

## EMMY 2015 ~ 42nd Annual Daytime Emmy Awards to air on Pop TV

Written by Linda Marshall-Smith  
Monday, 02 March 2015 18:36

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Great news for fans of daytime television. The 42nd Annual Daytime Emmy® Awards are once again headed to a broadcast network. Pop, the newly rebranded television network (formerly the TV Guide Network) which is seen in more than 80 million homes, has signed on with The National Academy of Television Arts & Sciences (NATAS) to air the live broadcast this year. The announcement was made this morning by NATAS and Pop.

The 42nd Annual Daytime Emmy® Awards will be nationally broadcast live on Sunday, April 26 at 8:00 PM, ET/5:00 PM, PT exclusively on Pop. In addition, NATAS announced that the Daytime Creative Arts Emmy® Awards gala will take place on Friday, April 24 at the Universal Hilton in Los Angeles.

In stepping away from a hotel or concert venue like the Beverly Hilton, Dolby Center or Shrine Auditorium, the broadcast this year will be televised from the legendary Warner Bros. Studios lot on Stage 16 – the location of countless iconic Hollywood films such as "Casablanca," "Jurassic Park" and "Ghostbusters," to name a few. The 42nd Annual Daytime Emmy® Awards show will be executive produced by Michael Levitt, one of the industry's most acclaimed producers of live events and awards shows.

"Our new partnership with the Pop network is an ideal platform to present our signature gala," said Bob Mauro, President, NATAS. "With the Warner Bros Studios as our venue, where so many great films and television shows have been made, coupled together with Michael Levitt, our executive producer, who created the 'TV Land Awards,' and has produced numerous live event specials including 'The Producers Guild Awards,' 'The Billboard Music Awards,' and 'E! Live from the Red Carpet' shows for the Golden Globes and Oscars®, this promises to be a very special telecast of the 42nd Annual Daytime Emmy® Awards."

"As a network that celebrates talent, we are thrilled to bring the Daytime Emmy Awards back to television for the fans," said Brad Schwartz, President of Pop. "Daytime audiences are some of the most amazing and passionate in all of television, and we are proud to honor the greatest works and achievements of daytime. Adding premium live events to our schedule is just another exciting way we are building Pop. We're going to have a lot of fun with this."

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"As a fan of daytime television, I couldn't be more honored to be producing this landmark special. The daytime community consistently generates quality programming and has so much to be proud of. I'm thrilled to be able to produce this ceremony that will celebrate the best of daytime in a memorable, fun and reverential way," said Levitt.

"We are very thrilled about presenting our two premier shows in this new and exciting way," said NATAS Daytime Senior Vice President David Michaels, "And adding the luxurious Universal Hilton as the setting for our Daytime Creative Arts Emmy Awards guarantees a very special celebration!" In the past few years, the Daytime Creative Arts Emmy Awards were held at The Bonaventure Hotel in downtown LA, or at Hollywood and Highland.

With the live broadcast now being at Warner Bros., Soapdom, can't help but wonder that since The Ellen DeGeneres Show also tapes at Warner Bros, will she pull any fun stunts to help spice up the festivities? Time will tell!

The Daytime Emmy® Awards recognize outstanding achievement in all fields of daytime television production and are presented to individuals and programs broadcast during the 2014 calendar year. The Daytime Creative Arts Emmy® Awards gala honors the crafts behind the many shows that grace the Daytime genre.

The 42nd Annual Daytime Emmy® Awards is a presentation of NATAS in cooperation with the Television Academy. The show will be produced by Michael Levitt of Michael Levitt Productions with Gary Tellalian and Mike Rothman also serving as executive producers.