



FOR IMMEDIATE RELEASE

CLICK [HERE](#) FOR ASSETS

***I LOVE LUCY* 75TH ANNIVERSARY LIVE SCRIPT READING,
AN ADVANCE SCREENING OF RYAN MURPHY'S SEDUCTIVE
NEW FX SERIES *THE SHARDS*, THE CRAFT BEHIND *MODERN
FAMILY* AND A CELEBRATION OF *BIG BROTHER'S* 1,000TH
EPISODE AMONG LATEST EVENTS AT TELEVERSE 26**

**Guests Will Experience the Emmy-Nominated Immersive Virtual
Worlds of Blumhouse Enhanced Cinema for Meta Quest,
Uncanny Alley: A New Day and *The World of Fallout* at
Television Academy's Three-Day Festival**

(**LOS ANGELES** – Aug. 5, 2026) — The Television Academy today announced an *I Love Lucy* script reading, starring Constance Zimmer as Lucy Ricardo, Wilson Cruz as Ricky Ricardo and Justina Machado as Ethel Mertz, will be presented at Televerse 26 to celebrate the iconic sitcom's 75th anniversary. The ***I Love Lucy* 75th Anniversary Script Reading & Conversation** will be followed by a discussion about the legacy and influence of the groundbreaking comedy from Lucille Ball and Desi Arnaz, which garnered four Emmy Awards and 20 nominations over six seasons and was inducted into the Television Academy Hall of Fame in 1991.

Televerse is the only festival from the presenters of the renowned Emmy® Awards that takes fans, television aficionados and industry insiders behind the scenes of award-winning shows, Aug. 14-16, 2026, at the JW Marriott at L.A. LIVE.

Additional Televerse events include:

***The Shards* Advance Screening and Q&A**

Join the cast and creatives behind FX's new seductive drama series *The Shards* for an advance screening of Episode 5, followed by a conversation about building the world of 1980s Los Angeles. From executive producer Ryan Murphy, based on the acclaimed bestselling novel by Bret Easton Ellis, *The Shards* is set against the vivid backdrop of 1980s Los Angeles. The series follows a group of privileged high school seniors at an elite prep school as they navigate identity, sex, jealousy, obsession and the dangers lurking beneath the surface of American adolescence. Panelists to be announced.

Big Brother: 1,000 Episodes Inside the House

Executive producers Allison Grodner and Rich Meehan, host Julie Chen Moonves and former winner and *Big Brother Unlocked* host Taylor Hale will look back on more than two decades of backstabbing, showmances and iconic gameplay to honor a legendary television milestone. Panel to feature exclusive behind-the-scenes stories, fan-favorite clips and an insider look at how CBS's ultimate reality social experiment reached its landmark 1,000th primetime episode.

Modern Family: Making a Mockumentary

Behind the scenes of *Modern Family* with an inside look at the technical craft of directing and filming an ensemble comedy — from developing the show's mockumentary shooting style to capturing the punchlines, confessionals and physical comedy that took the series from laugh-out-loud funny to Emmy-winning. Panelists include Michael Spiller (director) and James R. Bagdonas (director of photography/director).

AI Across the Entertainment Value Chain: From Creation to Connection

The panel will explore how AI is reshaping entertainment across the entire value chain, from helping teams work smarter through workflow optimization and operational insights to transforming audience discovery, personalization, creator tools, marketing and fan engagement. Panelists will examine how organizations can use AI to scale both creativity and efficiency while building deeper audience relationships rooted in trust, transparency and authenticity. We'll also discuss how creators, employees, platforms and fans are influencing the evolution of these tools and where AI succeeds or falls short when it doesn't feel genuinely human. Panelists include Tania Missad (EVP, insights, strategy and analytics, Sony Pictures Entertainment), Evan Britton (founder and CEO, Famous Birthdays) and Jay Sullivan (CEO, Fandom).

The Art of Building Character Through Style

Whether a series is set in the present, the past or a different universe altogether, wardrobe and style often shape our first impression and insight into a character. Even subtle changes in costume details affect our understanding of characters over time — working in tandem with the script, performances and the show's visual world. The panel will include experts behind some of TV's most iconic character stylings in this front-row look at the art of costuming, hair, and makeup and the process of collaborating across departments to bring a character to life — from concept to script to screen. Panelists include Daniel Selon (costume designer, *Agatha All Along*), Elizabeth Lancaster (co-costume designer, *The Morning Show*) and Esther Marquis (costume designer, *For All Mankind*).

The New Nonfiction: How Digital Creators are Shaping Unscripted Storytelling

As digital creators continue to produce increasingly sophisticated nonfiction programming, the line between traditional television and creator-led content is

becoming blurred. This conversation brings together leading creators and producers to discuss the evolution of unscripted storytelling, the opportunities and challenges of the creator economy, and what this shift means for the future of our industry. How do we define television in an era where millions of viewers consume creator-produced series? As audiences, business models and production standards continue to evolve, what can traditional television and the creator economy learn from one another? Panelists include Zach Kornfeld (*Try Guy*), Katie LeBlanc (head of BuzzFeed Video) and Janet Hsieh (host, *Fun Taiwan*; *Get Away with Janet Hsieh*).

Immersive, interactive virtual worlds activated in the Televerse 26 Exhibit Hall will include:

Meta

Blumhouse, NBCUniversal, Meta and Nexus Studios present a demo activation of Blumhouse Enhanced Cinema. This in-person virtual reality demo on Meta Quest gives horror fans a new way to experience fan-favorite films *M3GAN* and *The Black Phone*. Immersive and screen-breaking effects, combined with Dolby Atmos spatial sound, deliver a reimagined cinematic experience that surrounds the viewer.

Uncanny Alley: A New Day

Guests can experience showcase demos of *Uncanny Alley: A New Day*, Emmy-nominated for "Outstanding Emerging Media Program." Created by Ferryman Collective + Virtual Worlds Company inside VRChat, this artist-led immersive production blends theater, cinema, gaming and social VR. Rather than simply watching the story unfold, audiences step into a shared virtual world, become part of the narrative and interact directly with live actors who respond in real time.

Amazon Studios with *The World of Fallout*

The World of Fallout experience transforms a traditional behind-the-scenes featurette into a spatial discovery mission. Every environment is layered with interactive displays featuring a guide character that treats fans less like viewers and more like explorers with the agency to unlock rare assets and exclusive content. Working in close collaboration with Amazon MGM Studios, Amazon Studios Tech Operations and Kilter Films, Magnopus have built an interactive 360-degree experience that allows fans to explore the Wasteland in a new way.

Televerse is a celebration of all things television, including Emmy-nominated programs, innovative storytellers and beloved content, providing attendees with unprecedented opportunities to come face-to-face with their favorite stars on their favorite shows while offering insights and expertise from craftspeople, tech pioneers and innovators across the industry.

Passes are available at televerse.com. The **1-Day Pass** offers single-day access to panels and events. The **3-Day Pass** offers full access to all three days of Televerse 26, including all panels, workshops, screenings and Q&As (subject to availability).

The Televerse **Insider Pass** also includes priority, front-of-line access for pre-booked sessions, a one-year subscription to *emmy* magazine (the Television Academy's award-winning member publication) and 25% off Televerse merchandise.

The Television Academy recently announced the integration of For Your Consideration programming and the opening of the schedule creation tool, allowing passholders to begin building their personalized event itineraries immediately.

Further programming will be announced before the Aug. 14 festival opening.

Televerse is made possible by Television Academy corporate partners: Decoy Wines, FIJI Water, Franciacorta, LG, People, The Ritz-Carlton and United Airlines as well as this year's Televerse sponsors: Amazon Studios, Blumhouse, Deadline, Ferryman Collective, Gold Derby, Google TV, LA Times/The Envelope, Meta, NBCUniversal, Nexus Studios, Parrot Analytics, Scriptation, The Ankler, The Hollywood Reporter, The Wrap, Variety and Virtual Worlds Company.

#

About the Television Academy

The Television Academy strives to shape and advance the dynamic television landscape; cultivate a diverse, inclusive and accessible professional community; and advocate for the television industry while capturing the spirit of a new generation of content creators and industry professionals. Through innovative programs, publications and events, the Academy and its Foundation foster and empower storytellers. The Academy also celebrates those who excel in the industry recognizing their achievements through awards and accolades, including the renowned Emmy® Award. Membership in the Academy is open to working professionals in the television industry. For more information, please visit [TelevisionAcademy.com](https://www.televisionacademy.com).

Follow Televerse on social media at [Instagram](#), [TikTok](#) and [Facebook](#).

Contacts:

Stephanie Goodell

breakwhitelight (for the Television Academy)

stephanie@breakwhitelight.com

818-462-1150

Jim Yeager

breakwhitelight (for the Television Academy)

jim@breakwhitelight.com

818-264-6812