



SXSW ANNOUNCES MORE THAN 300 SHOWCASE ARTISTS ADDED TO THE 2026 MUSIC FESTIVAL LINEUP

Rolling Stone's Future of Music Showcase Featuring Lola Young, Fuerza Regida, and BigXthaPlug on March 12-14

Billboard Presents THE STAGE Showcase Featuring Don Toliver, Junior H, and Mau P on March 13-25

Anniversary Group, Beer n Tacos, Big Loud, Fire Records, M for Montreal, PlantWave, and rocknite Among Newly Announced Showcase Presenters

Austin, Texas – January 13, 2026 – South by Southwest® (SXSW®) has announced more than 300 new Showcasing Artists have been invited to perform at the 40th SXSW Music Festival (March 12–18). The festival will showcase rising talents and renowned artists performing across Austin's iconic clubs and venues for seven nights.

Primed for discovery are some of the buzziest new artists from more than 50 countries around the world, including: **Sassy 009**, the immersive Oslo-based artist who will be repping the new Scandinavian ambient-pop scene; genre-blending American songwriter **Deloyd Elze**; London's internet-famous producer and influencer **DJ AG**; folk icon **Hannah Cohen**, whose dreamy music is a love letter to the interconnectedness of all things; **Javiera Electra**, the experimental Chilean artist who everyone is talking about right now; **MARCO PLUS**, the rising Atlanta rapper with razor-sharp lyrics and an all-new take on hip-hop; **Oscar Ortiz**, one of the next big things in Latin music's cumbia norteña scene; and British one to watch **TTSSFU**, who hails from Manchester UK and will be bringing her unmatched rock n roll spirit to Austin.

To see the full list of Showcasing Artists announced so far, visit the SXSW schedule [here](#).

"Our goal has always been to curate a lineup that reflects the future of music, and adding these incredible artists to our 2026 lineup reinforces why SXSW remains the global epicenter for music discovery," said **Brian Hobbs**, VP of Music at SXSW. "The artists we're announcing today represent the cutting edge of creativity and commercial potential, and we are thrilled to provide the stage for these diverse voices to break out. For music fans and industry professionals looking to discover what's next, Austin is the only place to be this March."

Listen to the artists who will be performing at SXSW 2026 by subscribing to the official [SXSW Spotify](#) and [YouTube Music Video](#) playlists.

Showcase Presenters

Announced last week, **Rolling Stone's Future of Music** is back for its annual showcase, with **Lola Young**, **Fuerza Regida**, and **BigXthaPlug** set to headline the three nights of music at ACL Live at the Moody Theater from March 12-14, with additional performers announced in the coming weeks. Rolling Stone's Future of Music showcase will be ticketed in 2026 for the first time. General admission tickets are available now via [AXS](#).

Billboard Presents THE STAGE will also return with three nights of performances at Moody Amphitheater at Waterloo Park from March 13–15, headlined by **Don Toliver**, **Junior H**, and **Mau P**, with additional performers announced in the coming weeks. General admission tickets are available now via [Ticketmaster](#).

For both Billboard's THE STAGE and Rolling Stone's Future of Music events, there is limited space available on a first-come, first-served basis for SXSW Platinum and SXSW Music Badge Holders, as well as fans with SXSW Music Festival Wristbands.

Highlights from the announced SXSW Music Showcase Presenters today include **Anniversary Group**, **Beer n Tacos**, **Big Loud**, **Fire Records**, **M for Montreal**, **PlantWave**, and **rocknite**. For a full list of Showcase Presenters announced to date, see [here](#).

Music Conference

SXSW also announced new Music Conference programming today, including:

Moving Culture: Music Brand Campaigns with an Eye for Equity—**Vatana Shaw**, Music Brand Partnerships Agent at United Talent Agency, curates deals that are equally impactful to artists as they are to the broader social ecosystem, striking a balance to ensure artist contentment, impactful authenticity, and relevant representation. In this session, Shaw draws from her dealmaking experience to discuss the ever-evolving new music economy and the strategy behind identifying equitable opportunities for artists at all stages in their career.

Customize Your Artist Marketing Rollout—**Drew de Leon**, a 15-year music industry veteran, leads a presentation dedicated to customizing your 2026 digital marketing rollout. This session will cover key areas such as artist branding, defining your fans, building your community, developing a consistent content strategy, and mapping out a release plan to set your music catalog up for long-term success.

Unlocking Africa: Real Partnerships and Real Results—This session explores the strategic roadmap for breaking artists across Africa's dynamic music market by navigating fragmented streaming platforms, hyper-local radio, and fan communities. Speakers **Damilola Akinwunmi** (Founder/CEO, Dapper Music), **Nicole Thomas** (Co-Country Manager, Virgin Music Group South Africa), **Kay Ikazoboh** (Head of Nigeria, Virgin Music Group), and **Dominique Wright** (Director, SpinLab Communications) provide a real-world case study on turning regional buzz into international momentum.

To see the full list of conference sessions and workshops announced, visit the SXSW schedule [here](#).

Badges & Music Wristbands

Platinum and Music Badges are available now for priority access to all SXSW Music Festival Showcases and Conference programming. Music Wristbands are on sale now as well, providing access to official SXSW Music Festival Showcases. Note Music Wristbands do not guarantee admission to every SXSW event. Badges and Wristbands can be purchased [here](#).

About SXSW

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is known worldwide for conferences and festivals that celebrate the convergence of technology, film and television, music, education, comedy and culture. The annual event serves global professionals through sessions, showcases, screenings, exhibitions, and networking that consistently generates unexpected discoveries when diverse communities come together. SXSW 2026 runs March 12-18 in downtown Austin, preceded by SXSW EDU March 9-12. Learn more at sxsw.com.

SXSW's expansion into the Asia Pacific region, with SXSW Sydney starting in 2023 and Europe with SXSW London in 2025, provides new possibilities at this iconic experience. These events, each with their own distinct flavor, make South By an indispensable three-stop tour for the global creative community.

SXSW 2026 Driven by Rivian.

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Media accreditation is now open for SXSW 2026 through February 13, 2026. Please visit our [press center](#) to submit your application.

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