-game show) came out to talk about Sunday sports. “Sunday night is game night, because across 2026 and 2027, we have live marquee sports on Sunday nights all year round. *Sunday Night Football* has been the #1 show on primetime for 15 consecutive years, and is coming off its most watched season ever. *Sunday Night Basketball*, now in its debut season, was the most watched NBA Sunday package in 13 years. And MLB’s return to **NBC** has sent us off to the best MLB start for any network since 2012.” They also announced that former Pittsburgh Steelers head coach, Mike Tomlin, will be joining Sunday night’s *Football Night in America*.

“**Peacock** has premier sports every day and night of the week all year long. This year, **Peacock** is set to stream over 8,400 hours of live sports...with everything from the Premier League to Big Ten football to NASCAR.”

“Our friends at **Versant** have built a robust sports division. It’s called **USA Sports**, and it’s going to encompass all the sports content among **USA Network**, **Golf Channel**, and properties like NASCAR, the PGA Tour, Premier League, Pac-10 football and basketball, and over 1,000 hours of women’s sports coverage, headlined by the LPGA Tour. League One Volleyball, and over 50 WNBA games (including the WNBA Finals).”

“Sports deliver massive and **passionate** audiences to our platforms, and we’re building an entertainment slate that keeps them coming back for more. In 4th Quarter, 82% of sports viewers

watched other programming across **NBC**, **Bravo**, and **Peacock**. And during the two weeks of the *Winter Olympics*, audiences spent more than 300 million hours watching entertainment on **Peacock**.”

“We are just 30 days away from the biggest live event on the planet – the *FIFA World Cup*. The *World Cup* is more than a sporting event, it’s a global phenomenon. And it lives on **Telemundo** and **Peacock** en Español, with every kickoff, every pass, and every gooooooool.”



“Nearly a third of all live sports, news, and event viewing happens on **Fox**. That’s driven by the largest audiences in live sporting events for six of the past seven years.

Michael Strahan came out to talk about the *World Cup* soccer. “We’re going to have more teams and more games than ever – 70 matches on **Fox**, 34 on **FS1**. And **Fox One** is the official streaming platform of the *World Cup*. And all 104 matches will be streamed live in 4K. We’re expecting over 15 million fans to watch each U.S. match...We expect 150 million viewers over the entire *World Cup*.”

Comedian **James Corden** came on stage to announce he’s joining **Fox** as host of a live *World Cup* after hours show every night after the games, taking a “lighthearted look at the *World Cup*, talking about the games and anything that might have happened that day.”

Derek Jeter, **David Ortiz**, and **Alex Rodriguez** came out to talk about Major League Baseball. “Baseball is red hot right now. Baseball is capturing **fans’** attention in a big way. The Yankees – Dodgers *World Series* in 2024 was something special...and it wasn’t a fluke. We followed that last year with the most watched *World Series* in eight years. And the momentum has carried on to this

year. The *World Baseball Classic* just keeps getting better and better – the final game was the most watched game in *WBC* history. And we had our best (MLB) season opening in five years with Aaron Judge and the New York Yankees.”

“During upfront week, you’re going to hear a lot of networks promote their baseball games. The sport has never been on more outlets. And the game is full of stars that are as exciting as ever. But the best games are on **Fox** – the *All-Star Game*, the *NLCS*, and the *World Series*.”

Tom Brady, **Rob Gronkowski**, and **Erin Andrews** came out to talk about the NFL, college football, and college basketball. “Most people think the football weekend starts on Saturday, but **Fox’s** Friday college slate will be the best it’s ever been, with schools like Penn State, Oregon, national champion Indiana, and plenty of Big 12 on the schedule...And **Fox** carries the most Big 10 games (including the Conference Championship). Last year’s game on **Fox** was the most viewed championship game.” The Big 10 runs Saturdays, and in the NFL, the NFC runs Sundays. **Fox** is the home of the NFC, and the NFC is on fire right now...the last two *Super Bowl* champs were from the NFC.” “Every year, the NFL dominates the list of most watched TV shows, and **Fox** has more of those games than any other outlet.”

“The holidays are when people are at home watching sports, and we’ve got the entire year covered. On Memorial Day weekend we’ve got the *Indy 500*. On the 4th of July, the 250th birthday of America, we’ll have two *World Cup* matches, including one in Philadelphia, the birthplace of America.” “On November 1st, we have an unprecedented start to college basketball. For the first time ever, the season tips off in Rome.”

Rob Gronkowski and **Jameis Winston** talked about their new weekly soccer talk show on **Tubi**, which, among other things, will break down *World Cup* highlights.



WARNER BROS.
DISCOVERY



From **TNT Sports**, [Adam Lefkoe](#) – “Fans live for something real. The drama, the **passion**, the heroics. The **moments** on **TNT Sports**. Nothing inspires like the feats that rewrite history. With each elimination round, the pursuit for immortality begins anew as the action gets faster in the fight to decide who will lift the **iconic** Stanley Cup on **TNT** in 2027.”

“To the diamond, legends shine in October when the lights come on. MLB post-season on **TBS**. These are the crisp autumn nights you always remember. Showdowns and singular performances bring a new flare to an old-school game.”

[Shaquille O’Neill](#) came out to talk about his new show, [Dunkman](#), where 24 players compete for a half-million dollar cash prize to find the best dunker in the game. I suppose **WBD** needed to somehow mention NBA Basketball, since they lost the domestic broadcast rights after nearly four decades.

“Some **moments** in sports don’t just arrive, they announce themselves, pitting power against precision, chaos versus control. Step inside the lines at the storied realm of Roland Garros, where the kings and queens of clay (tennis) are crowned.”

“NASCAR, the thrill of the chase and the million dollar mid-season challenge return this summer.”

“We officially entered the squared circle, putting you ringside with the upstarts and champions going toe-to-toe in [World Class Boxing’s](#) celebrated return to TV from **TNT Sports** and [The Zone](#).”

“And as pioneers of the women’s game, we continue to invest...from the [FIBA ‘26 Women’s Basketball World Cup](#), to the fever-pitch of U.S. Women’s National Soccer team, to the unrivaled in-between, we will be there.”

“We are expanding our college coverage, with even more college football playoff games leading the charge, making **TNT Sports** your only destination that has both the college football playoffs and March Madness (a new opening round will add 12 games).”

“If you want to go deep in the game, dive into [Bleacher Report](#) and [House of Highlights](#), the #1 social destination for young people to spend time with sports.”



Paramount touted its multi-platform packages for the NFL, NCAA March Madness, The Final Four, golf (including [The Masters](#)), and the UFC, highlighting how the NFL and other live sports programming funnel diverse viewers to **Paramount+** and next-day **CBS** shows. “Obviously, the NFL is a huge audience funnel, very large, very diverse, and we want to continue to program against different segments.”



“The only thing that commands the undivided attention of millions of people at the exact same time is sports. 97% of sports viewing on our platforms is live, more than anywhere else. And 54% of

those who watch sports with us never watch sports on any other network. That’s what we mean when we say we get Hispanics...We get them live and unduplicated. It’s also no secret that for Hispanics, el futbol is **culture**. And for us, the **culture** that surrounds the game is as important as the game itself.”

The company announced more sports programming to boost its year-round offering across platforms, bolstering its soccer dominance by securing new and extended rights, including a first-ever deal for CONMEBOL Libertadores and CONMEBOL Sudamericana, a renewal for CONCACAF’s *Gold Cup* and Nations League, and an extension for Mexican National Team matches through 2034. And in a sublicensing agreement, **Univision** will broadcast *Super Bowl LXI* in partnership with **ESPN**.

Univision, in partnership with **Apple**, will air the Formula 1 *Las Vegas Grand Prix* this November.

TelevisaUnivision will collaborate with MrBeast on a creator-driven event developed in partnership with the *Gold Cup*.



Clarissa Thompson from *Thursday Night Football*, came out to talk about the NFL and other sports. “**Prime Video** is now a year-round home for premium live sports. *TNF* just delivered the largest season-long audience in the 20-year history of *Thursday Night Football*. 31.6 million viewers for our *Wild Card Game*, the most streamed NFL game ever.”

“Our audience is younger and more likely to **engage** with advertised brands than sports viewers on any linear network.”

“The difference isn’t just in the games we carry, it’s that we’re changing the way **fans engage** with those games...Everyone talks about **AI**, but we’re using it to impact the way that viewers experience our broadcast. For example, **AI**-powered features like *Defensive Alerts* on *TNF*, *Prime Insights* for the NBA, and *Burn Bar* for NASCAR, create an entirely new layer for fans. And those same signals and insights help your brand show up in the right **moment** with the right message.”

[Blake Griffin](#) and [Taylor Brooks](#) from *NBA on Prime* were on video from their Culver City studio. “We had the debut of *The Masters* a few weeks ago, the NWSL season is already underway, our expanded WNBA coverage kicks off this Thursday with a doubleheader, our second season of NASCAR revs up with the *Coca Cola 600* on Memorial Day weekend. And next year, we are the exclusive home of the NBA Eastern Conference finals.”

Amazon will stream 30 regular season WNBA games, with a pre- and post-show every game night. Eight games will feature Kaitlin Clark and the Indiana Fever. They will also have the *Commissioner’s Cup Championship*.

[Ryan Fitzpatrick](#) and [Andrew Whitworth](#) from *Thursday Night Football* came out to talk about their 2026 NFL schedule. “Last year, **Prime Video** turned Black Friday into a 17-hour live sports feed with the Skins game in the morning, Black Friday football in the afternoon, and an NBA doubleheader at night. “This year, it’s even bigger because Duke and UConn tip off on Thanksgiving Eve, marking the debut of live collegiate sports on **Prime** and the start of a multi-year partnership with the (Duke) Blue Devils.” They announced that the *Fitz and Whit* podcast is coming to **Prime Video** this fall.

[Matthew Stafford](#) was on hand to talk about winning the MVP award and how he likes playing football on Thursday night.

NETFLIX

Elle Duncan, who recently left her high-profile position at **ESPN** to join **Netflix** as its first sports anchor and live event host, came out to talk about the company's sports offerings.

There are several documentaries that provide compelling **stories** about various sports. “Even if you’ve never picked up a golf club, *Full Swing* has made golf the kind of dramatic **story** that everyone needs to follow...*Quarterback* puts you in the huddle and at the dinner table with America’s favorite gunslingers...**Netflix** even made us fall in love with *F1* (Formula One racing).”

“But **Netflix** is in the business of live sports too. This year the lineup is deeper than ever – WWE, MLB, Boxing, and more NFL Football than ever, including the first Thanksgiving Eve matchup. And the *Westminster Dog Show* is coming to **Netflix** next year.”

“Next year, one of the most watched sporting events on the planet, the *FIFA Women’s World Cup* is coming to **Netflix** – every match, every **moment**, all live.”

Netflix is also telling the **story** of the 1999 U.S. women’s World Cup championship team, “which made the country fall in love with soccer...they inspired girls everywhere to set their sights just a little bit higher, and honestly, nothing has been the same since.” The cast, along with team members, *Mia Hamm*, *Julie Foudy*, *Brandi Chastain*, *Michelle Akers*, *Carla Overman*, and *Joy Fawcett*, came out on stage to talk about the film.

We are the most trusted (or most watched) name in news



Fox News anchors, **Brett Baier** and **Martha McCallum** were on hand, along with *The Five* hosts **Greg Gutfield**, **Jessica Tarlov**, and **Harry Ford**, and *Fox and Friends*' **Lawrence Jones**, to talk about their leading cable news channel. "No one delivers **live** coverage like **Fox News**."

"The news is unfolding faster and faster every day, and wherever it's happening, **Fox News** is there live as it unfolds in real time, across every platform – from cable and Tik Tok, to streaming, across mobile, digital, and every connected device. And just as importantly, we help people to make sense of it all. More Americans than ever, trust and turn to **Fox News**."

"Last year, remarkably, **Fox News** had more total viewing time than the four largest pro sports leagues combined, and commanded nearly half of all broadcast and cable news viewership."

"*The Five* consistently beats *CBS Evening News* and *The Voice*. We're now operating at broadcast scale, averaging 3.1 million viewers in weekday prime, even beating **NBC**."

"Online, **Fox News** is the #1 publisher for time spent, averaging 143 million monthly unique visitors...And on **YouTube**, a record year, 4½ billion views – that's billions ahead of **CNN**, **NBC News**, **ABC News**, and **CBS News**."

“**FBN** (Fox Business News) beats **CNBC** in business dayparts in total day.”

Fox News has “the largest politically diverse audience in America.” “More independents and more democrats are choosing **Fox News** over any other network.”



[Anderson Cooper](#), [Kaitlin Collins](#), [Abby Phillip](#) came out to talk about **CNN**. “When the world turns, when history is made, **CNN** is always there. We were the first American network on the ground in Iran and across the Middle East to bring the unfolding conflict to our global audiences in a way that no other news organization can. No one got closer, no one got the news out quicker, and the world saw **CNN** at its best on every platform, format, and touchpoint.”

“And breaking news happens when you least expect it. We just saw that from the scene at the White House correspondent’s dinner a few weeks ago, where we brought you the details in real time as we were learning them, evening wear and all.”

“This last year has been a pivotal one for **CNN** as our investments have started to pay off. Users can now access us however they want, on TV, mobile, audio, streaming, VOD, all via our new all-access subscription.”

“In the last six months, we’ve launched more than 50 new content formats. And that’s just in the U.S. We’re beginning the international rollout of all-access later this year. With this essential subscription, audiences at home and abroad will be able to get every kind of journalism – top stories,

headlines, explainers, news features, documentaries, in whatever media makes the most sense for that **story** and this user.”

“It is important to have the same discussions that Americans are having at their dinner tables. That’s how we get to the core issues that both divide and unite us.”

“That mission of **connection** and innovation is what’s fueling us. This year, we’re scaling our business coverage with a revamped **CNN Business**, doubling down on live events, and also expanding our variety partnerships, that includes *Actors on Actors*.”

“We just launched our new **CNN Weather** app this week...you can get live coverage, real-time updates when it matters most, plus stunning **stories** and visuals. And we’re also hard at work at the new standalone product focused on wellness. And we’re getting ready for (Anderson Cooper’s) favorite holiday, New Year’s Eve.”

[Craig Ferguson](#) just joined **CNN** and came out to talk about his new show, *American on Purpose*. Then he showed a video of all the original content on **CNN**, from **CNN Originals** and **CNN Films**.



Savannah Guthrie, Craig Melvin, and Al Roker came out to talk about **NBCUniversal's** news offerings. “Long before influence was something you could measure, it was something you built. For 75 years, *Today* has done exactly that...Trust is not built overnight, it's built over generations. Not by being the loudest voice, but by being the one viewers choose to start their day with.”

“People are tired of being pulled apart. What they're looking for is something different, something better. That is why **NBC News** has launched *Common Ground*, a network-wide initiative focused on something simple but powerful – bringing people together for real conversation across differences, across perspectives, rooted in facts and focused on solutions...journalism that informs and helps people understand one another.”

“No one is better positioned to do this than **NBC News**, reaching 136 million adults each month across every platform every day. Because for a century, we haven't just followed change, we've led it, from radio, to television, to color, to streaming, evolving how we **connect** with audiences, in the **moments** that matter to them the most.”

“From *Today*, where America starts its morning, to *Nightly News*, bringing clarity to the day's top stories, to *Dateline*...and *NBC News Now*, a 24/7 streaming network delivering straight journalism live, to *Meet the Press*, holding leaders to account, to *Noticias Telemundo* serving Hispanic audiences with trusted journalism that reflects their communities.”

“For 100 years, **NBC News** has brought the country together in the **moments** that matter the most – because it’s the **connections** that we make, and the conversations we have, that move us forward.”

From **Versant News**, [Joe Kernan](#), [Becky Quick](#), and [Andrew Ross Sorkin](#) from **CNBC Squawk Box**, came on stage along with [Mika Brzezinski](#) and [Joe Scarborough](#) from **MS Now’s Morning Joe**. “Every morning, two agenda-setting conversations shape the day ahead. On **CNBC Squawk Box**, it’s about markets, Wall Street, and what’s moving the global economy. On **Morning Joe**. and across **MS Now**, it’s about power, policy, and what’s driving Washington.”

“**CNBC** is essential to the world’s most influential audience, delivering exclusive access to CEOs and power players. It’s where leaders come to **connect** with the most educated and affluent viewers on television. In the **moments** that matter, that premium audience turns to **CNBC**, with viewership up double digits year over year.”

“At **MS Now**, we equip our viewers every day with what’s happening in Washington. Why it matters and how it impacts their lives. Our audience comes to us for trust and for deeper understanding. Viewership is up 20%, our lineup is resonating, we’re reaching 32 million Americans every week who spend more than nine hours with us. That’s nearly unrivaled **engagement**.”



[Robin Roberts](#) came out to talk about the company’s news operations. “**Disney** is the home of America’s most trusted and most watched news programs. At **ABC News**, it is truly a privilege to **connect** so closely with our viewers with what matters most to them. Like how our viewers, **fans**,

and followers have made *World News Tonight with David Muir* America's #1 newscast, across-the-board on all platforms – with the biggest margin versus the competition in over 30 years.”

“*GMA* reaches 27 million viewers every month on linear alone, alongside incredible exposure on streaming and social – 44 million reached on Tik Tok over the last month.”



There was reportedly no mention of **Paramount's** embattled **CBS News** division during the company's upfront dinners.



“Earlier this year, **TelevisaUnivision** unified its U.S. news operation with its Mexico-based news powerhouse, rebranding as **N+ Univision**. **N+ Univision** is the leading multiplatform news provider for U.S. Hispanics. The newly unified division brings together more reporters, more perspectives and more presence across television, digital and streaming, delivering breaking news, on-the-ground reporting and in-depth analysis on the issues that matter most to the U.S. Hispanic community, and ranking #1 among U.S. Hispanics across every daypart, morning through late night, outperforming the competition in every hour of the broadcast day.”

“With the 2026 midterm elections underway, and the Latino vote more decisive than ever, **N+ Univision** will deliver comprehensive coverage from the primaries through the first-ever midterm party

conventions and Election Night on Tuesday, November 3. **N+ Univision** will also air live coverage of the United States' 250th anniversary celebration from Washington, D.C., a historic milestone that belongs to every American, including the Hispanic community that is central to this country's story."

"As the most trusted source of news for Spanish-speaking audiences in the United States, **N+ Univision** earns that trust day after day through journalism that is clear, accurate and relevant. Its lineup on **Univision**, the #1 network for U.S. Hispanics, spans every hour of the broadcast day: *Despierta América* in the morning, *Edición Digital* at midday, *Primer Impacto* in the afternoon, and *Edición Nocturna* at 11:30 p.m., each ranking #1 among U.S. Hispanics in their daypart."

"On Sunday mornings, *Esta Semana con Iliá Calderón y Enrique Acevedo* ranks #1 among U.S. Hispanics. Beyond broadcast, **N+ Univision** 24/7 on **ViX** delivers round-the-clock streaming news. **N+ Univision Digital** produces cross-platform journalism including *El Detector*, the first Spanish-language fact-checking platform in the United States, and 20 owned-and-operated local stations serve Hispanic communities across the country."

"**N+ Univision** represents a news strategy built for the evolving informational demands of today's Hispanic audiences, delivering more perspective, more depth, and more journalism where and when it matters most. *Ahora Somos Más*. Now, we are more."

AI technology, tools, and targeting, in context



“So, we’ve always known that these big live events create lightning in a bottle for your brands. But the question has always been, what does it do for the rest of your investment? And that’s why we created *Live Total Impact* – a first of its kind capability that leverages the initial viewing of your ad in live events, and then re-targets those consumers across our linear and digital portfolio...this **connection** between live events and everyday **moments**, that is what super charges your media buy.”

“**Contextual** alignment is not a new concept. But up until this point, it’s been very manual and only available in VOD. And that’s why we’re using **AI** to make this possible in our live programming. Your creative can now align with the **moments** that matter to your brand as they happen live.”

“All this content and all this innovation doesn’t mean anything unless you can measure the impact for your brand. Today we’re excited to share with you the *Performance Insights Hub*. We’ve always known premium video performs, but now you can see it for yourself, with fully transparent, cross-platform results, unifying linear and streaming. Because the truth is, when you look at the premium video marketplace, over 70% of those impressions are still on linear. So if your current dashboard is only measuring streaming, than you’re missing nearly three quarters of all ad impressions. The *Performance Insights Hub* delivers in-flight, full-funnel measurement and goes beyond impressions, to show real business impact with our partners...you can actually see how your media is driving real sales in real time.”

The FOX logo is displayed in a bold, blue, sans-serif font.The tubi logo is displayed in a bold, black, lowercase sans-serif font.

“**Fox** is built from the ground up by focusing on the fundamentals. We’ve stripped our company down to the most essential components, like live sports and news, and built new **Fox** up from those solid foundations. In technology circles, they call this *First Principles Thinking*. A way of breaking down complex issues to their fundamentals, or first principles, and building up a better solution from there...Somewhere along the way, the fundamentals of our business got lost in all the noise.”

“Think for a moment about the scope of **Fox’s** daily interactions with our fans – 200 million people every month across over one billion devices. Every one of those interactions is a data point that presents an opportunity to super serve the **passion** of our **fans**, and super serve you.”

“Technology innovation is core to **Fox**. Our sports team has pushed the boundaries of live production since day one. And when we acquired **Tubi** six years ago, our technology center of gravity moved to Silicon Valley. We now run over 2,000 product experiments yearly, and we were the first streamer to natively integrate into Chat GPT.”

“We spent the last two years doing something that most media companies haven’t – partnering with frontier **AI** labs. We run **AI** imprint against every second of our raw video in real time, extracting topic, talent, mood, and vibes, and joining that against performance data, to understand what content and advertising is resonating with our audiences at a **fan** level. That’s the engine behind what we call the *Fox Fan OS*, an agentic, **AI** native, media operating system built on two connective platforms – *Fox Fans Studio*, which supercharges the **fan** experience, and *Ads Studio*, which connects your brand to those **fans** in the right **moments**.”

“On **Tubi**, ads don’t interrupt the experience, they become a part of it, turning cultural **moments** into business outcomes, where every element, down to the scrubber, becomes your canvas. We’re introducing the next generation of **Tubi** ad innovation, where pauses turn into participation. Where information and **context** are imbedded directly into scenes, transforming what fans are watching into shoppable moments, right on their phone. These aren’t just formats, they’re scalable, immersive brand experiences built around the **moments fans** care about most.”

“As others in this space grow cautious, **Tubi** and **Fox** get bolder. When others rely on price hikes, we continue to disrupt with free streaming.”

“The lessons of *First Principles* thinking is clear. Companies are only as strong as the foundations that they’re built on. At **Fox**, we give you that foundation, so you can build higher, move faster, and drive real performance for your brands.”



“Premium content at scale powered by technology. That’s the next chapter. With **AI** imbedded across our entire ad tech stack, powering smarter planning, sharper audience segmentation, and dynamic creative tools, that makes ad placement even more effective. And as many of you already know, *Disney Compass* is the front door for data collaboration and performance measurement – all part of one connected end-to-end platform, bringing our content, our data, and technology together. We’re already operating with more intelligent, automated systems that can learn, design, and act in real time. Not someday, already in market and getting smarter every single day.”



**WARNER BROS.
DISCOVERY**

HBOmax

“It’s no secret that viewing behaviors have changed. How we plan, activate, and measure, has not kept pace. At **Warner Bros. Discovery**, we strive to push the industry forward, re-imagining how brands **connect** with our audiences and content. Our goal is simple. To meet you where you are, provide ease of partnership, and provide measurable results.”

“And here’s how we’ve been executing against that commitment. Last year, Conan O’Brien, quite memorably, launched *NEO*, your path to **WBD**’s premium video, with no Intermediary, no markups, and no fees. And the outcomes are real. More efficiency, better performance, and every dollar working for you.”

“And our *Demo Direct* product is delivering the same kind of simplicity throughout our premium television portfolio, with one plan at one CPM and one invoice, providing you access to all of our networks. *Demo Direct* provides you with expanded reach, stronger delivery, and greater efficiencies.”

“And to support our commitment to outcomes, we’re also launching a new always-on measurement and attribution dashboard. This next-generation tool provides real-time visibility into campaign performance, enabling more intelligent optimization and stronger results.”

“We are offering you a full range of ways to buy **WBD**, now spanning every screen, every signal, and every buy type. Whatever your strategy or KPI, we will optimize it.”

“Today, audiences are in full control, shaping what they watch, how they watch it, and the entire viewing experience. For brands, showing up alongside premium content is not enough. Brands

must show up at the right **moment**, in the right **context**, with the right message. And it must be natural, not forced or disruptive. This is what we're calling the *Age of Relevance*. Not a trend we're watching, but a movement we are leading...To unlock relevance, we've built an intelligence layer that understands content on a deeper level. It's not just about what our viewers are watching, but how the content makes them feel. So instead of targeting a travel show, we've identified more than 25,000 **moments** where travel is actually happening. Performance improves when brands show up in the right **context**. That's why we've built *Moments*, to help brands find relevance in every **story**."

"*Moments* began on the episode level on **HBO Max**. Now we're thrilled to introduce the next evolution. Scene-level **contextual** targeting. This creates countless opportunities within **Warner Bros. Discovery** episodes and films, offering greater precision, better performance, and more relevance for you and our **fans**...And today we're excited to announce the expansion of *Moments* beyond **HBO Max** into **Discovery+**, **CNN**, and **WBD Stream**. So that travel message will land when guests check in to the White Lotus, when Barbie and Ken arrive in Venice Beach, and during Ross's epic wedding in London. Whether its current hits or **beloved** classics, this is relevance at scale."

"Our shoppable products are evolving too. *Shop HBO Max* matches products at the scene level, an experience that feels native and not forced. This led us to build an all-new format, the shoppable pause ad – when viewers hit pause, they're prompted to **engage** instantly, on their terms with no interruptions."

"We're now using this intelligence to inform the creative itself, introducing *Dynamic Creative*... Creative adapts in real time to what's happening on the screen, custom copy paired with dynamic visuals, delivering infinite possibilities."

"But none of this matters without trusted measurement. Our industry has to evolve to keep up. So we've invested in more expansive measurement solutions. We have partnered with **Fox**, **NBC**,

Paramount, and others to launch a premium measurement ecosystem powered by OpenAP, providing you outcome data from linear and streaming, optimized across premium publishers through a unified conversion API, which is verified by leading measurement companies.”

“**Warner Bros. Discovery** is also introducing a reach guarantee – unduplicated household reach backed by our commitment to deliver.”

“In this spirit of innovation, we’re unveiling a new franchise, one that opens up new ways for brands to engage with our fans across the entire content life cycle. *Unbreakable* integrates our partners into the complete fan experience, including the millions of social conversations surrounding the biggest **moments** on **TNT Sports**, *Bleacher Report*, and *House of Highlights*. But this isn’t just a sports story. Soon, *Unbreakable* will expand to meet **fans** in every **passion** point in the **WBD** library.”

“Every new product and enhancement we announce today, supports one objective – precision inside premium content at the center of **culture**. The mavericks that founded this company didn’t wait for the future to arrive, they built it. And we’re more inspired than ever to build what’s next together.”



“Our business and our marketing partners and our brands survive on a healthy ecosystem of premium content that’s powered by data and technology. There haven’t really been any companies that have started with the power of content versus the power of a platform.”

“**Paramount Advertising** has seen great success with *Streaming Fixed Units* – which guarantee premium placement around **Paramount’s** biggest shows.”

The upfront introduced *Paramount Media Labs*, “our in-house creative studio, which connects brands directly to the company’s **storytellers**, IP, and content from the inside out. There is no more powerful place for a brand to be than at the heart of a **story** people love.”

“Together, these initiatives underscore **Paramount Advertising’s** broader goal: to deliver client-first solutions that create real outcomes and long-term value.”



“The reality is, most of the third-party data in the market today completely misses Hispanics. We have the only identity solution that captures the most complete and accurate footprint of Spanish-speaking and bilingual households in the U.S., *TelevisaUnivision Household Graph*. By leveraging our graph, campaigns increase visibility to our audience by 91%. Not modeled, not assumed – actually seen. And that is precisely what powers *ViX 360*, our unified streaming marketplace designed to reach this audience wherever they are – across our platforms and across our partner ecosystem.”



“Through our strategic partnerships, (authenticated streaming and shopping) signals extend across the full connected TV landscape and the open internet, helping you with more relevant targeting and consistent audience recognition across all channels. This is the industry’s largest authenticated reach – 90% of U.S. households.”

“These signals give us unparalleled precision. That precision drives performance. And that performance delivers outcomes that matter. Many of you have been coming to the upfronts for years. This is where you try to find the most thrilling shows, the most compelling talent, so you have the best shot at reaching people you want to reach. But at the end of the day, you’re guessing who’s watching what...maybe it’s a good guess, maybe it’s a great guess, but ultimately it’s still a guess. With our authenticated graph, you don’t have to guess anymore.”

“With new *Dynamic Creative* in our interactive video ads, we can share the right message to the right viewer, driven by their actual shopping behavior.”



Netflix is “the only place that can leverage the best tech with the best shows and movies in the world. That’s also why we built the *Netflix Ad Suites*. It’s the easiest and fastest way to deliver better capabilities, better measurement, and more creative formats. And now it’s getting even more powerful.”

“At **Netflix**, we don’t just know what people are watching, we have verified household and individual profiles, so we know who is watching too... As an advertiser, you can use our data sets and get incredible results. And at the same time, we’re protecting our members’ privacy. And you can access those data sets anywhere you’re working, whether it’s our clean rooms, DSPs, or the *Netflix Ad Suites*. This way, we can be accessible and responsible.”

“Our data strategy powers everything we offer, from planning to buying to measurement...Just connect your tools to **Netflix**, tell us what audiences you’re looking for, and we will help you reach them. We’ve also got an **AI** media planning tool that takes your brief, looks at all the data we have access to, and develops a strategy for exactly what to buy to drive the results you’re looking for.”

It’s the programming, stupid

Advertisers may care about corporate ownership, **contextual** alignment, and **connecting** with **fandoms**, but to viewers, it’s all about the programming. The media industry might like to divide the world into linear versus streaming (the way they used to with cable vs. broadcast), but to viewers it’s all just TV. They care about what’s available on their screens – whether they watch it on a big screen, a laptop, a tablet, or their phone.

The stars were out in force at the upfronts, promoting both their new and returning TV shows. On the following pages are descriptions of what they talked about and showed us.



[Amy Poehler](#) and [Hugh Laurie](#) came out to talk about and show the trailer for their new **Peacock** comedy, *Dig*, about four female archaeologists who discover a secret that pulls them into an international conspiracy.

We saw clips from [Seth McFarlane's](#) animated series, *Ted* (a spin-off of the two live-action movies) on **Peacock**.



[Meghann Fahy](#) and [Rose Byrne](#) showed the trailer for their new **Peacock** psychological thriller, *The Good Daughter*, about sisters whose family was shattered by a night of violence 20 years ago – they now have to face painful memories and buried secrets when a new attack splinters their small town.

[Linda Cardellina](#) showed a preview of the upcoming *Friday the 13th* prequel, *Crystal Lake*.



[Jennifer Garner](#), [D'Arcy Carden](#), [Gemma Chan](#), and [Chloe Sevigny](#) talked about and showed the trailer for their new **Peacock** drama, *The Five Star Weekend*, based on the best-selling novel by Elin Hilderbrand (which also stars [Regina Hall](#)), about a food blogger dealing with loss, who tries to recreate a five-star weekend with her friends on Nantucket.



[Jake Johnson](#), [Jane Levy](#), and [Keith David](#) talked about their new **NBC** workplace comedy, *Sunset P.I.*, about a group of L.A. private investigators.



Real-life spouses [Téa Leoni](#) and [Tim Daly](#) came out to talk about their new NBC comedy, *Newlyweds*, about a free-spirited woman and a buttoned-up professor, who marry on a whim after a whirlwind courtship. [Jamie Lee Curtis](#), who has a recurring role and also executive produces the show was on hand as well.



[Peter Krause](#) and [Hope Davis](#) talked about their new drama, *Line of Fire*, about a family of law-enforcement agents.



[David Boreanaz](#) and [Michaela McManus](#) discussed their upcoming reboot of *The Rockford Files*.



Star [Tracy Spiridakos](#) (formerly of *Chicago P.D.*) and director [Lea Thompson](#) spoke about the new **USA Network** drama, *Anna Pigeon*, debuting this August.

All new **NBC** series will air next day on **Peacock**.



[Tina Fey](#) talked about her **NBCU** career, first at *SNL*, then *30 Rock*, and now producer of **NBC's** *The Fall and Rise of Reggie Dinkins*. (which stars [Tracy Morgan](#), and has been renewed for a second season). She then joked about **NBC's** live big-event variety special *NBC 100*, taking place on Thursday, December 10th,

“celebrating a century’s worth of culture-defining moments, break-through programming, and shows about Chicago.” The special will feature music, comedy, and surprise cast reunions.



NSync’s [Lance Bass](#) and [Joey Fatone](#), hosts of the new reality competition series, [Cocktail Wars](#), debuting this summer on the **E!** network, came on stage.

Host of **Peacock’s** [Love Island USA](#), [Ariana Maddox](#), came out to talk about the show.

We saw clips of all **NBCU** reality shows, highlighted by [The Traitors](#) and its host, Alan Cumming.

Bravo’s [Andy Cohen](#) ([Watch What Happens Live With Andy Cohen](#)) talked about *Bravo FanFest* in Charleston, and *BravoCon*, which returns in fall 2027.



This year marks 20 years of [The Real Housewives](#) – to celebrate, seven iconic housewives are criss-crossing the country, revisiting legendary **Bravo** landmarks and reuniting with familiar faces along the way, for [The Real Housewives Ultimate Girls’ Trip: Roaring 20th](#). Housewives, [Luann de Lesseps](#) (NY), [Porsha Williams](#) (Atlanta), [Teresa Giudice](#) (NJ), [Kyle Richards](#) (Beverly Hills), [Gizelle Bryant](#) (Patomic), and [Lisa Barlow](#) (Salt Lake City), came out on stage.

[Jimmy Fallon](#) came out and interviewed [Vin Diesel](#), who is bringing four shows in the [Fast and Furious](#) universe to **Peacock** (the final film in the franchise will be released in 2028).

FOX tubi



Jerry O'Connell, Sophia Bush, and Violet McGraw came out to talk about their new **Tubi** original movie, *Summer's Last Resort*. “And the best part, is you can go to **Tubi** and watch *Summer's Last Resort* on demand, anytime you want. That's because unlike FAST platforms, people don't come to **Tubi** to check what's on. They come with intent, watching what they want, when they want. And that matters, because over than 75% of 18-34 year-olds prefer this kind of on-demand viewing.”



The cast of **Fox's** upcoming *Baywatch* reboot came on stage to talk about the show and provide a preview.



Jon Hamm and Joel McHale came talked about **Fox** animation – *The Simpsons*, *Family Guy*, *Bob's Burgers*, *American Dad*, *Universal Basic Guys*, and *Grimsburg*. The Sunday lineup will be joined by the non-animated *Animal Control* this fall. A *Family Guy* spin-off, *Stewey*, is coming in 2027.



Casts of some of the network's most popular scripted shows came on stage to discuss their series – *Doc* (Molly Parker, Blair Underwood), *Best Medicine* (Josh Charles, Annie Potts), and *Memory of a Killer* (Patrick Dempsey, Michael Imperioli). They were joined by Stephen Fry and Jenna Elfman, who showed us a trailer of their new drama, *The Interrogator*, about a quirky former MI6 agent who now leads an elite team of investigators.



Star of several cooking shows, [Gordan Ramsay](#), and [Johnny Knoxville](#) ([Fear Factor](#)) came out to talk about **Fox** reality shows. “**Fox** has taken the title for top new unscripted show for seven of the last eight years.”



[Julianne Hough](#) and [Alfonso Ribeiro](#) talked about [Dancing With the Stars](#). “Season 34 had our biggest ratings in over a decade. Not to mention, nearly half a billion votes cast.” The [Dancing With the Stars](#) pros came out for a dance number. The season 34 winner, [Robert Irwin](#) also came

out on stage.



[Rosario Dawson](#) came out and showed us **Disney+**'s [Star Wars: Ahsoka](#) season 2 trailer (it will air in early 2027).



Marvel stars, [Robert Downey Jr.](#), [Tom Hiddleston](#), and [Paul Bettany](#) came on stage to talk about their upcoming projects. [Tom Hiddleston](#) is not just starring in [Loki](#) (available on **Disney+**), but also a new series, [Pompeii: Out of Time](#) on **National Geographic**. [Paul Bettany](#) spoke about his new Marvel series for **Disney+**, [VisionQuest](#), the conclusion of the [WandaVision](#) trilogy, and showed a sneak preview. It's scheduled to debut on October 14th. [Robert Downey Jr.](#) mentioned (but gave no details about) the highly anticipated film, [Avengers: Doomsday](#) (slated for a December 2026 release).



Quinta Brunson and Kaitlin Olsen were on hand to talk about their ABC series, *Abbott Elementary* and *High Potential* (which we were told is the highest rated drama on television). Quinta Brunson – “When I’m looking for something to watch I go to **Disney+** and **Hulu** because they have thousands of hours of the best films and shows, all personalized for me.” Kaitlin Olsen – “**Hulu** and **Disney+** have something for the biggest fans of every genre. If you want to watch the #1 drama on television (**ABC’s** *High Potential*), the longest running live-action sitcom on TV (**FX’s** *It’s Always Sunny in Philadelphia*), or a thrilling sports documentary (**FX’s** *Welcome to Wrexham*).

“Every second of every day, someone, somewhere, is watching an episode of *The Simpsons*.”



The cast of ABC’s *Scrubs* revival (available on **Hulu**), Zach Braff, Donald Faison, and Sarah Chalke came out on stage.



We saw clips of all 12 seasons of **FX’s** *American Horror Story*, and a preview of season 13, with cast members, Angela Bassett, Emma Roberts, Evan Peters, Sarah Paulsen, Gabourey Sadibe, Billie Lourd, and newest cast member, Paul Anthony Kelly.



Kaia Gerber, Igby Rigney, and Homer Gere showed clips from their new summer **FX** coming-of-age horror thriller from Ryan Murphy, *The Shards*.



Shalene Woodley, Kit Harington, and Lindsay Lohan came out to talk about and show a trailer of their new **Hulu Original** limited series, psychological thriller, *Count My Lies*, about a compulsive liar who becomes a nanny for a glamorous couple in a home full of dangerous

secrets.



the social worker who investigates.

[Olivis Colman](#) and [Brie Larsen](#) talked about and showed a trailer from their new series on **FX** and **Hulu**, *Cry Wolf*. The limited drama centers around a teenager girl accusing her mother of abuse (who denies it), and



[Claire Danes](#) and [Ewan McGregor](#) talked about and showed a trailer for their **Hulu Original**, *The Spot*. They play a married couple who begin to suspect she is responsible for a child's hit-and-run death.



[Ryan Seacrest](#) came out to talk about various music programming on **Disney** networks. He mentioned *American Idol*, *New Year's Rockin' Eve*, and concert films from Taylor Swift, Bruce Springsteen (both available on **Disney+**), and the recently announced Oasis documentary (which will also come to **Disney+**). He also noted that “global superstars like Justin Timberlake, Miley Cyrus, Sabrina Carpenter, and the Jonas Brothers, all launched their careers here.”

[Ryan Seacrest](#) came out to talk about various music programming on **Disney** networks. He mentioned *American Idol*, *New Year's Rockin' Eve*, and concert films from Taylor Swift, Bruce Springsteen (both available on **Disney+**), and the recently announced Oasis documentary (which will also come to **Disney+**).



February 7th, for the first time in 50 years, *The Grammy's* have a new home.”

“**Disney's** relationship to music is all-encompassing, and we're expanding that legacy in a major way. We're extending our partnership with the *CMA Awards* through 2032. This year marks the first time that **ABC**, **Disney+**, and **Hulu** will be the home to music's biggest night, *The Grammy's*. On

[Jimmy Kimmel](#) came out to talk about late night and do a comedy monologue.



Francois Arnaud, and Robbie G.K. were on hand to talk about their global hit, *Heated Rivalry*, which simultaneously debuted on Canadian streamer **Crave**, and **HBO Max** in the U.S. and Australia. The surprise hit “invited viewers to step into an exciting new sports world. NHL ticket sales jumped, merchandise sales spiked, ratings rose, and we realize that **fandom** doesn’t stop at the screen. When audiences fall in love with a **story**, they don’t just watch it. They follow it, **engage** with it, share it, and show up for everything around it.”



Leslie Jones talked about her new **HGTV** show, *Roast My Rental*. “Since I’m now officially **HGTV** family, I get to talk about all the amazing entertainment brands here – **Food Network**, **Adult Swim**, **Discovery**, **Magnolia**, **TLC**, **HGTV**, **TBS**, **TNT**, **ID**.” We saw a reel with programming clips from all these networks.

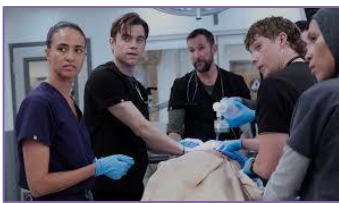


Terry Cruz, host of **Food Network’s** *100 Cooks* competition show came out to talk about that show. “We’re also continuing to evolve how we partner with you, collaborating more closely than ever before, inviting brands early into the creative and production process. We just finished shooting *Wild Card Kitchen: High Rollers at Sea*, developed in partnership with Carnival Cruise Lines. Seven chefs hit international waters, where there are no laws, no rules, and no limits.”



“And nothing fetches all the feels like our iconic *Super Bowl* franchise. We just had our biggest *Puppy Bowl* yet (it was the #1 non-sports telecast of the day).” *Puppy Bowl* airs on **Animal Planet**, **Discovery**, **TBS**, and **truTV** and can be streamed on **HBO Max**.

M. Night Shyamalan came out to talk about his new film, the supernatural love story, *Remain*.



Noah Wyle and **Katherin La Nasa** came out to talk about their hit **HBO Max** series, *The Pitt*. “Fans are watching this year at a rate 61% higher than season 1, averaging almost 17 million in the U.S. alone. But *The Pitt* is not only a ratings juggernaut, it occupies that rare air where critical acclaim meets major awards meets an audience that truly loves it. And this is what **HBO Max** does so well – the combination of compelling **stories**, amazing creative, excellent marketing, and a meaningful human **connection**.”



“**HBO** is unique in its ability to launch first-run, freshman shows. *It: Welcome to Derry* is the fourth biggest original series debut ever in **HBO Max's** history. And *Knight of the Seven Kingdoms* followed as our third largest original debut. *Rooster* debuted as the biggest comedy in over 15 years for **HBO**.”



The cast of the upcoming *The Big Bang Theory* spin-off, *Stuart Fails to Save the Universe* came out to discuss the project and show a trailer.



A number of returning favorites, including *The White Lotus*, *The Gilded Age* (Morgan Specter was on hand), *Dune Prophecy*, and *The Last of Us* have new seasons in production. “There are also so many new titles for people to get excited about – *Lanterns* with Kyle Chandler and Aaron Pierre, *War*, starring Dominic West and Sienna Miller, and a new Larry David sketch comedy special.”



Paramount+ will focus on more “female-forward” content, spurred by the success of *The Madison*, starring Michelle Pfeiffer. “The audience for *Landman* is about 50% women, but people perceive it in the slightly more male lens. And we know that that female-forward ensemble shows, dramas, legal thrillers, soapy thrillers, are things that we were looking for.”



“The first two things that we bring through that lens were a series called *Discretion*, starring Nicole Kidman and Elle Fanning. It’s a mentor, mentee relationship set in a legal world. And also a limited series starring Anne Hathaway called *Fear Not*.” The focus will eventually spread out to “make sure that we’re offering programming for everybody.”



Next-day **CBS** was also cited as “an incredibly important foundation” for **Paramount+**, in addition to NFL and other simulcast sports., as well as the Taylor Sheridan series portfolio, which includes, *1883*, *1923*, *Dutton Ranch*, *Marshals* (airs first on **CBS**), *Landman*, *Lioness*, *The Madison* (reportedly his biggest launch to date), *Tulsa King* (and its upcoming spin-off, *Frisco King*), *Mayor of Kingstown*, and *Lawman: Bass Reeves*. It should be noted that Taylor Sheridan just signed an exclusive billion dollar film and TV deal with **NBCUniversal**, so while **Paramount’s** current slate won’t be affected, his future projects are going to **NBC** and **Peacock**.



Talent appearances included, *Lioness’s* Nicole Kidman and Zoe Saldaña, *The Madison’s* Michele Pfeiffer, *The Drew Barrymore Show’s* Drew Barrymore, *Dutton Ranch’s* Kelly Reilly, Cole Hauser, and Annette Bening, *Landman’s* Billy Bob Thornton, Ali Larter, and Sam Elliott, *NCIS: New York’s* LL Cool J, *The Daily Show’s* Jon Stewart and Ronny Chieng, and cast members from *Ghosts*, and *Marshals*. Additionally, some of **Paramount’s** shows were introduced on-screen by its stars – Kathy Bates (*Matlock*), Annette Bening and Ed Harris (*Dutton Ranch*), Michelle Pfeiffer (*The Madison*), Helen Mirren (*Mobland*), Nicole Kidman and Elle Fanning (*Discretion*), and Anne Hathaway (*Fear Not*).

“We’re also going to welcome the **BET+** community to **Paramount+** (reportedly in June). And it’s a privilege and an honor for us to welcome that community and their **stories** and bringing them to a larger audience as well.”

“65ish percent of consumption on **Pluto** is actually **Paramount** library...You’re going to see more and more...the ability to pull out a lot of the premium content that sits inside of **Paramount’s** library.”

“When we look at our data, specifically for **Pluto**, the 18 to 34 year old segment is actually the fastest growing segment for us, 30% over the last year. What that means, the way that people are using our product is changing, and that’s exciting, because that means that we can deliver a whole new set of experiences and capabilities. We have talked publicly about the fact that we are converging the stacks for **Pluto** and **Paramount+**. But what that ultimately is going to mean is that we can deliver a significantly better experience for **Pluto**, and at the same time, we’re going to bring a bunch of new content together. So this summer, we’re going to be relaunching **Pluto** in a pretty significant way.”

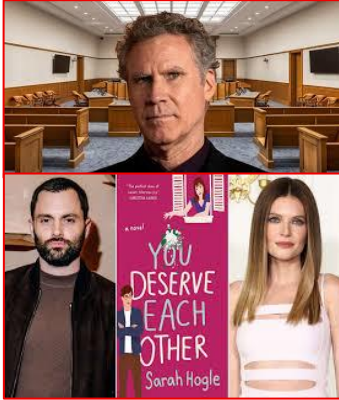
Pluto is reportedly also adding more young adult programming with several **CW** staples from the 2000s and 2010s, including *Hart of Dixie*, *Arrow*, *The 100*, and *Everwood*.



AMAZON MGM STUDIOS



“Last year, half our top titles were page-to-screen adaptations. That track record is why we created *Page to Prime*, a brand partnership program designed to bring advertisers in at the ground floor of our most anticipated book-to-screen events. And to complement this program, we have several new series. *Criminal*, based on the award-winning graphic novels, coming this fall is *Neagly*, a spin-off of our wildly popular *Reacher* series that gives one of the franchises most **beloved** characters her own story, *Vought Rising*, a prequel to our smash hit, *The Boys*, and also this fall, *Carrie*, the first ever series adaptation of Stephen King’s Masterpiece.”



“Great **stories**, great **fandom**, and now great comedy. We have *Judgment Day* starring [Will Ferrel](#) and [Zack Efron](#), plus three new romantic comedies, *Close Personal Friends* (with [Brie Larson](#), [Lily Collins](#), [Jack Quaid](#), and [Henry Golding](#)), *The Goodbye Girl* (starring [Kiernan Shipka](#) and [Cole Sprouse](#)), and *You Deserve Each Other* (starring [Meghann Fahy](#) and [Penn Badgley](#)).” [Meghann Fahy](#) and [Penn Badgley](#) came out to talk about *You Deserve Each Other*.



Barbershop series.”

“We also have a proud legacy of **fan beloved** and critically acclaimed comedy series, from *Flea Bag* to *The Marvelous Mrs. Maisel*, to *Jury Duty* (there will be a season 3). **Prime Video’s** next big comedy will be a new



“Some movies are so immersive, audiences want a communal experience in theaters. Supported by big marketing and social campaigns, theatrical films generate momentum, so that when they arrive exclusively on **Prime Video**, we have enthusiastic viewers ready to watch. This spring, viewers around the world were completely enamored with *Project Hail Mary*. In theaters right now, *The Sheep Detectives* is proving that a great mystery, a whimsical premise, and a genuine heart, are an irresistible combination.”



“And this summer, with our partners at Mattel, we’re bringing *Masters of the Universe* to theaters. It honors one of the most **beloved** properties of a generation, and welcomes a new wave of **fans** to the universe.”



“Then, coming to theaters this fall... *Verity* is coming to the big screen, starring [Anne Hathaway](#), [Dakota Johnson](#), and [Josh Hartnett](#). “

“And coming right to **Prime Video**, we have *Voltron*, based on the popular 1980s series, an epic adventure with an all-star cast, including [Henry Cavell](#) and [Sterling K. Brown](#).”



“**Prime Video** has become the home for epic world-building experiences. *The Lord of the Rings: The Rings of Power* re-defined what television can be – cinematic, and built to captivate, with season 3 returning on November 11th. “



And *Fallout*, our post-apocalyptic series has been a smashing success, with a third season heading into production very soon. And we’re building on this momentum with *Blade Runner 2099*, starring [Michele Yeoh](#) and [Hunter Schafer](#). And finally, there’s *God of War*, based on the massively popular game franchise, which already has a two-season order.”



“All of us at **Amazon** are honored to be in the [Michael B. Jordan](#) business in such a significant way. From *Creed* to (the upcoming) *Delphi*, directing, producing, and starring in *The Thomas Crown Affair*.” [Michael B. Jordan](#) came on stage to talk about three of his upcoming projects.

[Oprah Winfrey](#) came on stage to announce that her podcast is coming to **Amazon**.



Grammy nominated artist, [Tierra Whack](#) came out to talk about **Twitch** “one of my favorite places to hang out and create content. The heart of **Twitch** is chat. I see a lot of you are loving the *NBA Creator-cast*. These streams gave sports fans an entirely new kind of community, blending NBA coverage with the personality of **Twitch**. Imagine courtside seats plus a conversation with thousands of fans in the chat. Together with NBA, the WNBA on **Prime**, select games in the upcoming season will now be part of **Twitch’s Creator-cast**.”

Ice Spice came out to talk about her **Twitch** debut live streaming from Paris Fashion Week.



The cast of **Prime Video’s** new college soap, [Off Campus](#), came out to describe the show and talk about season 2.

[Chris Pratt](#) came out to talk about and show clips of the next season of [The Terminal List](#).



Other shows discussed included, a new limited series about Muhammad Ali’s life, titled [The Greatest](#) (authorized by the Ali estate), starring Jaalen Best, who also came on stage (introduced by Ali’s wife Lonnie), [Delphi](#), which takes place in the [Creed](#) universe, and the highly anticipated, high-budget romantic fantasy series, [Fourth Wing](#), based on Rebecca Yarros’ best-selling novel.

Arnold Swarzenegger came out for the second year in a row to give another lengthy and humorous push for his upcoming holiday movie, [Man With the Bag](#).

NETFLIX



“Other companies are spending the majority of their budget on sports and cutting back on scripted shows. We’re not. We’re investing more than \$20 billion this year in all kinds of entertainment our members love... This year we’re releasing 40 scripted series from the U.S. slate, 27 of which are returning. We’ve got movies, like David Fincher’s follow up to *Once Upon a Time in Hollywood*, starring Brad Pitt, *Here Comes the Flood*, starring Denzel Washington, and Greta Gerwig’s *Narnia: the Magician’s Nephew*.



“We’ve got family programs like *Little House on the Prairie*. We’ve got new seasons of *Love is Blind*, the biggest dating franchise on TV. And now we have fan favorite video podcasts across some of the genres our members love – from pop culture and lifestyle, to true crime and sports. Everyone has something. No one else has everything. Not at the scale and quality that we do.”



“And you know what the sign of a healthy business is? A repeat customer. Like Emmy-nominated Molly Smith Metzler – she brought us *Maids* and *Sirens*, and her next show, *The Retrievals*, will start shooting later this year. Or Shonda Rhimes. *Bridgerton* will return next year with season 5. Or the prolific David E. Kelly, who is back with a new show based on Harlan Coben’s most iconic character, Myron Bolitar. And then there’s the one and only Adam Sandler. *Happy Gilmore 2* was the highest streaming film last year, and next year he’s getting the gang back together in *Grown Ups 3*.”



Jennifer Lopez and Brett Goldstein talked about and showed clips of their new **Netflix** romcom, *Office Romance*, premiering in June. Fantasy drama, *A Matter of Time* (starring Ben Stiller), will come to **Netflix** sometime next year.



Netflix also announced a Young Adult scripted series produced by Kim Kardashian, titled *Calabasas*, and medieval fantasy drama, *Barbaric*, based on the graphic novel.



Big Mistakes, *Quarterback*, *My Life With the Welter Boys*, and *Running Point* have been renewed, and *The Gentlemen* is returning for a long-delayed second season.



Milly Bobby Brown talked about how she got her start as Eleven (on *Stranger Things*) when she was 11, and has grown up on **Netflix**, where she learned to act and produce, had the chance to play some **iconic** characters, and is about to star in her first romcom, *Just Picture It*. And she'll also be back as Enola Holmes.



Malin Ackerman and Brittany Snow talked about their hit show, *The Hunting Wives*, and showed a preview of season 2.



[Florence Pugh](#) talked about and gave a first look at the upcoming fall limited series adaptation of John Steinbeck's epic, [East of Eden](#). We also saw a preview of [Will Ferrel's](#) upcoming July comedy, [The Hawk](#). Where he plays a past-his-prime golf legend trying to make a comeback.

Comedian Pete Davidson came out to talk about his new podcast.



Cast members of [Outer Banks](#) were on hand to talk about their upcoming fifth and final season. [Tina Fey](#) and [Will Forte](#) came out to talk about season 2 of [The Four Seasons](#). [K-Pop Demon Hunters](#) is still the most popular film on [Netflix](#), and next year will be their very first world concert tour.

New Fall 2026 Broadcast Schedules



Not too long ago, networks at the upfronts traditionally shouted that broadcast is still the biggest game in town, the best way to reach large chunks of viewers at one time, and still needs to be the foundation of any effective ad campaign. Discussing a network's primetime schedule and the strategy involved in putting it together, was the centerpiece of each presentation.

For the past few seasons, however, it's been more of a whisper, as presentations were expanded to include every property a media company owns at the same time they are cutting the length of the presentations to under two hours. There is simply no longer time to spend an hour talking about the

fall broadcast primetime schedule. And while there used to be more than 20 new shows on the broadcast networks each fall, now there are far fewer (this fall, there will be just five – with another five set for mid-season).

While the stars were back on stage, and several returning and new series were highlighted, the days of detailing the strategy behind each broadcast network's programming slate are over.


Here's a look at each network's upcoming fall lineup. The actual schedules appear at the end.



This fall, just over 20% of **ABC's** primetime schedule (5 out of 22 hours) will be dedicated to scripted series (the same as last year). The rest of its lineup is mostly reality, game shows, and sports. And for the first time I can recall (which means ever), ABC has no new fall series – there is one new show scheduled for mid-season, a spin-off of *The Rookie*. Also in mid-season, *High Potential*, *The Rookie*, *Shifting Gears*, and *Will Trent* will return. All **ABC** series will be available to stream next day on **Hulu**.

- Select Mondays will be filled with *Monday Night Football*, which also airs on **ESPN**.
- *Dancing With the Stars* will again lead off Tuesday for two hours, followed by the second season of *R.J Decker*.
- Wednesday will start the night with comedies *Scrubs* and *Abbott Elementary*, followed by *Celebrity Jeopardy* and *Shark Tank*.
- Thursday will be ABC's only night of all scripted series, with the returning *911*, its spin-off, *911: Nashville*, and *Grey's Anatomy*, which is still going strong in what will its 23rd season.
- *Celebrity Wheel of Fortune* and *20/20* return on Friday.

- Saturday will again be occupied by *College Football* in the fall, with *NBA Basketball* replacing it after the football season.
- *America's Funniest Home Videos* will remain on Sunday from 7-8pm, followed by popular films from *The Wonderful World of Disney*.
- As usual, *American Idol* will return in mid-season, as will unscripted series, *The Bachelor* and *Bachelor in Paradise*. We could see *The Bachelorette* as well.

 **CBS** still relies on scripted series more than the other broadcast networks. It will have all scripted shows on Tuesday, Thursday, and Friday (and 8-10pm on Monday and Sunday) with scripted drama repeats on Saturday from 8-10pm. **CBS** series are available next day on **Paramount+**.

- On Monday, *FBI* and *CIA* will return from 8-10pm, followed by the true-crime docuseries, *Harlan Coben's Final Twist*.
- Tuesday remains *NCIS* night, with the new *NCIS: New York* sandwiched between *NCIS* and *NCIS: Origins*.
- Wednesday will continue to be reality night in the fall, as *Survivor* and *Amazing Race* return to their usual spots.
- Thursday will again be led off by *Georgie and Mandy's First Marriage*, which will be followed by a new vampire comedy, *Eternally Yours* (by the folks that brought us *Ghosts*). They will be followed by *Elsbeth* and *Cupertino*, a new legal drama from **Robert** and **Michelle King**.
- Friday returns intact with the popular *Sheriff Country*, *Fire Country*, and *Boston Blue*.
- Saturday will again have two hours of scripted drama repeats leading into *48 Hours*.

- Sunday will see *60 Minutes* leading into the successful dramas, *Marshals* and *Tracker*, with drama repeats from 10-11pm (during football season where there are often game over-runs). In the winter, we should see a drama go there.
- *Ghosts*, *Matlock*, and *NCIS: Sydney* are being held back for mid-season, as is a new procedural drama, *Einstein*, with Matthew Gray Gubler (from *Criminal Minds*), playing Albert Einstein's great-grandson, who helps the police solve crimes.



With the *Law & Order* and *One Chicago* franchises and *The Voice* still going strong, being in its second year of its NBA Basketball deal, and **NBC's** weekend sports lineup, the network doesn't require much in the way of new scripted primetime series, and will have just two this fall. Three nights, Tuesday, Saturday, and Sunday, will be devoted to sports.

- On Monday, the two-hour *The Voice* will return in September and October, and lead into a new drama, *Line of Fire*, about a tight-knit family of law enforcement agents working across the FBI, U.S. Marshals, Secret Service, and Department of Justice. In November, the returning *St. Denis Medical* and *The Fall and Rise of Reggie Dinkins* will replace the first hour of *The Voice*.
- Tuesday's will have *NBA on NBC*. The network hasn't announced what goes there before basketball begins, but the lineup will likely include two hours of *The Voice*.
- Wednesday brings back **NBC's** strong *One Chicago* lineup, with *Chicago Med*, *Chicago Fire*, and *Chicago P.D.* all back for another season.
- Thursday will see the hit reality show *The Traitors* make the transition from **Peacock** to **NBC**, and for the first time have civilians compete rather than reality show celebrities. It will be followed by *Law & Order: SVU* and *Law & Order*.

- Friday will start off with the returning *Happy's Place* and a new comedy, *Newlyweds*, starring real-life spouses Téa Leoni and Tim Daly (with Jamie Lee Curtis executive producing and having a recurring role). *Dateline* will return from 9-11pm.
- Saturday will have *Big Ten* college sports and Notre Dame football.
- Sunday will return with *Sunday Night Football*. Once the football season ends, *NBA Basketball* will take over the night.
- Mid-season will see a reboot of *The Rockford Files* (starring David Boreanaz) and a new workplace comedy, *Sunset P.I.* (about L.A.-based private investigators), along with the game show, *Wordle*.



Fox will only have three live-action scripted series, along with its successful animation shows. The rest of the network's primetime lineup will be reality, games, and sports. There are no new scripted series scheduled for fall, but there are a couple slated for mid-season.

- Celebrity game shows will open the week for **Fox** on Monday with *Celebrity Name That Tune* and *Celebrity Weakest Link*.
- Returning comedy, *Best Medicine*, and medical drama, *Doc*, will go on Tuesday, its only night with all scripted live-action series..
- Game shows, *The Floor* and *99 to Beat* will return to Wednesday. *Hell's Kitchen* and *Special Forces: World's Toughest Test*, return to Thursday night.
- Depending on the season, Friday night will have *College Football*, *College Basketball*, or *UFL*, while Saturday will have *College Football*, *College Basketball*, or *Major League Baseball*.

- **Fox's** Sunday animated block returns in the fall with *The Simpsons*, *Universal Basic Guys*, and *Grimsburg* and will be joined by the returning live-action comedy, *Animal Control*. Several other animated hits are waiting in the wings (or will air in the summer).
- Scripted series, *Memory of a Killer* and *Murder in a Small Town*, will return in mid-season, along with two new dramas, a *Baywatch* reboot, and *The Interrogator*. Animated series, *American Dad*, *Bob's Burgers*, *Family Guy* and *Krapopolis* are also being held in reserve. Unscripted series, *Crime Scene Kitchen*, *Don't Forget the Lyrics*, *Extracted*, *Fear Factor: House of Fear*, *Gordon Ramsay's Secret Service*, *LEGO Masters*, *The Masked Singer*, *Master Chef*, *Next Level Chef*, and the new *Marriage Market* are also available for mid-season berths..

On the following pages are the announced four network schedules.

The Sternberg Report

ABC 2026 Fall Schedule (new series in caps and bold, unscripted in red, sports and news in blue)

	7-8	8:00	8:30	9:00	9:30	10:00	10:30
Mon.		ESPN's Monday Night Football					
Tue.		Dancing With the Stars				R.J. Decker	
Wed.		Scrubs	Abbott Elementary	Celebrity Jeopardy		Shark Tank	
Thu.		911		911: Nashville		Grey's Anatomy	
Fri.		Celebrity Wheel of Fortune		20/20			
Sat.		College Football (Fall) NBA Basketball (Winter)					
Sun.	AFHV	The Wonderful World of Disney					

Mid-Season: **Scripted** – High Potential, The Rookie, Shifting Gears, Will Trent, **THE ROOKIE: NORTH.** **Unscripted** – American Idol, The Bachelor, Bachelor in Paradise.

CBS 2026 Fall Schedule (new series in caps and bold, unscripted in red, sports and news in blue)

	7-8	8:00	8:30	9:00	9:30	10:00	10:30
Mon.		FBI		CIA		Harlan Coben's Final Twist	
Tue.		NCIS		NCIS: NEW YORK		NCIS: Origins	
Wed.		Survivor			Amazing Race		
Thu.		Georgie & Mandy's First Marriage	ETERNALLY YOURS	Elsbeth		CUPERTINO	
Fri.		Sheriff Country		Fire Country		Boston Blue	
Sat.		Drama Encores		Drama Encores		48 Hours	
Sun.	60 Minutes	Marshals		Tracker		Drama Encores	

Mid-Season: **Scripted** – Ghosts, Matlock, NCIS: Sydney, **EINSTEIN.**

NBC 2026 Fall Schedule (new series in caps and bold, unscripted in red, sports and news in blue)

	7-8	8:00	8:30	9:00	9:30	10:00	10:30
Mon.	Sep.-Oct.	The Voice				LINE OF FIRE	
	Nov.	St. Denis Medical	The Fall and Rise of Reggie Dinkins	The Voice			
Tue.		NBA on NBC					
Wed.		Chicago Med		Chicago Fire		Chicago P.D.	
Thu.		The Traitors		Law & Order: SVU		Law & Order	
Fri.		Happy's Place	NEWLYWEDS	Dateline NBC			
Sat.	Big 10 Pre	Big Ten Saturday Night / Notre Dame Football (7:30-11)					
Sun. Fall	Ftbl Night in America	NBC Sunday Night Football (8:20)					
Sun. Winter	NBA Pre-Game Show	NBA Sunday Night Basketball					

Mid-Season: **Scripted** – THE ROCKFORD FILES, SUNSET P.I. **Unscripted** – Wordle.

Fox 2026 Fall Schedule (new series in caps and bold, unscripted in red, sports and news in blue)

	7-8	8:00	8:30	9:00	9:30	10:00	10:30
Mon.		Celebrity Name That Tune		Celebrity Weakest Link			
Tue.		Best Medicine		Doc			
Wed.		The Floor		99 to Beat			
Thu.		Hell's Kitchen		Special Forces: World's Toughest Test			
Fri.		College Football / College Basketball / UFL					
Sat.		College Football / College Basketball / Baseball					
Sun.	NFL/ OT/ Rpts	The Simpsons	Animal Control	Universal Basic Guys	Grimsburg		

Mid-Season: **Scripted** – American Dad, Bob's Burgers, Family Guy, Krapopolis, Memory of a Killer, Murder in a Small Town, BAYWATCH, THE INTERRIGATOR. **Unscripted** – Crime Scene Kitchen, Don't Forget the Lyrics, Extracted, Fear Factor: House of Fear, Gordon Ramsay's Secret Service, LEGO Masters, The Masked Singer, MasterChef, Next Level Chef, **MARRIAGE MARKET**.