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THE TELEVISION ACADEMY AND PRIME VIDEO ANNOUNCE HISTORIC, MULTIYEAR DEAL TO EXCLUSIVELY STREAM THE EMMY® AWARDS GLOBALLY

In a groundbreaking six-year agreement, television's highest honor moves to Prime Video, bringing a bold new vision for celebrating the art, the stories and the talent that define the best of TV.

Prime Video offers a single, dedicated viewing destination free to audiences in more than 240 countries and territories.

(LOS ANGELES — Oct. 6, 2026) — In a historic first, the Television Academy and Prime Video today announced a landmark six-year agreement establishing Prime Video as the exclusive global home of the Emmy® Awards, ushering in a bold, innovative vision to propel the cultural icon into its next chapter.

The historic pact succeeds the Television Academy's traditional "Wheel Deal" rotation among broadcast networks ABC, CBS, FOX and NBC, which concluded with this year's telecast. By shifting from a rotating model to a dedicated, long-term agreement, the Television Academy has secured a permanent home for the gold standard of excellence available to audiences worldwide.

Since their inception in 1949, the Emmy Awards have captured the global imagination, celebrating the stories, creators and performances that define the cultural zeitgeist. This new alliance ensures that TV's premier honors will continue to adapt to a changing media landscape, embracing the future of how audiences consume great television.

Beginning with the 2027 ceremony, the star-studded event will continue to anchor the television season by airing live in September. In a major win for entertainment fans, the ceremony will not be behind a paywall; instead, the Emmy Awards will be free to view for audiences worldwide.

Beyond the main event, the six-year agreement transforms the Emmys into a year-round cultural celebration. Prime Video will leverage its offerings and services to elevate the Television Academy's mission, delivering new experiences and entry points for fans to discover, engage with and celebrate what they love about TV.

"Television has never been more global, and the Emmys should be a celebration that the world can share," said Cris Abrego, chair of the Television Academy. "Now Prime Video audiences in more than 200 countries will be able to experience the Emmys live with no subscription required. Our broadcast partners have been tremendous stewards of the Emmys for many years, helping to build them into the cultural institution they are today. Having a dedicated home with Prime Video allows us to build on that legacy with unprecedented global reach and a broader commitment to the Television Academy and our mission throughout the year. Amazon shares our deep respect for the history of the Emmys and brings the investment, innovation and scale to help us shape their next chapter."

"For nearly eight decades the Emmys have recognized the best storytelling and talent in television, and we're honored that Prime Video will be trusted as the global home for this celebration over the next six years," said Mike Hopkins, head of Prime Video and Amazon MGM Studios. "Streaming the Emmys free on Prime Video is another way we're delivering the best in entertainment to our customers worldwide, and we look forward to collaborating with the Television Academy on this iconic event."

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