

SOUTH BY SOUTHWEST CONFERENCES + FESTIVALS



SXSW® MEDIA KIT

SXSW MUSIC
SXSW FILM
SXSW INTERACTIVE

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SOUTH BY SOUTHWEST MUSIC + MEDIA CONFERENCE

THE 24th ANNUAL SXSW® MUSIC CONFERENCE being held March 17 - 21, 2010 in Austin, Texas will attract thousands of music professionals for one simple reason: the love of good music. The music conference provides a forum for keeping up with the rapid changes in the music industry brought on by mergers and technology. Registrants are offered the opportunity to hear from industry leaders about the changes taking place now and what is on the horizon. Also in the convention center is the SXSW Music Trade Show featuring businesses that span the spectrum from CD/DVD manufacturers, gear and merch companies to magazines and record labels with representatives from the UK, Canada, Spain, Australia, Japan and New Zealand. During the music festival, club-hopping registrants can hear a staggering array of music from all over the world. Good music and the business which surrounds it are explored, presented and debated. For links to photos, videos, and coverage from last year, please visit sxsw.com/press.

SXSW MUSIC ALUMNI

Erykah Badu
Tony Bennett
Ray Benson
David Byrne
Johnny Cash
Roseanne Cash
Judy Collins
Elvis Costello
Steve Cropper
Britt Daniel
Ray Davies
Jonathan Demme
DEVO
Steve Earle
Gilberto Gil
Wavy Gravy
Daryl Hall
Emmylou Harris
Chrissie Hynde
Ice Cube
Booker T Jones
Mick Jones
Quincy Jones
Rickie Lee Jones
Daniel Lanois
Courtney Love
Little Richard
Nick Lowe
Ian McLagan
Morrissey
Bob Mould
Willie Nelson
The Oak Ridge Boys
Beth Orton
Carl Perkins
Robert Plant
Iggy Pop
Lou Reed
Johnny Rivers
Robbie Robertson
Michelle Shocked
Patti Smith
Mavis Staples
Sylvain Sylvain
Pete Townshend
Steven Van Zandt
M Ward
Lucinda Williams
Brian Wilson
Neil Young

STATISTICS FOR 2009:

- Showcasing Acts: 1,987; 575 of which were international
- Music Stages: 88
- Music Conference Participants: 11,687 (with band registrations 13,165)
- Approximate Number of Music Media in Attendance: 2,346
- Approximate Music Trade Show Attendance: 16,400
- Number of Foreign Countries Represented: 49
- Free Music Festival Single Admissions (Auditorium Shores & SXSWLive): 80,200
- Flatstock Poster Show, TX Guitar Show/Austin Record Convention Attendance: 36,800



SXSW MUSIC HISTORY

The first South by Southwest Music Conference and Festival (SXSW) was held in 1987. Austin has been home to an eclectic music scene throughout its history. The cosmic cowboy, blues, punk and other music scenes had proven that Austin was a receptive place for bands to be creative. SXSW gave music industry executives a good reasons to visit. International interest in SXSW grew quickly due to many Austin acts finding their first success in Europe. SXSW now has offices in Ireland, Germany, Australia and Japan that help bring one in four SXSW registrants from outside the US. The music event has grown from 700 registrants in 1987 to over 12,000 registrants. As Austin's economy has grown and diversified, film companies and high-tech companies have played a major role which led to SXSW adding film and interactive events. SXSW Film and SXSW Interactive attract approximately 17,500 registrants to Austin every March. From inception, SXSW's goal has been to act as a tool for creative people and the companies they work with to develop their careers, to bring together people from a wide area to meet and share ideas.



“...SXSW was buzzing - with people, with great music, and with the possibility that keeps industry sorts and music fans alike energized.”
– *Billboard.biz*, March 22, 2009



“South by Southwest, which ended its 23rd installment on Sunday, is celebrated around the world as one of the great institutions of independent music, drawing record labels, bloggers, booking agents, filmmakers, radio programmers and anyone else in search of the next cool thing.”
– *New York Times*, Monday, March 23, 2009

“...SXSW is a bazaar for industry professionals seeking talented clients and for musicians in search of representation.” – *Wall Street Journal*, March 24, 2009



SOUTH BY SOUTHWEST FILM CONFERENCE + FESTIVAL

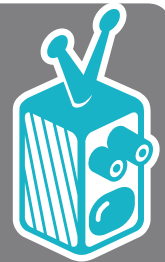
THE 17th ANNUAL SXSW® FILM CONFERENCE + FESTIVAL will take place March 12 through March 20, 2010 in Austin, Texas. A uniquely creative environment featuring the dynamic convergence of talent, smart audiences and industry heavyweights. A hotbed of discovery and interactivity, the event offers lucrative networking opportunities and immersion into the art and business of the rapidly evolving world of independent film. Over the first five days, the Film Conference buzzes as world-class speakers, creative minds, and notable mentors tackle the latest filmmaking trends amidst the unmatched social atmosphere of the SXSW experience. Simultaneously, the internationally acclaimed, nine-day Festival celebrates raw innovation and emerging talent, with a truly diverse program ranging from provocative documentaries to subversive Hollywood comedies. For links to photos, videos, and coverage from last year, please visit sxsw.com/press.

SXSW FILM ALUMNI

Elizabeth Avellan
Kathryn Bigelow
Margaret Brown
Andrew Bujalski
Guillermo Del Toro
Jonathan Demme
Zooey Deschanel
Mark Duplass
Anna Faris
Jon Favreau
Greta Gerwig
Joseph Gordon-Levitt
Catherine Hardwicke
Neil Patrick Harris
Todd Haynes
Don Hertzfeldt
Dennis Hopper
Ron Howard
Helen Hunt
Steve James
Jim Jarmusch
Duncan Jones
Mike Judge
Harry Knowles
Harmony Korine
Spike Lee
Richard Linklater
Ron Mann
Moby
Stanley Nelson
Bob Odenkirk
Sam Raimi
Sam Rockwell
Robert Rodriguez
Seth Rogen
Eli Roth
Paul Rudd
John Sayles
Sarah Silverman
Kevin Smith
Steven Soderbergh
Todd Solondz
Morgan Spurlock
Joe Swanberg
Jeffrey Tambor
Quentin Tarantino
Charlize Theron
Billy Bob Thornton
Christine Vachon
David Wain

STATISTICS FOR 2009:

- Number of Films Screened: 260
- Film Conference Participants: 7,144
- Film Festival Screenings Attendance: More than 50,000
- Approximate Number of Film Media in Attendance: 769
- Approximate Number of Film/Interactive Trade Show Attendees: 16,500
- Number of Foreign Countries Represented: 17



SXSW FILM HISTORY

In March of 1987, the SXSW Music Conference and Festival kicked off its first year in downtown Austin. While SXSW Film was officially launched in 1994 (as the then titled SXSW Film and Multimedia Conference), the spirit behind it developed much earlier than that. It started with Tobe Hooper and Kim Henkel's *Texas Chainsaw Massacre* and with Eagle Pennell's *The Whole Shootin' Match*. It progressed when Robert Rodriguez started making video movies in San Antonio, and when Lee Daniel, D. Montgomery and Richard Linklater made *Slacker*. It grew out of local screenings and collaborative writing, with experimental shorts, narrative features, and thoughtful documentaries. The prolific and passionate Austin film community built a solid momentum on which SXSW Film was founded and continues to flourish.

Since its inception, SXSW has maintained a steady agenda – to provide a forum for new voices in filmmaking, a community where filmmakers can celebrate and support one another and a source of discovery for the future landscape of film. In addition to nurturing its independent film roots through launching the DIY filmmaking movement SXSW has become a natural home for youth-skewing comedies, top-notch documentaries and genre films alike. Establishing itself as the destination for game-changing buzz that every filmmaker dreams of, SXSW has hit its stride with a distinct identity that sets it apart from other film festivals.



“With no velvet rope to separate movie folk from the event’s notoriously enthusiastic audiences, SXSW delivers instant gratification for movie marketers, which is especially important in these belt-tightening times. Festivals like this exist for filmmakers to connect with their audience directly, without intermediaries.” – *Variety*, March 16, 2009



“SXSW [Film] has become an important platform for exposure, buzz generation and even finding a distributor. It has also become a place for emerging filmmakers to connect with one another.” – *Hollywood Reporter*, March 12, 2009

“SXSW Film Festival attracts audiences looking to feast on fresh cinema. Would that I went to every movie with this discerning and thoroughly unjaded crowd.” – *Entertainment Weekly*, April 24, 2009



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