

THE GLOBAL ENTERTAINMENT MARKETING ACADEMY OF ARTS & SCIENCES PRESENTS

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA



NOMINEES List



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

TRAILERS

BRAND TRAILER

"WHERE TELEVISION HAS CHARACTER", WARNER BROS.
TELEVISION GROUP SIZZLE
WARNER BROS. DISCOVERY

EARTH MONTH
NATIONAL GEOGRAPHIC

IT'S GOOD TO BE HOME
BOND

PEACOCK IS UNIVERSAL
PEACOCK (NBCUNIVERSAL)

PROGRAM TRAILER

FX'S ALIEN: EARTH - PRODIGY
FX

POLE TO POLE
NATIONAL GEOGRAPHIC

TOWARDS ZERO
BRITBOX

PLURIBUS "MESSAGE"
ZEALOT

KATRINA RACE AGAINST TIME
NATIONAL GEOGRAPHIC

EUPHORIA, S3 | TRAILER 1
HBO

ACTION | ADVENTURE TRAILER

FALLOUT S2: TEASER
AMAZON MGM STUDIOS

DUSTER "PAYPHONE" TRAILER
HBO MAX

ALIEN: EARTH "PRODIGY"
ZEALOT

TOP GUNS: THE NEXT GENERATION
NATIONAL GEOGRAPHIC

THE WRECKING CREW
AMAZON MGM STUDIOS

HOUSE OF THE DRAGON S3 TRAILER - MERCY
INTERMISSION FILM



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

TRAILERS

ANIMATION | CARTOON TRAILER

BAT-FAM
AMAZON MGM STUDIOS

KIFF S2 TRAILER - "BANANAS"
DISNEY BRANDED TELEVISION

HELLUVA BOSS: DATE ANNOUNCE, "WARNING!"
RAVE COLLECTIVE

ADVENTURE TIME: FIONNA & CAKE | TRAILER
WARNER BROS. DISCOVERY

STAR WARS: MAUL - SHADOW LORD, SURVIVAL
SCREENLAND CREATIVE

SOLAR OPPOSITES FINAL SEASON TRAILER
HULU ORIGINALS

CHILDREN | FAMILY TRAILER

WINNERS FOR THIS CATEGORY WILL BE
ANNOUNCED AT THE AWARDS CEREMONY



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

TRAILERS

COMEDY TRAILER

THE COMEBACK "HOW'S THAT"
BOND

SCRUBS REVIVAL LONG-FORM TRAILER
ABC

THE MUPPET SHOW - FULL LENGTH TRAILER
DISNEY BRANDED TELEVISION

DELI BOYS "BIG BOYS" TRAILER
ONYX COLLECTIVE

HACKS S5 "LEGACY" TRAILER
HBO MAX

FX'S THE LOWDOWN - ILLUMINAUGHTY
FX

STUART FAILS TO SAVE THE UNIVERSE "REALITY"
ZEALOT

DOCUMENTARY TRAILER

BARBARA WALTERS: TELL ME EVERYTHING
ABC NEWS

LOVE + WAR
NATIONAL GEOGRAPHIC

#WHILEBLACK TRAILER
STAGENAMECREATIVE

TALE OF SILYAN
NATIONAL GEOGRAPHIC

DEVIL IN THE FAMILY "PERFECT" TRAILER
HULU ORIGINALS

GHOST ELEPHANTS
NATIONAL GEOGRAPHIC



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

TRAILERS

DRAMA TRAILER

FX'S ALIEN: EARTH - PRODIGY
FX

EUPHORIA, S3 | TRAILER 2
HBO

FX'S LOVE STORY - HEART
FX

DEVIL IN DISGUISE: JOHN WAYNE GACY - TRAILER
PEACOCK (NBCUNIVERSAL)

FX'S DYING FOR SEX - BUCKET LIST
FX

THE TESTAMENTS "STORY" TRAILER
HULU ORIGINALS

HORROR | THRILLER TRAILER

PLEASE DON'T FEED THE CHILDREN
TUBI

IT: WELCOME TO DERRY "DOWN WITH THE CLOWN"
HBO MAX

MATCH
TUBI

THE VAMPIRE LESTAT TRAILER
AMC GLOBAL MEDIA

FX'S THE BEAUTY - VIBE
FX

NEWS TRAILER

WINNERS FOR THIS CATEGORY WILL BE
ANNOUNCED AT THE AWARDS CEREMONY



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

TRAILERS

REALITY TRAILER

LOVE IS BLIND SEASON 8, "OPEN THE DOOR" TRAILER
THE SHOP CREATIVE ADVERTISING, INC.

QUEER EYE FINAL SEASON
INTERMISSION FILM

FEAR FACTOR: HOUSE OF FEAR, "RELAX"
FOX ENTERTAINMENT

PROJECT RUNWAY FULL TRAILER
FREEFORM

COUPLES THERAPY S5 FULL TRAILER
PARAMOUNT +

THE SECRET LIVES OF MORMON WIVES SEASON 2,
"TEMPTATION" TRAILER
THE SHOP CREATIVE ADVERTISING, INC.

SPORTS TRAILER

THE COACH VICK EXPERIENCE
BET

SEC: ANY GIVEN SATURDAY TRAILER
INTERMISSION FILM

NOT HER FIRST RODEO FULL TRAILER
FREEFORM

PULISIC TRAILER
PARAMOUNT +

KYLE LARSON VS. THE DOUBLE
RAVE COLLECTIVE

WORLD ATHLETICS CHAMPIONSHIPS 2025
CBC

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

PROMOS

BRAND PROMO

NBC 100 : "IN MY LIFE"
NBC (NBCUNIVERSAL)

HULU: DRAMA YOU WANT - "HERO WANT"
HULU BRAND

SUNDAY NIGHT IS GAME NIGHT
NBC|PEACOCK

HULU: DRAMA YOU WANT "THE BOX"
HULU BRAND

THIS YEAR ON
PARAMOUNT +

DISNEY+ BUNDLE "WHAT IF?" :60 PROMO
DISNEY+

PROGRAM PROMO

OCEAN WITH DAVID ATTENBOROUGH
NATIONAL GEOGRAPHIC

FALLOUT S2: UPFRONTS - LUCKY 38
AMAZON MGM STUDIOS

DAVID BLAINE DO NOT ATTEMPT
NATIONAL GEOGRAPHIC

FX'S ALIEN: EARTH - BOBA
FX

UNDERDOGS
NATIONAL GEOGRAPHIC

FX'S THE BEAUTY - BIG PHARMA
FX

ACTION | ADVENTURE PROMO

LIMITLESS: LIVE BETTER NOW "URGENCY"
NATIONAL GEOGRAPHIC

PREDATOR FRANCHISE ON HULU ON DISNEY+
DISNEY+

TOP GUNS: THE NEXT GENERATION
NATIONAL GEOGRAPHIC

SUMMER OF CINEMA: PLUTO TV IS EXPLODING
WITH FREE MOVIES
PLUTO TV

POLE TO POLE
NATIONAL GEOGRAPHIC

9-1-1 "LOOK UP"
ABC

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

PROMOS

ANIMATION | CARTOON PROMO

AMERICAN DAD, "IDIOT"
FOX ENTERTAINMENT

HULU ANIMAYHEM "DRAWN TOGETHER"
HULU BRAND

ANIMATION DOMINATION, "TEAM"
FOX ENTERTAINMENT

INVINCIBLE S4 BURGER MART DATE REVEAL
AMAZON MGM STUDIOS

STAR WARS: MAUL - SHADOW LORD, MASTER
SCREENLAND CREATIVE

ANIMATION DOMINATION, "ER"
FOX ENTERTAINMENT

CHILDREN | FAMILY PROMO

PERCY JACKSON AND THE OLYMPIANS S2 - MONSTERS
DISNEY BRANDED TELEVISION

CHEETAHS UP CLOSE
NATIONAL GEOGRAPHIC

CAMP ROCK 3 - LAUNCH TEASE
DISNEY BRANDED TELEVISION

PERCY JACKSON AND THE OLYMPIANS S2 - TEASER
DISNEY BRANDED TELEVISION

COMEDY PROMO

FX'S THE LOWDOWN - THE RIGHT HOLE
FX

HULARIOUS MASCOT MEET-UP
HULU BRAND

LIFE, LARRY AND THE PURSUIT OF UNHAPPINESS TEASER
HBO MAX

FX'S IT'S ALWAYS SUNNY IN PHILADELPHIA -
THE GOLDEN BACHELOR
FX

ABBOTT ELEMENTARY "HOW ABOUT THESE APPLES"
SEASON 5 TEASER
ABC

THE COMEBACK ANNOUNCEMENT TEASE
HBO MAX

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

PROMOS

DOCUMENTARY PROMO

THE FOX HOLLOW MURDERS
ABC NEWS

UNDERDOGS
NATIONAL GEOGRAPHIC

SECRETS OF CELEBRITY SEX TAPES "NAKED TRUTH"
IMAGE SPOT
A+E GLOBAL MEDIA

JAWS @ 50: THE DEFINITIVE INSIDE STORY
NATIONAL GEOGRAPHIC

QUARTERBACK SEASON 2: THE NFL DOCUSERIES TEASER
WITH A TWIST
NETFLIX

SKYKING
ABC NEWS

DRAMA PROMO

FX'S THE BEAUTY - VIBE
FX

FX'S ALIEN: EARTH - DESTINATION
FX

PARADISE SEASON 2 "TRUST"
HULU ORIGINALS

FX'S ALIEN: EARTH - CRATE
FX

IT: WELCOME TO DERRY "DREAMER"
HBO MAX

FX'S THE BEAUTY - SYNOPSIS
FX

HOLIDAY | SEASONAL PROMO

BRIDGERTON "BIG GAME SPOT"
ZEALOT

NEW YEARS EVE LIVE WITH ANDERSON COOPER
& ANDY COHEN
CNN WORLDWIDE

ANIMATION DOMINATION, "MOTHER'S DAY"
FOX ENTERTAINMENT

AMC FEARFEST CARNIVAL OF FRIGHTS :60
AMC GLOBAL MEDIA

ESPN X A24 MARTY SUPREME
DISNEY CREATIVWORKS

HULUWEEN ON DISNEY+ "DARKNESS" CONTENT PROMO
DISNEY+



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

PROMOS

LIVE EVENT PROMO

SUPER BOWL LIX OPEN PROMO
FOX DEPORTES

NEW YEARS EVE LIVE WITH ANDERSON COOPER
& ANDY COHEN
CNN WORLDWIDE

GOOD MORNING AMERICA - 50TH ANNIVERSARY
ABC NEWS

SNL 50 - LIVE EVENT PROMO
NBC (NBCUNIVERSAL)

THE 2025 BET AWARDS: HOST WITH THE MOST
BET

NEWS PROMO

CBS EVENING NEWS
CBS NEWS

CHOOSE NEWS NOT NOISE
CBC

WILL REEVE: FINDING MY FATHER
ABC NEWS

WATCH BBC NEWS
BBC

DIANE SAWYER W/ EMMA WILLIS
ABC NEWS

NEWS 2026 FASE 2 - SI NO VAS, NO VES
NBCUNIVERSAL TELEMUNDO ENTERPRISES

REALITY PROMO

DANCING WITH THE STARS SEASON 34 CAST SHOOT
ABC

24 IN 24: LAST CHEF STANDING
WBD - US NETWORKS

GORDON RAMSAY'S SECRET SERVICE "THE WIRE"
FOX ENTERTAINMENT

PROJECT RUNWAY SEASON 21 HEIDI ANNOUNCEMENT
FREEFORM

WWE LFG "BUILDING A SUPERSTAR" IMAGE SPOT
A+E GLOBAL MEDIA

HARRY POTTER: WIZARDS OF BAKING
WBD - US NETWORKS



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

PROMOS

SPECIAL EVENT PROMO

WINTER OLYMPICS - "TRY EVERYTHING"
NBC (NBCUNIVERSAL)

SUPER BOWL LIX OPEN PROMO
FOX DEPORTES

E! BACK TO THE FUTURE MARATHON
VERSANT (E!)

SCRUBS MARATHON: MARATHON CHECKLIST :30
ABC

ESPN MONSTERS FUNDAY FOOTBALL
ESPN

ACORN TV MURDER MYSTERY MAY OVERVIEW
AMC GLOBAL MEDIA

SPORTS PROMO

NBA TIP OFF ON NBC: STARTING LINE UP
NBC (NBCUNIVERSAL)

UFC ON PARAMOUNT+ LAUNCH
PARAMOUNT +

FIFA WORLD CUP 2026 THE DRAW
NBCUNIVERSAL TELEMUNDO ENTERPRISES

WINTER OLYMPICS THE SPEECH
NBC (NBCUNIVERSAL)

CHASE SOMETHING
FIN STUDIOS

MLB ON NBC: JUDGE
NBC (NBCUNIVERSAL)

DISTRIBUTED/SYNDICATED PROGRAM PROMO

WINNERS FOR THIS CATEGORY WILL BE
ANNOUNCED AT THE AWARDS CEREMONY



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

PROMOS

VARIETY PROMO

THE VOICE: ASMR BUBLE 3-PEAT
NBC (NBCUNIVERSAL)

THE OSCARS 2026 "SCREENING ROOM"
ABC

THE MUPPET SHOW - TRAILER :30
DISNEY BRANDED TELEVISION

2026 OSCARS PROMO WITH MICKEY AND FRIENDS :30
7ATE9 ENTERTAINMENT

THE 2025 BET AWARDS: HOST WITH THE MOST
BET

THE QUIZ WITH BALLS, "BIG BALLS"
FOX ENTERTAINMENT

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

CLIP-BASED PROMOS

ACTION | ADVENTURE CLIP-BASED PROMO

TOP GUNS: THE NEXT GENERATION
NATIONAL GEOGRAPHIC

PREDATOR BADLANDS "NEW CHANT" ANNOUNCEMENT
DISNEY+

TOURNAMENT TIME TEASER
PEACOCK (NBCUNIVERSAL)

THUNDERBOLTS "WRONG"
DISNEY+

WASHINGTON BLACK "ACTION"
ABC

BEAR GRYLLS IS RUNNING WILD, "ALL RIGHT"
FOX ENTERTAINMENT

CHILDREN | FAMILY CLIP-BASED PROMO

A VERY JONAS CHRISTMAS - D+ CONTENT PROMO
DISNEY BRANDED TELEVISION

DOLPHINS UP CLOSE
NATIONAL GEOGRAPHIC

PERCY JACKSON AND THE OLYMPIANS S2 - CONTENT
PROMO - PROPHECY
DISNEY BRANDED TELEVISION

ZOMBIES 4 - DAWN OF THE VAMPIRES -
ON SERVICE PROMO
DISNEY BRANDED TELEVISION

COMEDY CLIP-BASED PROMO

FX'S THE LOWDOWN - THE RIGHT HOLE
FX

BLACK OPS
BBC STUDIOS

FX'S IT'S ALWAYS SUNNY IN PHILADELPHIA -
THE GOLDEN BACHELOR
FX

ST. DENIS MEDICAL: BUZZWORD
NBC (NBCUNIVERSAL)

OVERCOMPENSATING S1: TEASER
AMAZON MGM STUDIOS

FX'S THE BEAR S4 - CRITICS
FX



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

CLIP-BASED PROMOS

DOCUMENTARY CLIP-BASED PROMO

SALLY
NATIONAL GEOGRAPHIC

GIRL ON THE RUN: THE HUNT FOR AMERICA'S MOST
WANTED WOMAN
ABC NEWS

CHRIS HEMSWORTH: A ROAD TRIP TO REMEMBER
NATIONAL GEOGRAPHIC

DOWNEY WROTE THAT
PEACOCK (NBCUNIVERSAL)

OCEAN WITH DAVID ATTENBOROUGH
NATIONAL GEOGRAPHIC

SCAMANDA
ABC NEWS

DRAMA CLIP-BASED PROMO

FX'S LOVE STORY - PRINCESS
FX

NINE PERFECT STRANGERS SEASON 2 "NORMAL"
HULU ORIGINALS

FX'S ALIEN: EARTH - WORLDS
FX

YELLOWJACKETS SEASON 3 FIRST LOOK
PARAMOUNT +

FX'S ALIEN: EARTH - BOBA
FX

FX'S THE BEAUTY - VIBE
FX

REALITY CLIP-BASED PROMO

THE FLOOR, "RHAPSODY"
FOX ENTERTAINMENT

IMPACT X NIGHTLINE THE CHRISLEYS:
LIFE AFTER LOCKUP
ABC NEWS

EXTRACTED, "HOLD ON"
FOX ENTERTAINMENT

FARMER WANTS A WIFE, "FARMER MAN"
FOX ENTERTAINMENT

THE FLOOR, "ICE"
FOX ENTERTAINMENT



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

CLIP-BASED PROMOS

SPORTS CLIP-BASED PROMO

SUNDAY NIGHT FOOTBALL THE 21ST NIGHT OF SEPTEMBER
NBC|PEACOCK

SUNDAY NIGHTS
NORTHERN LIGHTS

2026 FIFA WORLD CUP ON TSN 'BOOM'
BELL MEDIA

F1 X TRON: ARES
ESPN

MILANO OLYMPICS - MOMENTS
CBC

FALL FORWARD
NBC|PEACOCK



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

VIDEO PROMOTIONAL EXECUTIONS

IN-HOUSE PROMOTION

FX'S THE BEAUTY - BIG PHARMA
FX

TRAFFICKED WITH MARIANA VAN ZELLER S5
NATIONAL GEOGRAPHIC

TOWARDS ZERO
BRITBOX

FX'S THE BEAUTY - VIBE
FX

GHOST ELEPHANTS
NATIONAL GEOGRAPHIC

FX'S ALIEN: EARTH - GREENER WORLD
FX

OUT-OF-HOUSE PROMOTION

OCEAN WITH DAVID ATTENBOROUGH
NATIONAL GEOGRAPHIC

THE TALE OF SILYAN
NATIONAL GEOGRAPHIC

DEATH CAP: THE MUSHROOM MURDERS
CNN WORLDWIDE

UNDERDOGS
NATIONAL GEOGRAPHIC

IT: WELCOME TO DERRY "DOWN WITH THE CLOWN"
HBO MAX

KATRINA RACE AGAINST TIME
NATIONAL GEOGRAPHIC

BLOCK OF PROGRAMMING

FOX, "JOY AND PAIN"
FOX ENTERTAINMENT

MULTI IP CONTENT PROMO - YOU'RE WATCHING SIZZLE
DISNEY BRANDED TELEVISION

WE TV NCIS SATURDAY NIGHTS PROMO
AMC GLOBAL MEDIA

FOX, "JANESDAY"
FOX ENTERTAINMENT

LIFETIME MOVIE FAVORITES SUBURBAN SECRETS STUNT
A+E GLOBAL MEDIA

ANIMATION DOMINATION, "ER"
FOX ENTERTAINMENT



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

VIDEO PROMOTIONAL EXECUTIONS

DELIVERING ON A DIME

WINNERS FOR THIS CATEGORY WILL BE
ANNOUNCED AT THE AWARDS CEREMONY

DIVERSITY & INCLUSION

MUJERES IMPARABLES
NBCUNIVERSAL TELEMUNDO ENTERPRISES

SEEHER RESCUE: P&G'S HERBAL ESSENCES, SEEHER,
& FOX'S RESCUE: HI SURF
FOX ENTERTAINMENT

WASHINGTON BLACK
LUSSIER

SALLY
NATIONAL GEOGRAPHIC

EPISODIC PROMO

HALF MAN FINALE EPISODIC PROMO
HBO

IT: WELCOME TO DERRY, EPISODIC 104 "DUCK & COVER"
HBO MAX

IN THE SHADOWS - ROMAN IN RED AND BLACK
SCRIPPS MARKETING CREATIVE STUDIO

SATURDAY NIGHT LIVE SEASON 51: RYAN GOSLING
THINKS HE'S JOINING SNLS FIVE-TIMERS CLUB
NBC (NBCUNIVERSAL)

DAVID BLAINE DO NOT ATTEMPT -
SOUTHEAST ASIA EPISODIC
NATIONAL GEOGRAPHIC

IT: WELCOME TO DERRY, EPISODIC 108 "GOODBYE"
HBO MAX

FUNNIEST

WINTER OLYMPICS THE SPEECH
NBC (NBCUNIVERSAL)

THE 2025 BET AWARDS: HOST WITH THE MOST
BET

UNDERDOGS
NATIONAL GEOGRAPHIC

FX'S IT'S ALWAYS SUNNY IN PHILADELPHIA -
THE GOLDEN BACHELOR
FX

POLE TO POLE
NATIONAL GEOGRAPHIC

THIS YEAR ON
PARAMOUNT +



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

VIDEO PROMOTIONAL EXECUTIONS

I'M NOT CRYING, YOU ARE!

9-1-1 BOBBY FAREWELL
ABC

HGTV BRAND SPOT
WBD - US NETWORKS

NFL DRAFT LETTERS COMPILATION
NFL

LIFE INTERRUPTED: ISABELLA STRAHANS
FIGHT AGAINST CANCER
ABC NEWS

LOVE, AGAIN
A+E GLOBAL MEDIA

CHRIS HEMSWORTH: A ROAD TRIP TO REMEMBER
NATIONAL GEOGRAPHIC

OMG!

FEAR FACTOR: HOUSE OF FEAR, "A WORLD OF PAIN! THE
THEATRICAL CUT"
FOX ENTERTAINMENT

UNDERDOGS
NATIONAL GEOGRAPHIC

FX'S DYING FOR SEX - VIBRATOR SOLILOQUY
FX

DAVID BLAINE DO NOT ATTEMPT "NAILS" TEASE
NATIONAL GEOGRAPHIC

FX'S IT'S ALWAYS SUNNY IN PHILADELPHIA -
THE GOLDEN BACHELOR
FX

DAVID BLAINE DO NOT ATTEMPT "KNIFE" TEASE
NATIONAL GEOGRAPHIC

SOCIAL GOOD

YELLOWJACKETS EMOTIONAL SUPPORT PLAYLIST
PARAMOUNT +

GOOD MORNING AMERICA - SOCIAL STRONG SPECIAL
ABC NEWS

NATIONAL COLD CASE MONTH PSA TRAILER
A+E GLOBAL MEDIA

THROUGH THE YEARS
NBCUNIVERSAL

NAT GEO 33
NATIONAL GEOGRAPHIC



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

VIDEO PROMOTIONAL EXECUTIONS

SOMETHING FOR NOTHING

WINNERS FOR THIS CATEGORY WILL BE
ANNOUNCED AT THE AWARDS CEREMONY

STUNT

THE BURBS: KEITH MORRISON SUPERBOWL SPOT
PEACOCK (NBCUNIVERSAL)

FX'S ALIEN: EARTH - EARTH DAY PSA
FX

FALLOUT: THE GHOUL LOG
AMAZON MGM STUDIOS

THE RIGHTEOUS GEMSTONES PRAYER PODS
HBO MAX

FALLOUT S2 UPFRONT: SHOW GHOULS
AMAZON MGM STUDIOS

SONNY WEATHER SPOT
FOX NEWS MEDIA



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

VIDEO CAMPAIGNS

BRAND CAMPAIGN

A&E CRIME & INVESTIGATION GENRE - BRAND CAMPAIGN
A+E GLOBAL MEDIA

EARTH MONTH 2026
NATIONAL GEOGRAPHIC

ESPN ALL STAR BUNDLE CAMPAIGN
DISNEY+

REPORTING FOR AMERICA CAMPAIGN
NBCUNIVERSAL

FIND YOUR MOUNTAIN
PARAMOUNT +

OLYMPICS 2026 DISNEY+ HULU BRAND CAMPAIGN
DISNEY+

IN-HOUSE CAMPAIGN

IT: WELCOME TO DERRY
HBO MAX

FX'S ALIEN: EARTH - IN-HOUSE CAMPAIGN
FX

SUPERNATURAL 20TH ANNIVERSARY CAMPAIGN
WARNER BROS. DISCOVERY

HULU: DRAMA YOU WANT ON-AIR CAMPAIGN
HULU BRAND

FX'S THE BEAUTY - IN-HOUSE CAMPAIGN
FX

THE LAST OF US SEASON 2
HBO MAX

OUT-OF-HOUSE CAMPAIGN

UNDERDOGS
NATIONAL GEOGRAPHIC

TONY SHALHOUB BREAKING BREAD
CNN WORLDWIDE

POLE TO POLE WITH WILL SMITH
NATIONAL GEOGRAPHIC

FIND YOUR MOUNTAIN
PARAMOUNT +

NO TASTE LIKE HOME
NATIONAL GEOGRAPHIC



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

VIDEO CAMPAIGNS

ACTION | ADVENTURE CAMPAIGN

CAPTAIN AMERICA: BRAVE NEW WORLD
NOW STREAMING CAMPAIGN
DISNEY+

TWISTED METAL- SEASON TWO CAMPAIGN
PEACOCK (NBCUNIVERSAL)

WELCOME TO DUSTER
HBO MAX

9-1-1 SEASON 9 ON-AIR CAMPAIGN
ABC

PEACEMAKER SEASON TWO CAMPAIGN
HBO MAX

TOP GUNS: THE NEXT GENERATION
NATIONAL GEOGRAPHIC

ANIMATION | CARTOON CAMPAIGN

WINNERS FOR THIS CATEGORY WILL BE
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CHILDREN | FAMILY CAMPAIGN

PERCY JACKSON AND THE OLYMPIANS S2 - AV CAMPAIGN
DISNEY BRANDED TELEVISION

THE WONDER LIST WITH MAYNARD OKEREKE
NATIONAL GEOGRAPHIC

MOANA 2 NOW STREAMING CAMPAIGN
DISNEY+

ZOMBIES 4 - DAWN OF THE VAMPIRES -
LAUNCH CAMPAIGN
DISNEY BRANDED TELEVISION



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

VIDEO CAMPAIGNS

COMEDY CAMPAIGN

THE BURBS
PEACOCK (NBCUNIVERSAL)

DELI BOYS ON-AIR CAMPAIGN
ONYX COLLECTIVE

THE FALL AND RISE OF REGGIE DINKINS
VIDEO CAMPAIGN
NBC (NBCUNIVERSAL)

SCRUBS REVIVAL ON-AIR CAMPAIGN
ABC

UNDERDOGS
NATIONAL GEOGRAPHIC

FX'S THE LOWDOWN - CAMPAIGN
FX

DIVERSITY & INCLUSION AWARENESS CAMPAIGN

WINNERS FOR THIS CATEGORY WILL BE
ANNOUNCED AT THE AWARDS CEREMONY

DOCUMENTARY CAMPAIGN

KEVIN COSTNER'S THE WEST
A+E GLOBAL MEDIA

TALE OF SILYAN
NATIONAL GEOGRAPHIC

CRIME IN PROGRESS - LAUNCH CAMPAIGN
A+E GLOBAL MEDIA

TAYLOR SWIFT: THE END OF AN ERA ON-AIR CAMPAIGN
DISNEY+

SALLY
NATIONAL GEOGRAPHIC



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

VIDEO CAMPAIGNS

DRAMA CAMPAIGN

DEVIL IN DISGUISE: JOHN WAYNE GACY CAMPAIGN
PEACOCK (NBCUNIVERSAL)

TASK SEASON 1
HBO MAX

FX'S DYING FOR SEX - CAMPAIGN
FX

IT: WELCOME TO DERRY
HBO MAX

FX'S ALIEN: EARTH - DRAMA CAMPAIGN
FX

FX'S THE BEAUTY - IN-HOUSE CAMPAIGN
FX

HOLIDAY | SEASONAL CAMPAIGN

OCEAN WITH DAVID ATTENBOROUGH
NATIONAL GEOGRAPHIC

ALL I WATCH FOR CHRISTMAS 2025
NORTHERN LIGHTS

FREEFORM'S 25 DAYS OF CHRISTMAS
2025 ON-AIR CAMPAIGN
FREEFORM

DISNEY+ 2025 HOLIDAY CAMPAIGN
DISNEY+

AMC FEARFEST 2025 "CARNIVAL OF FRIGHTS" CAMPAIGN
AMC GLOBAL MEDIA

EARTH MONTH 2026
NATIONAL GEOGRAPHIC

LIVE EVENT CAMPAIGN

WINNERS FOR THIS CATEGORY WILL BE
ANNOUNCED AT THE AWARDS CEREMONY



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

VIDEO CAMPAIGNS

NEWS CAMPAIGN

GOOD MORNING AMERICA - 50TH ANNIVERSARY
ABC NEWS

CBS EVENING NEWS REBOOT
CBS

TRAFFICKED WITH MARIANA VAN ZELLER S5
NATIONAL GEOGRAPHIC

SUBSCRIPTION LAUNCH
BBC

REALITY CAMPAIGN

GORDON RAMSAY'S SECRET SERVICE,
"SEASON ONE CAMPAIGN"
FOX ENTERTAINMENT

PROJECT RUNWAY ON-AIR CAMPAIGN
FREEFORM

HARRY POTTER: WIZARDS OF BAKING
WBD - US NETWORKS

FEAR FACTOR: HOUSE OF FEAR,
"SEASON ONE CAMPAIGN"
FOX ENTERTAINMENT

HOUSE OF VILLAINS SEASON 3 CAMPAIGN
PEACOCK (NBCUNIVERSAL)

NEXT LEVEL CHEF "SEASON CAMPAIGN"
FOX ENTERTAINMENT

SPORTS CAMPAIGN

COLLEGE FOOTBALL PLAYOFF
ESPN

COUNT ON SUNDAYS NFL SEASON CAMPAIGN
PARAMOUNT +

THE MILAN WINTER OLYMPICS CAMPAIGN
NBC|PEACOCK

SUPER BOWL LIX CAMPAIGN
FOX DEPORTES

NBA ON NBC CAMPAIGN
NBC|PEACOCK

VARIETY CAMPAIGN

THE VOICE REALITY CAMPAIGN
NBC (NBCUNIVERSAL)

THE MUPPET SHOW LAUNCH CAMPAIGN
DISNEY BRANDED TELEVISION

SATURDAY NIGHT LIVE DIGITAL PROMOS
NBC (NBCUNIVERSAL)

THE OSCARS 2026 ON-AIR CAMPAIGN
ABC

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

CRAFT IN VIDEO

COPYWRITING

FX'S THE BEAUTY - SYNOPSIS
FX

HULU: DRAMA YOU WANT - "HERO WANT"
HULU BRAND

FX'S THE BEAUTY - BIG PHARMA
FX

THIS YEAR ON
PARAMOUNT +

DISNEY+ BUNDLE "WHAT IF?" :60 PROMO
DISNEY+

KATRINA RACE AGAINST TIME
NATIONAL GEOGRAPHIC

EDITING

UFC ON PARAMOUNT+ LAUNCH
PARAMOUNT +

HULU: DRAMA YOU WANT "THE BOX"
HULU BRAND

LOVE + WAR
NATIONAL GEOGRAPHIC

THE WES ANDERSON COLLECTION
ON HULU SOCIAL VIDEO
HULU BRAND

FX'S ALIEN: EARTH - GREENER WORLD
FX

MILANO OLYMPICS - MOMENTS
CBC

DIRECTION

2026 FIFA WORLD CUP ON TSN BOOM
BELL MEDIA

FX'S ALIEN: EARTH - DESTINATION
FX

MLB OPENING DAY
WAVEMAKER CREATIVE

FX'S THE BEAUTY - SYNOPSIS
FX

SEE IT DIFFERENTLY
BRITBOX

2025 CFL ON TSN CANADIAN MADE
BELL MEDIA



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

CRAFT IN VIDEO

SOUND DESIGN

WORLD ATHLETICS CHAMPIONSHIPS 2025
CBC

FX'S ALIEN: EARTH - DESTINATION
FX

HISTORY365 AD SLATE INTERSTITIAL
A+E GLOBAL MEDIA

GHOST ELEPHANTS
NATIONAL GEOGRAPHIC

EMMYS BRAND PROMO
HULU BRAND

THE BURBS - WELCOME SFX
PEACOCK (NBCUNIVERSAL)

USE OF MUSIC

ALL'S FAIR "SHOWTIME" TRAILER
HULU ORIGINALS

BORN TO BOWL TRAILER
HBO MAX

ALL'S FAIR "TANGO" TEASER
HULU ORIGINALS

DUTTON RANCH FINAL TRAILER
PARAMOUNT +

FX'S ALIEN: EARTH - STRANGE BREW
FX

BOOTS S1
INTERMISSION FILM

USE OF A SCORE

FOLLOW THE FACTS
CNN WORLDWIDE

TOWARDS ZERO
BRITBOX

THE TALE OF SILYAN
NATIONAL GEOGRAPHIC

THE NBA ON NBC - NBA ROUND BALL ROCK
NBC (NBCUNIVERSAL)



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

CRAFT IN VIDEO

USE OF MUSIC WITH ORIGINAL LYRICS

THE BIG BANG THEORY, "BIG BANG BANGS"
WARNER BROS. DISCOVERY

FIFA WORLD CUP 26 1 YEAR OUT EMOCIÓN MUNDIAL
NBCUNIVERSAL TELEMUNDO ENTERPRISES

LIVE FROM E! - "MOST GLAMOROUS TIME OF THE YEAR"
VERSANT (E!)

PREDATOR RANGE
PEACOCK (NBCUNIVERSAL)

AMC JAWS 50TH ANNIVERSARY MARATHON
AMC GLOBAL MEDIA

OFF CAMPUS S1: TRAILER
AMAZON MGM STUDIOS

VOICE-OVER PERFORMANCE

HULU: DRAMA YOU WANT - "HERO WANT"
HULU BRAND

FX'S THE BEAUTY - SYNOPSIS
FX

UNDERDOGS
NATIONAL GEOGRAPHIC

DISNEY+ BUNDLE "WHAT IF?" :60 PROMO
DISNEY+

THE AMERICAS: 60 SEASON ON
NBC (NBCUNIVERSAL)

ZOOTOPIA 2 "TOGETFUR" :30
DISNEY+



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

AUDIO

AUDIO PROMO

HOUSE OF VILLAINS SEASON 3 - AUDIO SPOT
PEACOCK (NBCUNIVERSAL)

THE HOLIDAYS ARE BRUTAL
PLUTO TV

SNL 50 - MTA AUDIO PROMO
NBC (NBCUNIVERSAL)

FX'S ALIEN: EARTH - DOWNED SPACECRAFT
FX



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

ART DIRECTION & DESIGN: VIDEO

BRAND DESIGN PROMOTION

"FOR ALL AMERICA" BRAND CAMPAIGN
FOX NEWS MEDIA

USA SPORTS
VERSANT (USA SPORTS)

FIND YOUR MOUNTAIN
PARAMOUNT +

FX ON HULU - :60 TRUST
FX

PROGRAM DESIGN PROMOTION

ALIEN EARTH S1 :60 HOMAGE
FX

ALIEN EARTH S1 3:06 GESTATION
FX

KATRINA RACE AGAINST TIME
NATIONAL GEOGRAPHIC

ALIEN EARTH S1 :30 REFLECTION
FX

SALLY
NATIONAL GEOGRAPHIC

THE BEAUTY :60 STAR SELL
FX

IN-HOUSE DESIGN PROMOTION

ALIEN: EARTH - :60 HOMAGE
FX

HULU: DRAMA YOU WANT - "HERO DISCOVER"
HULU BRAND

THE BEAUTY - :60 STAR SELL
FX

CRAVE - CANADAS DRAG RACE SEASON 6 "QUEEN REVEAL"
BELL MEDIA

ALIEN EARTH S1 3:06 GESTATION
FX

THE BEAUTY - 1:24 BIG PHARMA
FX

OUT-OF-HOUSE DESIGN PROMOTION

ADULTS S1 - :30 FRIENDS
FX

POLE TO POLE
MAKINE STUDIOS

NEXT LEVEL CHEF, "LEVEL UP"
FOX ENTERTAINMENT

WELCOME TO WREXHAM S4 - :30 BEAT BRADY
FX



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

ART DIRECTION & DESIGN: VIDEO

HOLIDAY | SEASONAL DESIGN
PROMOTION

WINNERS FOR THIS CATEGORY WILL BE
ANNOUNCED AT THE AWARDS CEREMONY

BRAND TOTAL DESIGN PACKAGE

THE KEEPER GRAPHICS PACKAGE
SCRIPPS MARKETING CREATIVE STUDIO

DISNEY+ HOLIDAY
RAVE COLLECTIVE

XFINITY WINTER OLYMPICS IDENTITY
SKY CREATIVE | XFINITY

CULTURA SIN LÍMITES 25
BIEN

BRAND IMAGE - REBRAND, REFRESH OR
LAUNCH

THE KEEPER GRAPHICS PACKAGE
SCRIPPS MARKETING CREATIVE STUDIO

VERSANT BRAND LAUNCH
VERSANT

XFINITY REFRESH
SKY CREATIVE | XFINITY

ANIMATION DOMINATION
ROGER

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

ART DIRECTION & DESIGN: VIDEO

PROGRAM TOTAL DESIGN PACKAGE

THE LOWDOWN S1 - BRIDGE ID, CRITIC SIGNS,
ILLUMINAUGHTY, ORIGINAL OPEN, DREAMS
FX

IT'S ALWAYS SUNNY S17 - ORIGINAL OPEN, ABBOTT
TEASER, CORE VALUES, RAT ID, VIBES
FX

AMERICAN IDOL MAKING OF GRAPHICS PACKAGE BTS
SIZZLE
ABC

WELCOME TO WREXHAM S4: FIRE ID, VIEWER ADVISORY,
BEAT BRADY, ORIGINAL OPEN, TRAILER
FX

THE BEAUTY - SILHOUETTE ID, BIG PHARMA, SYNOPSIS,
VIBE, STAR SELL
FX

NECAXA - :05 ORIGINAL OPEN, :30 PATRONA, :05 DAYS
COUNTDOWN, :10 GOAL ID, 1:58 CORAZON TRAILER
FX

TODAY SEASONAL IDS
NBCUNIVERSAL

HGTV BRAND IDENTIS
WBD - US NETWORKS

PROGRAM ID

THE LOWDOWN S1 - :10 BRIDGE ID
FX

ALIEN EARTH S1 - :15 EARTH ID
FX

THE BEAUTY - :10 SILHOUETTE ID
FX

ENGLISH TEACHER S2 - :10 PENCIL ID
FX

IT'S ALWAYS SUNNY S17 - :15 RAT ID
FX

WELCOME TO WREXHAM S4 - :10 FIRE ID
FX

BRAND ID

A&E CRIME & INVESTIGATION GENRE - BRAND IDS
A+E GLOBAL MEDIA

FIND YOUR MOUNTAIN
PARAMOUNT +

DISNEY+ BRAND IDENTIS
DISNEY+



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

ART DIRECTION & DESIGN: VIDEO

OPENING TITLE | CREDITS

ARTEMIS II - LAUNCH OPEN
ABC NEWS

THE BEAUTY
PROLOGUE FILMS

TOMB RAIDER MAIN TITLE SEQUENCES
RAVE COLLECTIVE

PUNTO FINAL PRODUCTION GRAPHICS PACKAGE
FOX DEPORTES

HOPE VALLEY: 1874 - OPENING TITLE
MACH27

MILANO CORTINA 2026 OLYMPIC WINTER GAMES
CBC/RADIO-CANADA

INFORMATIONAL GRAPHICS

IMR: GOLF
THE WEATHER CHANNEL

IMR: GEOMAGNETIC STORMS
THE WEATHER CHANNEL

IMR: LANDSLIDES
THE WEATHER CHANNEL

BUMPERS | INTERSTITIALS

THE LOWDOWN S1 - :10 BRIDGE ID
FX

AMC BEST CHRISTMAS EVER HOLIDAY FAVORITES BUMPS
AMC GLOBAL MEDIA

HISTORY365 AD SLATE INTERSTITIAL
A+E GLOBAL MEDIA

AMC FEARFEST JANELLE MONAE BUMPS
AMC GLOBAL MEDIA

EVERYTHING ON THE MENU "18,000 CALORIE
CHALLENGE" PREMIERE NIGHT WRAPS
VERSANT (USA NETWORK)

WELCOME TO WREXHAM S4 - :10 FIRE ID
FX

MARKETING SIZZLE (INTERNAL OR EXTERNAL) - DESIGN

WINNERS FOR THIS CATEGORY WILL BE
ANNOUNCED AT THE AWARDS CEREMONY

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

ART DIRECTION & DESIGN: CRAFT IN VIDEO

ANIMATION

NECAXA - :10 GOAL ID
FX

KING OF THE HILL - THIS PAST WEEKEND WITH THEO VON
HULU ORIGINALS

IT'S ALWAYS SUNNY S17 - :15 RAT ID
FX

FIND YOUR MOUNTAIN
PARAMOUNT +

WELCOME TO WREXHAM S4 - :10 FIRE ID
FX

THE RELAY
NBCUNIVERSAL

MOTION GRAPHICS

DISNEY+ "RUBE GOLDBERG" BRAND IDENT
DISNEY+

THE BEAUTY - 1:24 BIG PHARMA
FX

2025 CFL ON TSN CANADIAN MADE
BELL MEDIA

THE BEAUTY - :60 STAR SELL
FX

ESPN REBRAND
ESPN

WELCOME TO WREXHAM S4: 10 FIRE ID
FX

VISUAL EFFECTS

THE BEAUTY - :60 STAR SELL
FX

NFL DRAFT ON ESPN
ESPN

ALIEN EARTH S1 3:06 GESTATION
FX

ESPN X DISNEY STUDIOS TRON: ARES
DISNEY CREATIVWORKS

ALIEN EARTH S1 :30 REFLECTION
FX

ALIEN EARTH S1 :60 HOMAGE
FX



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

ART DIRECTION & DESIGN: CRAFT IN VIDEO

TYPOGRAPHY

THE LOWDOWN S1 - :10 BRIDGE ID
FX

JAWS 50TH ANNIVERSARY & WICKED: FOR GOOD
PEACOCK LOGO TRANSFORMATION
PEACOCK (NBCUNIVERSAL)

WIMBLEDON 'WES ANDERSON'
ESPN

2026 FIFA WORLD CUP ON TSN BOOM
BELL MEDIA

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

ART DIRECTION & DESIGN: PRINT

TOTAL PRINT PACKAGE: BRAND OR PROGRAM

ADULTS S1
FX

BRINGING 50 YEARS OF CHARACTERS TOGETHER
NBC (NBCUNIVERSAL)

IT: WELCOME TO DERRY
WARNER BROS. DISCOVERY

ALIEN EARTH
FX

IT'S ALWAYS SUNNY IN PHILADELPHIA S17
FX NETWORKS

THE BEAUTY
FX

LOGO DESIGN

ALIEN EARTH
FX

SUNNY S17
FX

NECAXA - LOGO
FX

THE BEAUTY
FX

FD STUDIOS LOGO DESIGN
FOX DEPORTES

THE LOWDOWN
FX

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

360 CAMPAIGN

360 CAMPAIGN: BRAND IMAGE

UFC ON PARAMOUNT+ LAUNCH
PARAMOUNT +

HULU EVERY DAY 360 CAMPAIGN
HULU BRAND

DISNEY+ THROWBACKS
RAVE COLLECTIVE

SUMMER OF CINEMA: PLUTO TV IS EXPLODING
WITH FREE MOVIES
PLUTO TV

CONTINUE THE TRADITION
FIRE TV

REPORTING FOR AMERICA CAMPAIGN
NBCUNIVERSAL

360 CAMPAIGN: PROGRAM PROMOTION

FX'S ALIEN: EARTH - INTEGRATED MARKETING CAMPAIGN
FX

FALLOUT S2 360 CAMPAIGN
AMAZON MGM STUDIOS

SEVERANCE
KILL 2 BIRDS

FX'S THE BEAUTY - 360 CAMPAIGN
FX

UNDERDOGS
NATIONAL GEOGRAPHIC

HACKS IRL: A CAMPAIGN THAT BROKE THE FOURTH WALL
HBO MAX

360 CAMPAIGN: COMEDY

KING OF THE HILL 360 CAMPAIGN
HULU ORIGINALS

SCRUBS REVIVAL 360 CAMPAIGN
ABC

ONLY MURDERS IN THE BUILDING SEASON
5 360 CAMPAIGN
HULU ORIGINALS

CHAD POWERS 360 MARKETING CAMPAIGN
HULU ORIGINALS

ABBOTT ELEMENTARY SEASON 5 360 CAMPAIGN
ABC

360 CAMPAIGN OF THE FALL AND RISE
OF REGGIE DINKINS
NBC (NBCUNIVERSAL)

360 CAMPAIGN: CHILDREN | FAMILY

WINNERS FOR THIS CATEGORY WILL BE
ANNOUNCED AT THE AWARDS CEREMONY

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

360 CAMPAIGN

360 CAMPAIGN: DRAMA

THE HANDMAID'S TALE FINAL SEASON 360 CAMPAIGN
HULU ORIGINALS

IT: WELCOME TO DERRY
HBO MAX

PARADISE SEASON 1 360 CAMPAIGN
HULU ORIGINALS

FX'S THE BEAUTY - 360 CAMPAIGN
FX

THE TESTAMENTS 360 CAMPAIGN
HULU ORIGINALS

FX'S ALIEN: EARTH - INTEGRATED MARKETING CAMPAIGN
FX

360 CAMPAIGN: REALITY

PROJECT RUNWAY 360 CAMPAIGN
FREEFORM

HARRY POTTER: WIZARDS OF BAKING
WBD - US NETWORKS

DUCK DYNASTY: THE REVIVAL SEASON 1 CAMPAIGN
A+E GLOBAL MEDIA

DANCING WITH THE STARS SEASON 34 360 CAMPAIGN
ABC

THE TRAITORS SEASON 4 CAMPAIGN
PEACOCK (NBCUNIVERSAL)

AMERICAN IDOL 360 CAMPAIGN
ABC

360 CAMPAIGN: HOLIDAY/SEASONAL/ SPECIAL EVENT PROGRAM

SATURDAY NIGHT LIVE 50TH ANNIVERSARY -
360 CAMPAIGN
NBC (NBCUNIVERSAL)

THE MUPPET SHOW - 360 CAMPAIGN
DISNEY BRANDED TELEVISION

TCM CLASSIC FILM FESTIVAL 2026
TURNER CLASSIC MOVIES

HARRY POTTER: WIZARDS OF BAKING
WBD - US NETWORKS

DISNEY+ THROWBACK SUMMER 360 CAMPAIGN
DISNEY+

NEW YEARS EVE LIVE WITH ANDERSON COOPER
& ANDY COHEN
CNN WORLDWIDE



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

EVOLVING & EMERGING

BEHIND THE SCENES

STRANGER THINGS 5: BEHIND THE EPISODE SERIES
COPILOT CORP

THE LAST OF US SEASON 2
HBO MAX

EUPHORIA, S3 | ENTER EUPHORIA
HBO

THE MAKING OF THE LAST OF US S2
HBO MAX

TASK UNMASKED: S1
HBO MAX

IT: WELCOME TO DERRY "INSIDE DERRY"
HBO MAX

FEATURETTE

IT: WELCOME TO DERRY "BECOMING PENNYWISE"
HBO MAX

THE BOYS: SCORCHED EARTH | SERIES RETROSPECTIVE
AMAZON MGM STUDIOS

PEACEMAKER SEASON TWO: PEACE BY PIECE
HBO MAX

HACKS S5 BIT BY BIT
HBO MAX

INSIDE THE PITT: TRANSFORMING ONE SHIFT INTO ONE
SEASON- CRAFTING CONTINUITY
HBO MAX

A KNIGHT OF THE SEVEN KINGDOMS:
A KNIGHT IN THE MAKING
HBO

COMPANION PODCAST / AFTER-SHOW SERIES

THE COMEBACK OFFICIAL PODCAST
HBO

PARADISE OFFICIAL PODCAST
HULU ORIGINALS

MUJERES IMPARABLES
NBCUNIVERSAL TELEMUNDO ENTERPRISES

THE CHI TEA AFTER SHOW
PARAMOUNT +

THE BOYS MANHANDLED PODCAST
AMAZON MGM STUDIOS

ONLY MURDERS IN THE BUILDING: OFFICIAL PODCAST
HULU ORIGINALS

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

EVOLVING & EMERGING

INTERNAL MARKETING SIZZLE

VERSANT SIZZLE - "HERE. WE. GO!"
VERSANT

NAT GEO: YEAR IN REVIEW
NATIONAL GEOGRAPHIC

REDBULL STUDIOS- BRAND SIZZLE - DOCUMENTARY
RUBBER SOLE CREATIVE

GLOBAL DISTRIBUTION SIZZLE
BBC STUDIOS

"BOLD & UNAFRAID", WARNER BROS. TELEVISION GROUP
EXECUTIVE ONSITE SIZZLE
WARNER BROS. DISCOVERY

NATIONAL GEOGRAPHIC 25TH ANNIVERSARY
NATIONAL GEOGRAPHIC

EXTERNAL MARKETING SIZZLE

STAYING AFTER THE STORM
SCRIPPS MARKETING CREATIVE STUDIO

RADLEY WINTER SIZZLE
DISNEY+

L.A SCREENINGS 2025
RUBBER SOLE CREATIVE

DOCTOR WHO
BBC STUDIOS

HISTORY TALKS 2026: YOUR PLACE IN HISTORY
A+E GLOBAL MEDIA

CRIME WORTH WATCHING
BBC STUDIOS

MUSIC VIDEO OR SHORT SUBJECT VIDEO

ZOMBIES 4 - DAWN OF THE VAMPIRES - SNOW ANGELS
DISNEY BRANDED TELEVISION

THEME FROM STEVE: LITTLE SIMZ -
DON'T LEAVE TOO SOON
INTERMISSION FILM

KING OF THE HILL: CHILL HILL VOLUME 1
HULU ORIGINALS

SUPER BOWL LX YEARS OF HISTORY
NFL

THE CONNERS FAREWELL RETROSPECTIVE
ABC

FX'S ALIEN: EARTH - STRANGE BREW
FX



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

EVOLVING & EMERGING

BEST USE OF INNOVATION

THE COPENHAGEN TEST: META GLASSES SOCIAL PIECE
PEACOCK (NBCUNIVERSAL)

PARAMOUNT+'S FAN FRONTIER
PARAMOUNT +

ANIMAL CONTROL, "FREAKS & BEAKS"
FOX ENTERTAINMENT

SEE IT DIFFERENTLY
BRITBOX

FOX UPFRONT 2025
PHOENIX MEDIA GROUP

DEXTER: RESURRECTION: PRATER'S VIRTUAL VAULT
PARAMOUNT +

FAN ENGAGEMENT

THE RIGHTEOUS GEMSTONES PRAYER POD
HBO MAX

KING OF THE HILL SOCIAL CAMPAIGN
HULU ORIGINALS

FX'S ADULTS SUDS & SOUNDS
FX

THE DEBORAH VANCE HIGHWAY:
WHERE DIVAS DONT LITTER
HBO MAX

PERCY JACKSON AND THE OLYMPIANS S2 -
IMMERSIVE WATER STUNT
DISNEY BRANDED TELEVISION

EUPHORIA: NATE AND CASSIE'S WEDDING
HBO MAX

SALON DES REFUSE'S

MEMORY OF A KILLER TEASER TRAILER "BLUE EYES"
TIM DOUGHERTY CREATIVE

JAWS 50TH ANNIVERSARY: JAWS RESURFACED
PEACOCK (NBCUNIVERSAL)

"ACCESS" NAT GEO ON DISNEY+
NATIONAL GEOGRAPHIC

MALCOLM IN THE MIDDLE:
LIFE'S STILL UNFAIR - HUGE MART
DISNEY BRANDED TELEVISION

2025 WORLD JUNIORS BACK TO GOLD
BELL MEDIA

BRAND PROMO
BBC SELECT

BEST NEW TALENT

GILDA MCCRANN
CNN WORLDWIDE

CAEDYN SERNA
HBO MAX



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

DIGITAL & SOCIAL

PAID SOCIAL MEDIA CAMPAIGN

THE TESTAMENTS SOCIAL CAMPAIGN
HULU ORIGINALS

FX'S ADULTS: CHARACTER REDDIT POSTS
FX

ONLY MURDERS IN THE BUILDING SEASON
5 SOCIAL CAMPAIGN
HULU ORIGINALS

FX'S ALIEN: EARTH AVATARS
FX

KING OF THE HILL SOCIAL CAMPAIGN
HULU ORIGINALS

TELL ME LIES SEASON 3 SOCIAL CAMPAIGN
HULU ORIGINALS

ORGANIC SOCIAL MEDIA

THE PITT S2 ORGANIC SOCIAL MEDIA CAMPAIGN
HBO MAX

PARADISE SEASON 1 SOCIAL CAMPAIGN
HULU ORIGINALS

THE WHITE LOTUS SEASON 3 SOCIAL MEDIA CAMPAIGN
HBO MAX

IT: WELCOME TO DERRY
HBO MAX

OCEAN WITH DAVID ATTENBOROUGH
NATIONAL GEOGRAPHIC

EUPHORIA: NATE AND CASSIE'S WEDDING
HBO MAX

USE OF TALENT/INFLUENCER

FX'S THE BEAUTY - INFLUENCER TESTIMONIALS
FX NETWORKS

THE COPENHAGEN TEST: PRE-ROLL YOUTUBE AD SHORTS
& HACKER MARKETING
PEACOCK (NBCUNIVERSAL)

CREATING CULTURAL MOMENTS FOR THE
WHITE LOTUS S3
WARNER BROS. DISCOVERY

POLE TO POLE: WILL SMITH
NATIONAL GEOGRAPHIC

FX'S THE LOWDOWN: ETHAN IS EVERYWHERE
FX NETWORKS

HACKS: WELCOME TO LATE NIGHT
HBO MAX

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

DIGITAL & SOCIAL

SHORT FORM SOCIAL MEDIA VIDEO

STRANGER THINGS S5 "MONSTER BATTLE"
ZEALOT

IT: WELCOME TO DERRY HBO CLICK ON.
HBO MAX

ALIEN: EARTH "BLOOD"
ZEALOT

THE PITT S3 RENEWAL
HBO MAX

ALL'S FAIR SOCIAL TEASER
HULU ORIGINALS

INDUSTRY S4: UNHINGED
HBO MAX

LONG FORM SOCIAL MEDIA VIDEO

DISNEY CREATIVWORKS/NAT GEO X TOYOTA 4RUNNER
DISNEY CREATIVWORKS

MARSHAWN LYNCH, CHLOE CHERRY, & MARTHA KELLY
HAVE A EUPHORIA WATCH PARTY | EUPHORIA | HBO MAX
HBO MAX

8 MINUTES OF BABY ANIMALS
NATIONAL GEOGRAPHIC

DISNEY CREATIVWORKS/NAT GEO X PEPSICO
DISNEY CREATIVWORKS

FX'S THE BEAUTY: THE INTERN SERIES SPONSORSHIP
FX

NAT GEO 33 - JUSTIN FRENCH X CELEB INTRO VIDEO
NATIONAL GEOGRAPHIC

SOCIAL MEDIA ORIGINAL CONTENT

SATURDAY NIGHT LIVE SEASON 51: AND JUST LIKE
THAT...SABRINA CARPENTER IS HOSTING SNL
NBC (NBCUNIVERSAL)

FX'S THE BEAUTY: THE INTERN SERIES SPONSORSHIP
FX

ONLY MURDERS IN THE BUILDING SEASON 5 SECRETS
HULU BRAND

ALIEN: EARTH | CRASH VIDEO SERIES
FX NETWORKS

UNDERDOGS - GRANDPARENTS REACT
NATIONAL GEOGRAPHIC

VANDERPUMP VILLA SEASON 2 RANCH DRESSING
MUSIC MIX
HULU ORIGINALS

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

DIGITAL & SOCIAL

CONTENT FOR DIGITAL PROMOTION

HACKS: WELCOME TO LATE NIGHT
HBO MAX

SNL SEASON 51: SNL HOST CONNOR STORRIE AND JAMES
AUSTIN JOHNSON FACE OFF IN AN ACCENT DUEL
NBC (NBCUNIVERSAL)

BEST OF THE WORLD 2026 SIZZLE
NATIONAL GEOGRAPHIC

STAR TREK: STRANGE NEW WORLDS - WORLDS COLLIDE
PARAMOUNT +

RJ DECKER SOCIAL VIDEO
ABC

FX'S LOVE STORY: JOHN F. KENNEDY JR. & CAROLYN
BESSETTE: NEW YORK TIMES BRANDED PAID POST
FX

VERTICAL VIDEO

LILLO & STICH X NATIONAL GEOGRAPHIC
NATIONAL GEOGRAPHIC

9-1-1 X 9-1-1 NASHVILLE "SUPPLY DROP" SOCIAL VIDEO
ABC

DEVIL IN DISGUISE: JOHN WAYNE GACY - DAY TO NIGHT
PEACOCK (NBCUNIVERSAL)

THE WES ANDERSON COLLECTION ON HULU
SOCIAL VIDEO
HULU BRAND

ONLY MURDERS IN THE BUILDING "CASINO"
ZEALOT

FX'S LOVE STORY - 90S LOVE
FX

DIGITAL DISPLAY: CONTEXTUAL/NATIVE/RICH MEDIA

FX'S THE BEAUTY: BELLA MOTION POSTER
FX

FX'S ADULTS: CHARACTER DATING PROFILES
FX

FX'S ADULTS: CHARACTER REDDIT POSTS
FX

FX'S ADULTS: RIDE SHARING/DELIVERY SERVICE ADS
FX

FEAR FACTOR: UNHAPPY HOUR BLENDER GAME
FOX ENTERTAINMENT

FX'S ALIEN: EARTH CRATE RICH MEDIA
FX



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

DIGITAL & SOCIAL

ONLINE TAKEOVER OR ROAD
BLOCK PROMOTION

FX'S ALIEN: EARTH CRATE SKIN
FX

ABBOTT ELEMENTARY SEASON 5 REDDIT DISRUPTOR AD
ABC

DUTTON RANCH S1 REDDIT DISRUPTOR
THE ARTERIE

FEAR FACTOR: A DISGUSTINGLY AWESOME TAKEOVER
FOX ENTERTAINMENT

WIZARDS BEYOND WAVERLY PLACE S2 - HIGH IMPACT
DISRUPTOR AD
DISNEY BRANDED TELEVISION

FX'S THE BEAUTY: WRINKLE OVERLAY
FX



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

CROSS-CULTURAL

CROSS-CULTURAL: BRAND PROMO

TELEMUNDO CELEBRATES HISPANIC HERITAGE MONTH
NBCUNIVERSAL TELEMUNDO ENTERPRISES

BET SOMETHING YOU CAN BELIEVE IN
BET

FORTY FIVE AND FORWARD - THE ANTHEM REDUX
REV

CROSS-CULTURAL: PROGRAM PROMO

DINASTIA CASILLAS TEASER
NBCUNIVERSAL TELEMUNDO ENTERPRISES

FIELD GENERALS: HISTORY OF THE BLACK QUARTERBACK
PEACOCK (NBCUNIVERSAL)

LA ISLA S2 TRAILER
NBCUNIVERSAL TELEMUNDO ENTERPRISES

THE WHITE LOTUS S3 THAI TEA
HBO MAX

CROSS-CULTURAL: PROGRAM PROMO CAMPAIGN

VELVET EL NUEVO IMPERIO CAMPAIGN
NBCUNIVERSAL TELEMUNDO ENTERPRISES

CLEOPATRA'S FINAL SECRET CAMPAIGN
NATIONAL GEOGRAPHIC

DINASTIA CASILLAS CAMPAIGN
NBCUNIVERSAL TELEMUNDO ENTERPRISES

LOBO, MORIR MATANDO CAMPAIGN
NBCUNIVERSAL TELEMUNDO ENTERPRISES



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

CROSS-CULTURAL

CROSS-CULTURAL: PROMO NOT USING
PROGRAM FOOTAGE

LA JEFA TEASER INTRO TO GLORIA
NBCUNIVERSAL TELEMUNDO ENTERPRISES

REASONABLE DOUBT SEASON 3 "TO MY FELLOW BLACK
WOMEN" SOCIAL VIDEO
ONYX COLLECTIVE

LOBO, MORIR MATANDO TEASER TRAILER
NBCUNIVERSAL TELEMUNDO ENTERPRISES

DINASTIA CASILLAS TEASER
NBCUNIVERSAL TELEMUNDO ENTERPRISES

CROSS-CULTURAL: HOLIDAY/SEASONAL
SPECIAL EVENT PROMO

WINNERS FOR THIS CATEGORY WILL BE
ANNOUNCED AT THE AWARDS CEREMONY

CROSS-CULTURAL: NEWS PROMO

WINNERS FOR THIS CATEGORY WILL BE
ANNOUNCED AT THE AWARDS CEREMONY

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

KEY ART

POSTER

IT: WELCOME TO DERRY
HBO MAX

THE BEAR S4
FX

CRAVE - CANADAS DRAG RACE SEASON 6 "QUEEN REVEAL"
BELL MEDIA

ALIEN EARTH - XENODOME
FX

STAR TREK STRANGE NEW WORLDS
RHUBARB + PARAMOUNT+

SUNNY S17
FX

POSTER CAMPAIGN

ZOOTOPIA 2 SPOOF POSTERS
DISNEY+

ALIEN EARTH
FX

SPIDER-NOIR
AMAZON MGM STUDIOS

THE BEAUTY
FX

IT: WELCOME TO DERRY TOURISM CAMPAIGN
HBO MAX

LOVE STORY
FX

CAST/CHARACTER POSTER

THE BEAUTY - EVAN
FX

THE BEAUTY - BELLA
FX

IT: WELCOME TO DERRY | PENNYWISE ART
HBO MAX

SUNNY S17
FX

THE BEAUTY - ASHTON
FX

DYING FOR SEX
FX

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

KEY ART

CAST/CHARACTER POSTER CAMPAIGN

STAR TREK STRANGE NEW WORLDS
RHUBARB + PARAMOUNT+

OVERCOMPENSATING S1: CHARACTER POSTERS
AMAZON MGM STUDIOS

THE PAPER: CHARACTER PORTRAITS
PEACOCK (NBCUNIVERSAL)

UNDERDOGS
NATIONAL GEOGRAPHIC

THE MADISON "FAMILY" ENSEMBLE POSTER
PARAMOUNT +

I LOVE LA - CHARACTER POSTERS
HBO MAX

COMEDY POSTER

OVERCOMPENSATING S1: KEY ART
AMAZON MGM STUDIOS

THE CHAIR COMPANY KEY ART
HBO MAX

THE BEAR S4
FX

TED S2 KEY ART
PEACOCK (NBCUNIVERSAL)

SUNNY S17
FX

THE LOWDOWN
FX

DOCUMENTARY POSTER

SLY LIVES! HERO KEY ART
ONYX COLLECTIVE

SLY LIVES! (AKA THE BURDEN OF BLACK GENIUS)
RHUBARB + HULU

THE IDAHO STUDENT MURDERS - KEY ART
PEACOCK (NBCUNIVERSAL)

SALLY
NATIONAL GEOGRAPHIC

DEATH ROW CONFIDENTIAL: SECRETS OF A SERIAL
KILLER KEY ART
VERSANT (OXYGEN TRUE CRIME)

HIGH HORSE: THE BLACK COWBOY - KEY ART
PEACOCK (NBCUNIVERSAL)

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

KEY ART

DRAMA POSTER

THE LAST OF US - SEASON 2
HBO MAX

DYING FOR SEX
FX

MISS YOU, LOVE YOU
HBO MAX | BLT

IT: WELCOME TO DERRY
HBO MAX

DTF ST. LOUIS
HBO MAX | BLT

RJ DECKER POOL KEY ART
ABC

REALITY POSTER

THE SECRET LIVES OF MORMON WIVES SEASON 2
KEY ART
HULU ORIGINALS

NEIGHBORHOOD WARS "MEND FENCES" KEYART
A+E GLOBAL MEDIA

POLE TO POLE
NATIONAL GEOGRAPHIC

THE BACHELOR IN PARADISE SEASON 10 KEY ART
ABC

STORAGE WARS "UNBOXING" KEYART
A+E GLOBAL MEDIA

UNDERDOGS
NATIONAL GEOGRAPHIC

SPORTS POSTER

WNBA ON ION POSTER
SCRIPPS MARKETING CREATIVE STUDIO

BENAVIDEZ VS ZURDO KA
RAVE COLLECTIVE

NOT HER FIRST RODEO KEY ART
FREEFORM

CHAD POWERS ILLUSTRATED KEY ART
HULU ORIGINALS

BERLUSCONI
ESPN

THE COACH VICK EXPERIENCE
BET



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

KEY ART

CONSUMER OR TRADE PRINT AD

LOVE STORY
FX

THE BEAUTY
FX

THE TRAITORS - PEOPLE MAGAZINE PRINT AD
PEACOCK (NBCUNIVERSAL)

THE BEAR S4
FX

ADULTS S1
FX

ALIEN EARTH
FX



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

CRAFT IN KEY ART

COPYWRITING

TONY SHALHOUB BREAKING BREAD
CNN WORLDWIDE

UNDERDOGS
NATIONAL GEOGRAPHIC

THE FALL AND RISE OF REGGIE DINKINS KEY ART
NBC (NBCUNIVERSAL)

FUTURAMA SEASON 13 KEY ART
HULU ORIGINALS

THE LIFE LIST
RHUBARB + NETFLIX

YES, CHEF! KEY ART
NBC (NBCUNIVERSAL)

ILLUSTRATION

DR. ODYSSEY KEY ART
RHUBARB + ABC

HULU ANIMAYHEM "MAGNETIC" KEY ART
HULU BRAND

IT: WELCOME TO DERRY | TOURISM AD
HBO MAX

BERLUSCONI
ESPN

JAWS @ 50
NATIONAL GEOGRAPHIC

THE CHAIR COMPANY RON CHAIR
HBO MAX

TYPOGRAPHY

ALIEN EARTH
FX

THE BEAUTY
FX

THE LOWDOWN
FX

SUNNY S17
FX



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

CRAFT IN KEY ART

PHOTOGRAPHY

TELL ME LIES SEASON 3 STATIC DATE ANNOUNCEMENT
HULU ORIGINALS

DAVID BLAINE DO NOT ATTEMPT
NATIONAL GEOGRAPHIC

NOT HER FIRST RODEO KEY ART
FREEFORM

THE TALE OF SILYAN
NATIONAL GEOGRAPHIC

LOVE STORY - BACKLESS DRESS
FX

LAW & ORDER ORGANIZED CRIME - KEY ART
PEACOCK (NBCUNIVERSAL)

RETOUCHING AND PRODUCTION

THE LOWDOWN
FX

THE BEAUTY - ASHTON
FX

THE BEAUTY - JEREMY SCREAM
FX

THE BEAUTY - BELLA
FX

THE BEAUTY - EVAN
FX

SUNNY S17
FX

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

PAID MEDIA ADVERTISING: OUT-OF-HOME

BILLBOARD AD

PROJECT RUNWAY STUNT BOARD BILLBOARD
FREEFORM

SCRUBS "PILLBOARD"
ABC

ABBOTT ELEMENTARY SEASON 5
RHUBARB + ABC

ALIEN: EARTH TIMES SQUARE 3D BILLBOARD
FX

THE DEBORAH VANCE HIGHWAY:
WHERE DIVAS DON'T LITTER
HBO MAX

PERCY JACKSON AND THE OLYMPIANS S2 -
IMMERSIVE WATER STUNT
DISNEY BRANDED TELEVISION

BUILDING/WALL AD

BRINGING 50 YEARS OF CHARACTERS TOGETHER
NBC (NBCUNIVERSAL)

DELI BOYS BARRICADE
ONYX COLLECTIVE

PARADISE SEASON 2 BUNKER DOOR BARRICADE
HULU ORIGINALS

STAR TREK STRANGE NEW WORLD
RHUBARB + PARAMOUNT+

SUMMER IN THE CITY... ON 5TH AVE
HBO MAX

ALIEN EARTH - COMIC CON WALL
FX

TRANSIT/SHELTER AD

ALIEN EARTH - SUPER KING EARTH CRACK
FX

MALCOLM IN THE MIDDLE: LIFE'S STILL UNFAIR -
OOH: LINK NYC WALKING
DISNEY BRANDED TELEVISION

ALIEN EARTH - SUPER KING CRATES A
FX

IT: WELCOME TO DERRY | WEHO BUS SHELTER
HBO MAX

ALIEN EARTH - SUPER KING EARTH HUGGER
FX

A KNIGHT OF THE SEVEN KINGDOMS - RIDE WITH HONOR
HBO MAX



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

PAID MEDIA ADVERTISING: OUT-OF-HOME

DIGITAL OUT-OF-HOME

THE FALL AND RISE OF REGGIE DINKINS -
LA LIVE OOH TAKEOVER
NBC (NBCUNIVERSAL)

THE COPENHAGEN TEST - ANAMORPHIC BILLBOARD
PEACOCK (NBCUNIVERSAL)

PERCY JACKSON AND THE OLYMPIANS S2 -
IMMERSIVE WATER STUNT
DISNEY BRANDED TELEVISION

PROJECT RUNWAY TIMES SQUARE
3D ANAMORPHIC BILLBOARD
FREEFORM

ALIEN: EARTH TIMES SQUARE 3D BILLBOARD
FX

9-1-1 SEASON 9 DIGITAL OUT OF HOME
ABC

TAKEOVER

POLE TO POLE
NATIONAL GEOGRAPHIC

KNICKS MSG TAKEOVER - THE FALL AND RISE
OF REGGIE DINKINS
NBC (NBCUNIVERSAL)

ZOOTOPA 2 JFK TAKEOVER
DISNEY+

TWISTED METAL- SEASON TWO CAMPAIGN
OOH TAKEOVER
PEACOCK (NBCUNIVERSAL)

FX'S ALIEN: EARTH HOLLYWOOD AND VINE
CUSTOM ACTIVATION
FX

AD CAMPAIGN

HIGH POTENTIAL DIGITAL OUT OF HOME CAMPAIGN
ABC

ALIEN EARTH
FX

POLE TO POLE
NATIONAL GEOGRAPHIC

THE BEAUTY
FX

PERCY JACKSON AND THE OLYMPIANS S2 -
OOH CAMPAIGN
DISNEY BRANDED TELEVISION

SUNNY S17
FX

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

EXPERIENTIAL | EVENTS | ACTIVATION

EXPERIENTIAL ACTIVATION

FALLOUT SEASON 2 SPHERE CAMPAIGN
MOCEAN

FX'S ALIEN: EARTH THE WRECKAGE
FX

THE TESTAMENTS PURPLE BUS ACTIVATION
HULU ORIGINALS

PEACEMAKER S2 - PEACEFEST
HBO MAX

THE TRAITORS EXPERIENCE SEASON 4
PEACOCK (NBCUNIVERSAL)

THE PITT S2 HOSPITAL POP-UPS
HBO MAX

EXPERIENTIAL ACTIVATION FOR A CONSUMER EVENT

FX ALIEN: EARTH - IMMERSIVE ACTIVATION & CONTENT
CAPTURE EXPERIENCE
FX

AND JUST LIKE THAT...HOT FELLAS BAKERY
HBO MAX

A VERY ABBOTT BLOCK PARTY AT SDCC 2025
ABC

IT: WELCOME TO DERRY | FACE YOUR FEARS ACTIVATION
HBO MAX

BRAVOCON 2025
BRAVO (NBCUNIVERSAL)

FX'S ALIEN: EARTH THE WRECKAGE
FX

EVENT PRODUCTION DESIGN

FX'S ALIEN: EARTH THE WRECKAGE
FX

FOX UPFRONT 2025
PHOENIX MEDIA GROUP

ALIEN: EARTH STUNT - DISNEY UPFRONT
FX

DELI BOYS TRAVELING DELI
ONYX COLLECTIVE

SNL 50 LIVE EXPERIENCE
NBC (NBCUNIVERSAL)

A VERY ABBOTT BLOCK PARTY AT SDCC 2025
ABC



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

PREMIUM | SPECIALTY

PREMIUM OR SPECIALTY ITEMS

FX'S ALIEN: EARTH XBOX CUSTOM CONTROLLER
FX

TELL ME LIES SEASON 3 DETOX/RETOX GIVEAWAY
HULU ORIGINALS

FX'S ADULTS: BAR MEDIA
FX

"WUTHERING HEIGHTS" GIFT BOX
WARNER BROS. DISCOVERY

BRAVO X REEBOK COLLAB
BRAVO (NBCUNIVERSAL)

BIG NOON KICKOFF DELIVERS
FOX ENTERTAINMENT



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

BRAND PARTNERSHIPS

PROGRAM AND THEATRICAL FILM TIE-IN

THE RELAY
NBCUNIVERSAL

ESPN X SONY I KNOW WHAT YOU DID LAST SUMMER
DISNEY CREATIVWORKS

SUPERSTITIONS
NBCUNIVERSAL

ESPN X WB ONE BATTLE AFTER ANOTHER
DISNEY CREATIVWORKS

THE TRAITORS & WICKED: FOR GOOD CROSS-PROMOTIONAL TEASE
PEACOCK (NBCUNIVERSAL)

ESPN X A24 MARTY SUPREME
DISNEY CREATIVWORKS

PROGRAM AND PRODUCT TIE-IN

MTV VMAS + BURGER KING
BARK BARK

AND JUST LIKE THAT BEHIND THE LOOK CHAPTER 4
"TREASURE HUNTING"
WARNER BROS. DISCOVERY

TCM WINE CLUB 2026
TURNER CLASSIC MOVIES

ANIMAL PLANET PUPPY BOWL + MARRIOTT
BARK BARK

THE SECRET LIVES OF MORMON WIVES X ACTIVISION
CALL OF DUTY BLACK
DISNEY CREATIVWORKS

LOVE ISLAND USA X INSTACART MEET CARL
PEACOCK (NBCUNIVERSAL)

ADVERTISER INTEGRATION PROMO

59TH CMA AWARDS X CHEVY
DISNEY CREATIVWORKS

LIBERTY MUTUAL INSURANCE X MACYS THANKSGIVING
DAY PARADE®
NBCUNIVERSAL

AMC+ DEAD CITY SPECTRUM CUSTOM SPOT
AMC GLOBAL MEDIA

OSCARS 2026 X MAZDA
DISNEY CREATIVWORKS

ONE HUNDRED YEARS
NBCUNIVERSAL

NYRE 2026 X MARRIOTT BONVOY - TURN RESOLUTIONS
INTO RESERVATIONS
DISNEY CREATIVWORKS



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

BRAND PARTNERSHIPS

BRANDED PARTNERSHIP CAMPAIGN

HALLMARK + IKEA
BARK BARK

THE WHITE LOTUS - SEASON 3 BRAND PARTNERSHIPS
WARNER BROS. DISCOVERY

ABBOTT ELEMENTARY X LYSOL
DISNEY CREATIVWORKS

LEGO MASTERS | BUILDING WORLDS WITH
LEGENDARY BRANDS
FOX ENTERTAINMENT

CHILI'S X LIFETIME PRESENT: I'LL BE HOME FOR
NATIONAL MARGARITA DAY
A+E GLOBAL PARTNERSHIPS

THE MASKED SINGER: WHERE PARTNERSHIPS TAKE
CENTER STAGE
FOX ENTERTAINMENT

NARRATIVE-ADJACENT BRAND INTEGRATION

STUART SCOTT: V FOUNDATION "BOO-YAH"
ABC NEWS

ABBOTT ELEMENTARY X LYSOL
DISNEY CREATIVWORKS

THE BOYS & LIQUID DEATH "ASHLEY ENERGY"
AMAZON MGM STUDIOS

KING OF THE HILL - THIS PAST WEEKEND WITH THEO VON
HULU ORIGINALS

AND JUST LIKE THAT BEHIND THE LOOK CHAPTER 4
'TREASURE HUNTING'
WARNER BROS. DISCOVERY

PEACOCK X WARNER BROS. A FAITHFUL TAKE ON
WUTHERING HEIGHTS
NBCUNIVERSAL

USE OF AN ATHLETE

ESPN X WB ONE BATTLE AFTER ANOTHER
DISNEY CREATIVWORKS

TARA LIPINSKI'S MEDAL-WORTHY STYLE
NBCUNIVERSAL

THE NBA ON NBC: NBA BACKLOT TOUR
NBC (NBCUNIVERSAL)

WHEN TRON: ARES MET THE NFL
NBCUNIVERSAL

ESPN X WB SUPERMAN - SUPERMAN'S DAY OFF
DISNEY CREATIVWORKS



2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

BRAND PARTNERSHIPS

USE OF INFLUENCER/TALENT

SPORTS TALK WITH BUGS BUNNY
WARNER BROS. DISCOVERY

OLYMPICS 2026 DISNEY+ HULU BRAND CAMPAIGN
DISNEY+

AND JUST LIKE THAT...HOT FELLAS BAKERY
HBO MAX

CREATING CULTURAL MOMENTS FOR THE
WHITE LOTUS S3
WARNER BROS. DISCOVERY

ESPN X A24 MARTY SUPREME
DISNEY CREATIVWORKS

FREEFORM'S 31 NIGHTS OF HALLOWEEN INFLUENCER
PARTNERSHIPS CAMPAIGN
FREEFORM

SPORTS AND PRODUCT TIE-IN

ESPN X CALL OF DUTY: BLACK OPS 7
DISNEY CREATIVWORKS

SCRIPPS NATIONAL SPELLING BEE - HARIBO
SCRIPPS MARKETING CREATIVE STUDIO

ESPN X NBA 2K26
DISNEY CREATIVWORKS

SNOWFLAKE: DREAM BIG
NBCUNIVERSAL

ESPN X DOS EQUIS CFB
DISNEY CREATIVWORKS

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - NORTH AMERICA

PUBLICITY

PUBLICITY CAMPAIGN

SECRETS OF THE BEES PR CAMPAIGN
NATIONAL GEOGRAPHIC

LOVE+WAR PR CAMPAIGN
NATIONAL GEOGRAPHIC

HURRICANE KATRINA: RACE AGAINST TIME PR CAMPAIGN
NATIONAL GEOGRAPHIC

LIMITLESS: LIVE BETTER NOW PR CAMPAIGN
NATIONAL GEOGRAPHIC

PERCY JACKSON AND THE OLYMPIANS
KILL 2 BIRDS

TUCCI IN ITALY PR CAMPAIGN
NATIONAL GEOGRAPHIC

INTEGRATED CORPORATE RESPONSIBILITY CAMPAIGN

WINNERS FOR THIS CATEGORY WILL BE
ANNOUNCED AT THE AWARDS CEREMONY

TALENT, INFLUENCER & PRESS KITS

WINNERS FOR THIS CATEGORY WILL BE
ANNOUNCED AT THE AWARDS CEREMONY

STUNT

THE DEBORAH VANCE HIGHWAY:
WHERE DIVAS DONT LITTER
HBO MAX

FX'S ALIEN: EARTH THE HUNT
FX

AND JUST LIKE THAT...HOT FELLAS BAKERY
HBO MAX

PERCY JACKSON AND THE OLYMPIANS S2 -
IMMERSIVE WATER
DISNEY BRANDED TELEVISION

FX'S THE LOWDOWN: ETHAN IS EVERYWHERE
FX NETWORKS

EUPHORIA: NATE AND CASSIE'S WEDDING
HBO MAX



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