



SOUTH BY SOUTHWEST INTERACTIVE FESTIVAL

THE 17th ANNUAL SXSW® INTERACTIVE FESTIVAL will take place March 12-16, 2010 in Austin, Texas. An incubator of cutting-edge technologies, the event features five days of compelling presentations from the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders and an unbeatable line up of special programs showcasing the best new websites, video games and startup ideas the community has to offer. From hands-on training to big-picture analysis of the future, SXSW Interactive has become the place to experience a preview of what is unfolding in the world of technology. Join us March 2010 for the panels, the parties, the 13th Annual Web Awards, the ScreenBurn at SXSW Arcade, the Film and Interactive Trade Show and Exhibition, Microsoft BizSpark Accelerator at SXSW and, of course, the inspirational experience that only SXSW can deliver. For links to photos, videos, and coverage from last year, please visit sxsw.com/press.

SXSW INTERACTIVE ALUMNI

Chris Anderson
Heather Armstrong
Stephen Baker
Alex Bogusky
danah boyd
Heather Champ
Jim Coudal
Jonathan Coulton
Ana Marie Cox
Mark Cuban
Felicia Day
Tim Ferriss
Ze Frank
Al Franken
Malcolm Gladwell
Heather Gold
Virginia Heffernan
Tony Hsieh
Molly Holzschlag
Gary Hustwit
Joi Ito
Henry Jenkins
Lynne d Johnson
Guy Kawasaki
Brad King
Harry Knowles
Jason Kottke
Sarah Lacy
Charlene Li
Lawrence Lessig
Scott McCloud
Jane McGonigal
Matt Mullenweg
Col Needham
Craig Newmark
B.J. Novak
Eli Pariser
James Powderly
Dan Rather
Clay Shirky
Kathy Sierra
Nate Silver
Jared M. Spool
Bruce Sterling
Baratunde Thurston
Ricky Van Veen
Gary Vaynerchuk
Frank Warren
Will Wright
Mark Zuckerberg

STATISTICS FOR 2009:

- Interactive Conference Participants: 10,741
- Approximate Number of Interactive Media in Attendance: 1,107
- Approximate Number of Film/Interactive Trade Show Attendees: 16,500
- Approximate Number of ScreenBurn Gaming Arcade Attendees: 7,500
- Number of Foreign Countries Represented: 31



SXSW INTERACTIVE HISTORY

In March of 1987, the SXSW Music Conference and Festival kicked off its first year in downtown Austin. In 1994, the event now known as the SXSW Interactive Festival began as a part of the SXSW Film event (it was then called the SXSW Film and Multimedia Conference). In 1995, SXSW Multimedia grew into its own unique event, separate but concurrent with SXSW Film. Four years later (1999), the name Multimedia had morphed into SXSW Interactive.

Austin, Texas has long been a hub for freethinking technology movers and shakers. The central Texas Hill Country has earned the nickname "Silicon Hills" because of the technology industry giants with major operations here and the scores of trailblazing start ups and indie tech companies that call Central Texas home. The ever-changing nature of technology and the inclusiveness of its reach make Austin an ideal place to connect to the larger social web. SXSW provides the framework for this and has witnessed astonishing innovations from the community ever since.

At its core, SXSW Interactive remains what it has been from the beginning, a platform for creative minds merging technology and culture to demonstrate their best ideas to the community. We continue to be inspired by the people that live and work in the creative space, and hope that five days of hospitality in the heart of Texas inspires you, too.



"Welcome to Austin, a city where, for the time being, everybody is famous, the economy is rocking, and the grid is groaning under an influx of the digitally interested." – *New York Times*, Monday, March 23, 2009



"Often dubbed the Sundance of new media, SXSWi is the bellwether for what lies ahead for digital culture." – *Advertising Age*, March 24, 2009

"With panels and discussions every year about social engineering, hacking, remixing, and culture jamming, South by Southwest Interactive is the must-attend conference for geeks who want to shake things up." – *CNET News / CBS Interactive*, March 18, 2009