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**SXSW 2008 IMPACT ON THE AUSTIN ECONOMY TOTALS \$103 MILLION;
MEDIA COVERAGE VALUED AT AN ADDITIONAL \$17.6 MILLION**

AngelouEconomics is proud to present its comprehensive report on the economic impact of the 2008 South by Southwest Music, Film and Interactive Conferences and Festivals (SXSW) on the City of Austin. This 2008 analysis uses the same measures as our 2007 report to evaluate the scope of the multi-faceted event's fiscal impact on its host city.

By almost every statistical measure, the 2008 edition of SXSW was the biggest in its 22-year history -- continuing the trend of growth that has become the norm for this world-renowned conference, trade show, and festival. SXSW Music continues to attract the most attendees and attention, but SXSW Interactive and Film combined to post record numbers during the 5 days leading up to the Music Festival. Attendance at the Interactive conference in particular grew by an impressive 40% in 2008. The city as a whole welcomed more SXSW visitors than ever before during the 10 days in March known as SXSWWeek--Austin's hospitality sector enjoyed a 15% increase in hotel room nights booked directly by SXSW's Housing Desk.

Few events in the world match the breadth and depth of activity at SXSW. In 2008, it featured nine days of industry conference activities, six days of trade shows, a five-night music festival featuring over 1,800 artists on more than 80 stages, a nine-day film festival with more than 370 screenings in seven venues, three nights of free outdoor concerts, three days of free indoor music tapings (SXSWLive), a three-day poster art show (FlatStock) with 120 stands and 75 top artists, and a two-day video gaming arcade (ScreenBurn).

In 2008, SXSW's events and its Austin-based headquarters combined were directly and indirectly responsible for injecting approximately \$103 million into the Austin economy—an 8% increase over the \$95 million impact tallied in 2007:

Operational Output — The direct, indirect, and induced local economic benefit of the year-round operations of SXSW as well as festival-specific expenditures by SXSW and its sponsors had an economic impact on the City of Austin totaling nearly \$20 million (a \$2 million increase over 2007).

Attendance Impact — The direct, indirect, and induced local economic benefit of attendees (industry badge-holders, festival artists, festival wristband/pass holders, trade show exhibitors, and single visitors of events such as film screenings and music concerts and free shows) at all official conference and festival events represented over \$83 million in expenditures (an increase of \$6 million over last year).

In addition, this economic impact analysis also considers the value of media coverage related to SXSW in 2008. Worldwide, SXSW achieved 200 million broadcast, print, and online impressions across television broadcasts, new stories, and sponsor advertising. The combined value of these 2008 media impressions was estimated at \$17.6 million (an increase of almost \$5 million over last year). The resulting calculations represent the most comprehensive attempt to properly quantify the fiscal impact SXSW's "buzz" factor generates for the city of Austin.

Angelos Angelou, Principal Executive Officer, of AngelouEconomics and **John Rees**, Director of Research, will be available at 512-225-9320 for comment and questions on this report.