



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: 24,350
- 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