



Life's Good.

LG Electronics Named Official TV Partner of Emmy® Award Season and the Television Academy

Partnership highlights LG's shared commitment to cinematic excellence, with activations spanning Times Square, retail and more

ENGLEWOOD CLIFFS, N.J., Sep. 9, 2025 – LG Electronics USA is honored to announce its partnership with the Television Academy as the Official TV Partner of the Emmy® Award Season. This partnership, which runs through next award season, underscores LG's dedication to advancing excellence in television and video, while providing consumers and audiences nationwide access to a premium experience through innovative technology.

As part of the Emmy Season partnership, LG will deliver high-impact visibility and consumer engagement through LG's Times Square's 4K billboards, retail activations at select major retail partners across the US and LG.com, and dynamic social campaigns.

"LG is proud to serve as the Official TV Partner of Emmy® Season and the Television Academy," said Louis Giagrande, head of Marketing at LG Electronics USA. "This partnership is a natural fit, reflecting our shared passion for cinematic excellence and the power of storytelling to inspire audiences worldwide. At LG, we are committed to delivering premium viewing experiences through our award-winning TV's while making great content more accessible, so customers can enjoy the very best in television and entertainment."

The partnership will also spotlight LG's [QNED evo AI](#), known for their brilliant, vibrant picture quality and smart features that redefine home viewing. With advanced AI upscaling, Dolby Vision® and Dolby Atmos® support, and the webOS platform, LG QNED evo makes it easy for viewers to immerse themselves in everything from Emmy-nominated dramas to live television streaming.

LG recently outfitted the Academy's offices with LG products, a natural extension of its B2B relationship. To further enhance the Emmy Season experience for consumers, LG is introducing a curated Emmy icon within LG Channels and webOS. The feature will allow LG TV owners to access past Emmy Award winners and current nominees – bringing timeless Emmy moments together while showcasing today's most celebrated nominees.

"We are delighted to welcome LG as an official corporate sponsor of the 77th Emmy Awards season," said Maury McIntyre, President and CEO of the Television Academy. "As a brand synonymous with innovation and premium viewing experiences, LG embodies the spirit of excellence we celebrate on television's biggest night. Together, we look forward to elevating the way audiences experience the magic of television."



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The Emmy Season partnership will also tie into LG's consumer promotions during Streaming Week, giving LG owners access to exclusive deals from top streaming partners, making it easier than ever to enjoy their favorite Emmy-nominated shows and movies.

With a shared vision for innovation, storytelling, and accessibility, LG and the Television Academy are united in celebrating the best of television while bringing premium entertainment experiences to homes nationwide.

Visit www.lg.com to learn more about LG's award-winning TVs and innovative products that bring cinematic and video excellence into your home.

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About LG Electronics USA

LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a smart life solutions company with annual global revenues of more than \$60 billion. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems and vehicle components. LG is an 11-time ENERGY STAR® Partner of the Year. www.LG.com.

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