

# Paramount+ viewers struggled to watch The Emmy Awards while Apple and Netflix swept categories

Article

**The news:** Streaming services like **Apple TV+** and **Netflix** may have swept the **73rd Primetime Emmy Awards** this past weekend, but **Paramount+** bungled its live broadcast of the event, per Slash Film.

**More on this:** Streaming shed the “new media” moniker with its impressive Emmys showing, establishing platforms as the dominant cultural forces over TV networks.

- Netflix matched **CBS'** all-time record for awards won, with 10 on Sunday and 34 last week at the **Creative Arts Emmy Awards**, with popular shows like “The Crown” and “The Queen’s Gambit” taking home plaudits.
- Apple TV+ won 11 awards, with “Ted Lasso” completing a full seven-category sweep, and breaking records to boot: Series star **Jason Sudeikis** was the first-ever lead actor in a freshman comedy series to win for both a lead performance and best series role.

**Meanwhile, Paramount+ runs into trouble:** While streaming may be on top in terms of content, Paramount’s livestreaming missteps show that messing up is not acceptable.

- Viewers trying to tune into the Emmys last night via Paramount+ found themselves facing down a paywall—the streaming service had heavily advertised that it would be broadcasting the Emmys but didn’t clearly communicate that the stream was for premium members only.
- Access wasn’t the only source of confusion: Nonpremium viewers who tuned in early had their streams cut off without notice once the show began. Even the “Watch Live” button on the platform’s home page didn’t mention that a premium subscription was required for viewing.

**The problem:** Paramount+ isn’t the only service with a spotty live broadcast event this year.

- Viewers struggled to follow **NBC’s** schedule for the Tokyo Olympics, which was split across both network TV and **Peacock**.
- The event **drew its smallest audience** since 1988, **down 42%** from the 2016 Olympics.
- As a result, NBC had to comp ad space to some advertisers due to the event’s low ratings.

**The takeaway:** As streaming services begin to tap into popular live TV events, clarity in advertising will be key to reaching consumers and satisfying advertisers.

- The streaming scene is only getting more competitive—now Amazon is **getting in on live sports** broadcasting—and users may not stick with services that burn them with unclear instructions and advertising.

- Connected TVs and streaming services also make up an increasing portion of ad spend, and low viewership—whether due to miscommunication or otherwise—may damage some services' ability to consistently attract advertisers.