

# SXSW 2024 Media Quotes

“For decades, SXSW has been an important launching ground for fledgling musicians and filmmakers, whose cool factor has helped draw the biggest names in technology (Michael Dell in 2022), politics (Barack Obama in 2016) and performing arts (Bruce Springsteen in 2012).”

**The New York Times**

“In fact this vast, week-long convergence of tech, film and music felt like a modern version of a world’s fair, a place where future ideas, trends, developments and, yes, bands all met to point to the direction in which the world is heading.”

**The (London) Times**

“A spot in an official SXSW showcase is an opportunity to be exposed to agents, festival bookers, managers, labels and journalists—a potentially life-changing occurrence for some musicians.”

**The Guardian**

“A new release can generate lots of buzz with a SXSW premiere, propelling it to box office success once it opens in theaters everywhere.”

**Looper.com**

“Since 1987, musicians, creatives, tastemakers and the industry at large have been gathering in Austin, Texas to indulge in the future of entertainment and media. The annual event that has attracted them—South by Southwest, or SXSW—has grown into one of the biggest cultural events in the world. Over the past four decades, the festival has attracted artists from all corners of the globe, not only from the music world but also thought leaders in film, tech, media and more.”

**Soundcloud**

“SXSW 2024 once again proved it’s more than just a tech and innovation event; it’s a preview of tomorrow that already has us all buzzing about next year.”

**Hackernoon**

“There are few places richer in sources of inspiration than SXSW.”

**The Drum**

“SXSW is one of the most beloved festivals in the country. The annual event is a conglomerate of film, media, music, and all manner of conferences, gathering the best in each field in Austin, Texas.”

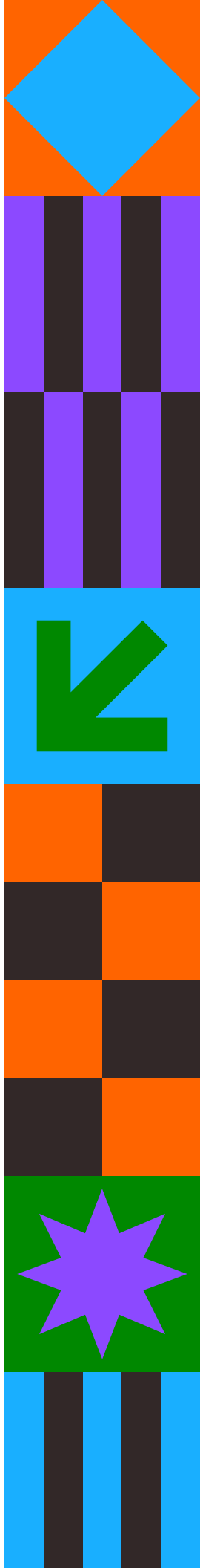
**Hola!**

“... the highlight of SXSW is always the smaller acts that blow you away, and this year was no exception..”

**Variety**

“... as with previous SXSW festivals, the diversity of music offerings was staggering: artists played genres such as folk, pop, indie rock, psychedelic cumbia, punk, electronic, and Americana, but also offered regional lenses to musical styles—Texas rap, Southern California soul-jazz—and social justice viewpoints like indigenous hardcore. Artists also offered global perspectives on jazz, hip hop, and psychedelic funk.”

**Grammy.com**



# SXSW 2024 Media Quotes

“There’s just something that makes a movie particularly right for the South by Southwest Film and TV Festival. It’s a feeling, perhaps. A certain rowdiness, where the laughs are a little louder, the action hits a little harder. Think of it as the movies turned way up.”

**Los Angeles Times**

“Each year, celebrities on red carpets and stars on big stages garner most of the headlines during the South by Southwest Conference and Festivals in Austin. But at the conference itself, politicians, artists, business leaders and, yes, celebrities gather to exchange ideas.... At its best, it’s a place where serious thinkers explore ways to build on the knowledge of the past and to imagine a better future.”

**Austin American Statesman**

“It’s given a platform to underrepresented communities and helped bolster startups, foster connections around the globe, and enable discovery for the curious.”

**Mumbrella**

“... the event is known for major tech launches, movie and documentary premieres, a first look at up-and-coming musicians and a plethora of knowledge on its conference stages.”

**AdWeek**

“While South by Southwest often features megastar performers drawing music lovers to Texas’ cultural center, Austin, the festival excels at showcasing the next wave of musical pioneers. SXSW’s lineup defies categorization, transcending boundaries of genre, geography, and popularity, and with over 2,000 performers spanning 60+ countries, the festival transforms Austin into a global sonic bazaar, where every bar and stage teem with possibility.”

**Den of Geek**

“Whether you’re drawn to the rhythmic beats of Latin America, the soulful melodies of Africa, or the experimental sounds of Asia, SXSW celebrates the boundless creativity and cultural exchange that define the modern music landscape.”

**Earmilk**

“From international flicks to U.S.-based projects looking for distribution, SXSW embodies the spirit of thought-provoking content.”

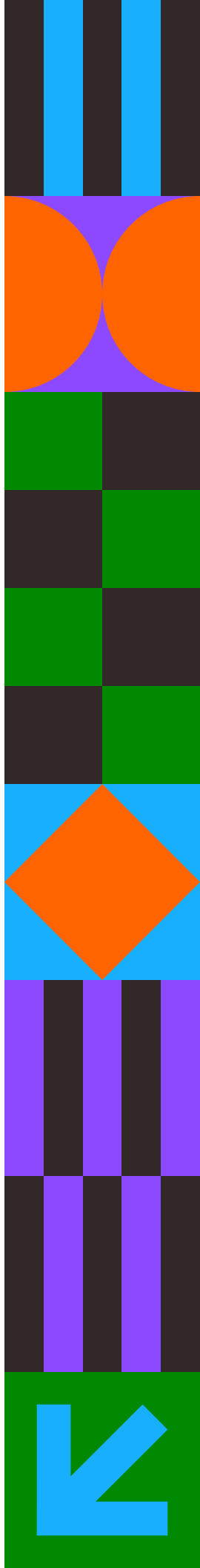
**Edge Media Network**

“Today, it is known for its focus on the cultural and social impact of emerging technology, digital creativity and innovative thinking; a Chautauqua at a global scale. It acts as a professional hub, featuring a variety of talks, panel discussions and networking events for tech industry professionals, entrepreneurs and digital creatives. And it’s the only conference I’ve found where you can get exposure to cutting edge tech and the philosophical foundations for its ethical use.”

**Current.org**

“... there is simply nowhere like SXSW. It’s an endless stream of conversations with fascinating new people—you’ll meet authors, artists, investors, technologists, musicians, film-makers and psychedelic evangelists from all over the world, all day long.”

**The Drum**



# SXSW 2024 Media Quotes

“Top of mind across programming is AI innovation, tech culture, climate solutions and the road to 2050, with hundreds of sessions to help attendees find funding from venture capitalists, partnerships with government agencies, and opportunities to network within the industry. Along with Hollywood film premieres, ... and live music, there’s an optimism that bodes well for good times to be had.”

**Forbes**

“It’s been called a rite of passage, a whirlwind, and even a new world. But above all else, SXSW is a stage for storytellers, a platform for boundary-pushers, and a place where authenticity and innovation thrive.”

**SPIN**

“While SXSW does feature today’s biggest stars... the festival has developed a reputation of being the place to check out tomorrow’s favorite artists before they blow up.”

**Los Angeles Times**

“South By Southwest lures more than 250,000 people to Austin each year to learn about a range of topics, including education, the cannabis industry, technology, film, and video gaming, but music is the heart and driving force of SXSW.”

**Grammy.com**

“The film festival portion of South by Southwest is always packed with stars, bringing their would-be blockbusters out to Austin, Texas, for splashy premieres. But it’s also a festival that’s never lost sight of the power of genre. Through its Midnighters section and beyond, the annual movie extravaganza makes quite an effort to deliver the best in sci-fi, fantasy, and, of course, horror to audiences. This year was no different.”

**The AV Club**

“SXSW may be about innovation and experiencing ‘the next big thing’, but the other thing that astounds you when you go there is the breadth of conversations and connections possible.”

**The Drum**

“An annual event that takes place during March in Austin, Texas, SXSW Festival is arguably the premier gathering for the world’s leading minds in technology, music, and film.”

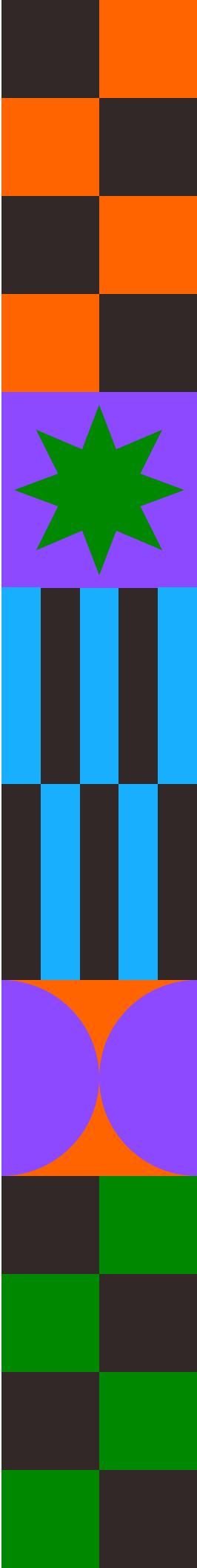
**LBBOnline**

“Every year, Austin, TX, gears up for its annual South by Southwest (SXSW) festival. The popular conference and festival features the latest in technology, film, music, education, and culture—including some of today’s hottest Latine artists making waves in our scene.”

**Remezcla**

“... SXSW has, historically, offered new acts: a platform to seize the moment in front of festival-goers and industry heads, thousands of miles from home.”

**NME**



# SXSW 2024 Media Quotes

“Austin remains the “Live Music Capital of the World” and during SXSW, it more than lives up to its name. The city serves as the perfect canvas for SXSW’s vibrant energy and continues to thrive on its unique blend of Southern hospitality, a fiercely independent spirit and its wholehearted embrace of technology and the future.”

**Ascap.com**

“SXSW is the largest meeting point for the international creative industry and offers a valuable opportunity for acts and music professionals from Germany to exchange ideas across industries and inspire each other.”

**MusikWoche**

“While the festival has evolved over the years from a film-centric event into a more diverse smattering of television and XR experiences, its documentary and narrative shorts and features are still hotly contested and considered one of the best film festivals to launch films and careers alike.”

**No Film School**

“... legions of entrepreneurs, artists, marketers, tech enthusiasts and professionals of virtually every other stripe have descended on the Texas capital for SXSW, one of the world’s most celebrated annual conferences.”

**The Drum**

“SXSW 2024: the week where tech, advertising, film, music, education and culture from all over the world converge in an intense, melting-pot of inspiration and innovation.”

**Mumbrella**

“But this is SXSW, and there’s never just one show worth seeing.”

**Rolling Stone**

“SXSW attendees usually have a general idea as to who they would like to see over the course of the week. With an adventurous spirit and an open mind, you can not only have your own hunches confirmed, but you can leave Austin with a broader perspective on the joy provided by live music.”

**Jambase**

“This year, the lineup includes several festival favorites.... But for those interested in more niche moviegoing experiences, the festival provides top-notch panels, conversations with well-known industry leaders, and world premieres of directorial debuts from unknown helmers.”

**Edge Media Network**

“South by Southwest (SXSW) has become a one-stop shop for the arts and entertainment...”

**Teen Vogue**

“SXSW is a must if you’re a fan of discovering new talent across music and film before anyone else. In March, Austin becomes the place for the world’s music to converge in a vibrant showcase of global talent and innovation.”

**Earmilk**

