



SXSW ANNOUNCES MAJOR KEYNOTE AND FEATURED SPEAKERS AND SHOWCASE ARTISTS FOR THE 2026 CONFERENCES AND FESTIVALS

Andy Cohen, Bob Odenkirk, Demi Moore, Eiza González, Gavin Newsom, Jane Fonda, Jorma Taccone, Keke Palmer, Naomi Ackie, Phil Schiller, Poppy Liu, Riz Ahmed, Serena Williams and Taylour Paige Among Speakers Added to the Innovation, Music and Film & TV Conferences

Alanis Morissette, Benny the Butcher, Ella Langley, Ingrid Andress, Jack Johnson & Hermanos Gutiérrez, St. Vincent (DJ Set), Ty Dolla \$ign, Vic Mensa and ZHU Among Artists Added to the Music Festival, and BIGSOUND, HYBE's Sin Silencio and Sony Music Latin, Under Armour Added as Showcase Presenters

Comedy Festival Adds Bill Burr's "The Monday Morning Podcast," Devon Walker and Alex English's "DAD," and Dropout Improv Does A Pretty Flower

Vox Media Announces Official Podcast Stage Lineup, Featuring Jonathan Glazer, Lisa Kudrow, Mark Cuban, Spike Jonze and Many More

March 4, 2026 | Austin, Texas — South by Southwest® (SXSW®) today announced new Keynotes and Featured Sessions for the 2026 Innovation, Music and Film & TV Conferences, more artists and showcases for the Music Festival lineup, and much more for the 40th edition of SXSW (March 12-18).

"SXSW has always been the ultimate convergence of culture and innovation, but this announcement takes it to a new level. Between the business moguls, the political giants, and the entertainment legends our team has assembled, the collective star power coming to SXSW might actually be visible from space," said **Greg Rosenbaum**, SVP of Programming at SXSW. "With our new format this year, the collaboration and crossover between our Conferences and Festivals has never been stronger. Get ready for seven action-packed days in Austin."

Keynotes and Featured Sessions

SXSW today announced a new Keynote and 11 Featured Sessions for the Innovation, Music and Film & TV Conferences. Additionally, **Phil Schiller**, a 35-year Apple veteran and former SVP of global marketing, will join the previously announced [Featured Session](#) with **David Pogue** to share stories and insights on Apple's first 50 years.

The newly announced Keynote and Featured Sessions include:

Say It Louder: Artists, Activism & the First Amendment—In this Keynote, Committee for the First Amendment founder **Jane Fonda**, comedian **W. Kamau Bell** and the ACLU's **Jessica Weitz** discuss the vital link between culture and action, sharing how the First Amendment empowers artists to challenge power and how every individual can take concrete action to protect free speech when democracy is at stake.

A Talk About Life, Sibling Rivalry and The Lonely Island—Do you like discussions about art, comedy and music? So do we! Join **Jorma Taccone** and **Asa Taccone**, two Emmy Award© winning brothers (for Dick In A Box, don't get too excited), as they discuss their work together with The Lonely Island, Electric Guest and a gang of other topics, probably. Be there or be square, nerd!

Baby, This is Keke Palmer Live—Join **Keke Palmer** and the cast of *I Love Boosters*, **Naomi Ackie**, **Taylor Paige**, **Eiza González**, **Poppy Liu** and **Demi Moore**, for a live podcast recording of her hit podcast, *Baby, this is Keke Palmer*.

Bob Odenkirk: Entering His Action Hero Phase and the State of Action Films with the Team Behind NORMAL—*Collider's* **Perri Nemiroff** joins **Bob Odenkirk**, director **Ben Wheatley**, writer **Derek Kolstad** and producer **Marc Provisiero** to discuss their kinetic neo-Western action film, exploring the future of the genre and Odenkirk's evolution into an undeniable action lead.

Breaking Barriers, Building Solutions: Meet the Changemakers Transforming Health Innovation—Presented by **Serena Williams** and Reckitt Catalyst, this conversation spotlights underrepresented founders reshaping health through community-driven innovation and scalable change: **Catherine Casey Nanda**, **Kwamane Liddell**, **Mika Eddy** and **Ryan Dullea**.

Chaos, Craft, and Chris Fleming—Fresh off his HBO special, **Chris Fleming** brings his fearless, absurdly precise comedy universe to SXSW for a celebratory deep dive into the creative process and wild physicality behind his singular storytelling.

Clips & Conversation with Riz Ahmed on BAIT—Join Emmy and Oscar-winning actor **Riz Ahmed** for a preview and live conversation around his upcoming Prime Video comedy series, *BAIT*, about a struggling actor who auditions for the role of a lifetime, only to see his life spiral out of control over four frenetic days.

Founder-Led Growth: Turning Audience Signal into AI-Powered Commerce—**Phoebe Gates** and **Sophia Kianni**, cofounders of shopping agent Phia, share their experience building an AI-native commerce app while prioritizing meaningful community engagement to inform product roadmap.

Matt Strauss & Andy Cohen: Community, Culture & the Future of Entertainment—**Matt Strauss** and **Andy Cohen**, in conversation with **S.E. Cupp**, will explore the evolution of

entertainment beyond platforms, exploring how immersive experiences and fandom-building transform shows into expansive worlds and viewers into active participants.

Networth and Chill with guest Governor Gavin Newsom—Join Your Rich BFF **Vivian Tu** for a live-taping of her podcast, *Networth & Chill*, where she gets up close and personal about the good, bad, and ugly of how money impacts our lives. In this special episode on the SXSW Keynote stage, Vivian will interview **Governor Gavin Newsom** about why politics matters for our pocketbooks.

Not All Superheroes Wear Capes: Out of the Kitchen, Into the Comic—Following the success of *Feeding Dangerously*, a graphic novel about his humanitarian organization World Central Kitchen, **José Andrés** will sit down with writer **Steve Orlando** and Marvel Comics editor **Nick Lowe** to discuss the universal appeal of food and comics.

Play It Live: How Livestreaming is Rewriting the Rules of Music—Twitch’s Head of Community **Mary Kish** sits down with **Tierra Whack** and **DJ_Dave** to explore how artists are bypassing algorithms to redefine the music industry, utilizing live streaming as a real-time studio, stage, and fan hub that prioritizes authentic, collaborative creation.

For more on the sessions announced today, and all of SXSW’s programming, visit the schedule [here](#).

Music Festival

The SXSW Music Festival will feature seven nights of showcase performances from more than 1,000 artists across Austin’s historic clubs and venues. Highlights from today’s additions to the Music Festival lineup include:

Jack Johnson will perform with **Hermanos Gutiérrez** in support of the premiere of *SURFILMUSIC*, and **Vic Mensa**, in addition to his [Featured Session](#) at the Music Conference, will perform alongside up-and-coming acts he has curated from live stream submissions. Plus, performances from multi-Grammy nominated singer-songwriter **Ingrid Andress**; Atlanta-based pop-punk band **The Paradox**; Black Midi co-founder **Geordie Greep**; DJ, producer and electronic artist **ZHU**; renowned Buffalo rapper and Griselda crew member **Benny The Butcher**; Latin pop performer **EMJAY** blending urban, R&B and electronic influences; up-and-coming R&B crooner **JayDon**; Chicago DJ and producer **Hiroko Yamamura**; and rapper, singer and producer **Ty Dolla \$ign**.

“The level of talent coming to SXSW this year, both industry heavyweights and the next-generation ready to take their place, is as strong as ever. This will be a SXSW Music Festival you do not want to miss,” said **Brian Hobbs**, VP of Music at SXSW. “With Music now running a full seven days alongside Film & TV our teams have never worked more closely together, and those efforts will be on full display in a few weeks with the unprecedented number of artists joining multiple SXSW Conferences and Festivals.”

Music showcases are curated by SXSW programmers in collaboration with record labels, booking agencies, export offices, management and PR firms, publishers, media outlets, lifestyle brands and festivals. Highlights from the announced SXSW Music Showcase Presenters today include: Australia's premiere new music festival **BIGSOUND**, **FONO & Universal Music México**, **HYBE's Sin Silencio**, **Jack Johnson's SURFILMUSIC** showcase, **Sony Music Latin**, **Under Armour** and **XYZ Film's A Case Of The Mondays with ZHU**. Previously announced, the **British Music Embassy** is back for its 19th year at SXSW and last week announced their full [lineup](#).

Today Spotify announced *Spotify 20: Live at Stubb's*, their official showcase celebrating 20 years of Spotify featuring seven-time Grammy-winning singer-songwriter **Alanis Morissette**, rising country music star **Ella Langley**, and **St. Vincent** on the decks for a rare DJ set. See [here](#) for more information.

The Music Conference will feature a special conversation with Radiohead guitarist and Rock & Roll Hall of Fame inductee **Ed O'Brien**. See the full Music Conference lineup [here](#).

Comedy Festival

The SXSW Comedy festival announced three exciting lineup additions today: **Bill Burr**, in addition to hosting duties at the FOX Entertainment Studios Comedy Showcase, will record a live episode of *The Monday Morning Podcast*; **Devon Walker** and **Alex English** will host their standup show *DAD*; and **Dropout** adds to their slate of shows and performances with *Dropout Improv Does A Pretty Flower*. For more information on the Comedy lineup, see the schedule [here](#).

Vox Media Podcast Stage

Vox Media announced the talent lineup and schedule for its third annual podcast stage at the Hilton Austin from March 13-15:

- **Brené Brown Live** featuring **Adam Grant**
- **Good One** with **Jesse David Fox** featuring **Eric André**
- **Keith Lee Live**
- **On with Kara Swisher** featuring **Jonathan Glazer** and **Billy Magnussen**
- **Pivot** with **Kara Swisher** and **Scott Galloway**
- **Prof G Markets** with **Scott Galloway** and **Ed Elson**
- **Project Swagger** with **Robin Arzon** featuring **Mark Cuban**
- **Raging Moderates** with **Scott Galloway** and **Jessica Tarlov**
- **Tefi Talks** with **Tefi Pessoa** featuring **Lisa Kudrow** and **Michael Patrick King**
- **Today, Explained** hosted by **Astead Herndon**
- **Waveform: The MKBHD Podcast** hosted by tech experts **Marques Brownlee**, **Andrew Manganelli** and **David Imel**
- **Where Should We Begin? With Esther Perel** featuring **Spike Jonze**

Marketing Leadership Summit

The Marketing Leadership Summit at SXSW is a two-day series of conversations that convene influential marketing leadership voices from brands like **Bank of America, Crocs, Diageo, Taco Bell, Tecovas, Under Armour, Unilever** and **Volkswagen**, among many more, for a dynamic conversation on the future of marketing, leadership, and innovation. Through thoughtful dialogue and real-world perspectives, the summit explores how today's leaders are pushing boundaries, navigating change, and shaping what's next for brands and audiences alike. See [here](#) for more information.

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 continues to connect creative communities around the world through its flagship event in Austin and SXSW London, which launched in 2025—reflecting SXSW's commitment to fostering meaningful exchange across culture, technology, and creativity.

SXSW 2026 is Driven by Rivian.

Press Contacts:

SXSW

Brett Cannon

Alex McClure

Janessa Bowen

press@sxsw.com

One Strategy Group for SXSW Conferences

sxsw@onestrat.com

Grandstand for SXSW Music

Katej@grandstandhq.com

lisag@grandstandhq.com

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