



**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

## **INTRODUCING my.SXSW, YOUR SXSW SOCIAL NETWORKING PLATFORM**

Austin, Texas – February 2nd, 2009 – Today South By Southwest (SXSW), announced the launch of my.SXSW.com, the official social networking and scheduling tool for the 2009 conferences and festivals. Using my.SXSW, attendees can access the site to interact with one another, build their personalized conference schedules, join exclusive groups and form lasting relationships with other attendees. The social networking software was developed by SXSW and BDG, an industry-leading provider of a white-label conference social networking solution called The Social Collective. my.SXSW, powered by The Social Collective, represents a groundbreaking new way for SXSW attendees to enhance their offline conference experience through socializing online.

"We've always wanted to provide a space online for registrants to network before, during and after the ten days in March that they spend in Austin," said Scott Wilcox, CTO of SXSW, Inc. "This year we teamed up with BDG to implement The Social Collective as my.SXSW, our new online registrant directory and social network. In addition to our collaboration with an outside team, we have tried to use the feedback we've received over the years to provide social networking opportunities for SXSW registrants. BDG and SXSW put a lot of thought into my.SXSW, resulting in a user experience we know will be a hit with our community."

my.SXSW offers several new benefits to conference registrants, many of which are being introduced for the first time at SXSW 2009:

- Personalized and shareable event schedules
- Badge photo and avatar uploading and editing
- Rich media event pages with MP3 downloads, photos, band and speaker bios, etc.
- Seamless integration with Twitter, Flickr and Facebook
- Interest groups with integrated messaging
- Event/Schedule change notifications
- Social Networking (public profile pages, follow people and be followed)
- Private and public messaging on events, in groups and everywhere else
- Intuitive mobile device experience (to be launched just prior to the event)

For filmmakers looking for distribution, bands looking for producers, small businesses looking to develop their brands or digital creatives looking for new collaborators, my.SXSW provides a unique opportunity for people from all corners of the globe to get together and communicate before, after and during the event.

"We're excited to see The Social Collective in use at SXSW," said Chris Bucchere, CEO of BDG. "SXSW has come to be known as a trendsetting conference, not just for music and film, but for technology as well. The market for growing communities around conferences and events is just beginning to develop and of course SXSW is setting a great example of how to enhance people's

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experience at their event using the right combination of web, e-mail, SMS and mobile tools."

The Social Collective's rich registration and schedule APIs enable seamless integration with the SXSW registrant and schedule data stores. As a result, there is no additional sign up or site registration needed. my.SXSW is open only to Film, Interactive, Music, Gold and Platinum SXSW registrants. Sign-in instructions will be sent via e-mail shortly after payment is confirmed and registration is processed by SXSW.

### **About SXSW**

**MUSIC AND MEDIA CONFERENCE** features a legendary festival showcasing more than 1,800 musical acts of all genres from around the globe on over eighty stages in downtown Austin. By day, the Austin Convention Center comes alive with conference registrants doing business in the Trade Show and partaking of a full agenda of informative, provocative panel discussions featuring hundreds of speakers of international stature. In its 23rd year, SXSW remains an essential event on the music industry calendar. SXSW Music takes place March 18-22, 2009.

The **SXSW FILM CONFERENCE AND FESTIVAL** explores all aspects of the art and business of independent filmmaking. The Conference hosts a five-day adventure in the latest filmmaking trends and new technology, featuring distinguished speakers and mentors. The internationally-acclaimed, nine-day Festival boasts some of the most wideranging programming of any US event of its kind, from provocative documentaries to subversive Hollywood comedies, with a special focus on emerging talents. SXSW Film takes place March 13-21, 2009

The **SXSW INTERACTIVE FESTIVAL** celebrates the creativity and passion behind the coolest new media technologies. In addition to panel sessions that cover everything from web design to bootstrapping to social networks, attendees make new business connections at the three-day Trade Show & Exhibition. The newest element of the event is ScreenBurn at SXSW, which adds specific gaming industry programming as well as a three-day Arcade to the mix. SXSW Interactive takes place March 13-17, 2009

SXSW Film Conference and Festival is sponsored by Miller Lite, Fuze Beverage, Sonicbids, Microsoft Silverlight, ZonePerfect, The Independent Film Channel (IFC), MLB Authentic Collection, Pepsi and The Austin Chronicle.

Find out more at <http://www.sxsw.com>

### **About The Social Collective**

The Social Collective provides a fun and interactive means for conference attendees to meet and network with one another in a safe and secure environment before, during and after any conference or event. It improves attendees' conference experiences and gives conference organizers more happy and loyal customers. The white-label product/service offering includes branding of the conference social network, integration with existing registration and e-commerce systems, data migration, site archival and Twitter, Flickr and Facebook integration.

Find out more at <http://thesocialcollective.com>

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