



SXSW SHARES FIRST LOOK AT 2027 EVENT DETAILS

SXSW Launches Dedicated Podcast Festival, Open To All Badgeholders

New Locations for Film & TV Premieres and Music Clubhouse, New Badge Options, New Conference Tracks, New Austin Locals Perks and Much More

SXSW and SXSW EDU Badges On Sale Now At Lowest Rate of the Season

August 18, 2026 | Austin, Texas — South by Southwest® (SXSW®) today announced new details for the 2027 SXSW (March 15–21) and SXSW EDU (March 13–16) Conferences & Festivals in Austin, TX.

For 2026, SXSW reimagined the event as an experiential creative village across downtown Austin in new and iconic venues. The reinvention featured a new seven-day format, which brought SXSW's communities together and helped attendees explore the full breadth of the event. The new community hubs, the Clubhouses and the Congress Avenue Block Party, provided new spaces to work and play. The deep integration into local Austin businesses let attendees experience even more of the city SXSW has called home for more than 40 years.

"2026 proved that we can evolve the event while preserving the discovery, connection and creativity that make it special. We heard amazing feedback from attendees, with 2027 PanelPicker submissions and Music and Film & TV festival applications up by as much as 50 percent so far," said Greg Rosenbaum, SVP of Programming at SXSW. "For 2027, we're building on what worked by creating more intentional hubs across downtown Austin, giving growing communities like podcasting a bigger platform, and making it easier for attendees to find the ideas, people and opportunities that matter to them. There is much more to come as we continue to build toward SXSW 2027."

SXSW and SXSW EDU are global celebrations of the future, across business, entertainment, technology, culture, education and more. The Conferences & Festivals are discovery engines, showcasing new ideas and exciting voices, highlighting changing business models and market trends, launching special projects and elevating careers, all in rooms full of the best audience in the world.

For 2027, SXSW will strengthen the experience that brings Innovation, Film & TV, Music, Comedy and Education communities together each year, with new additions to programming and updates to the event footprint to make it easier for attendees to move between sessions, showcases, screenings, meetings, and community events.

The New SXSW Podcast Festival

For 2027, Podcasts will join Innovation, Film & TV, Music, and Comedy as a core pillar of the SXSW experience. One of the event's fastest-growing programming categories, podcasts have become an increasingly important part of SXSW through live tapings and industry conversations. The new Podcast Festival, running March 17-20 and open to all SXSW badgeholders, will bring talent, platforms, brands, marketers and the broader podcast industry together in one dedicated home.

2027 Event Footprint & Programming Updates

The Music Clubhouse will relocate to The Thompson hotel, with Music Conference programming now at The Thompson and The Westin hotels, more central in the SXSW event footprint. This puts the home base for Music attendees right off Sixth Street and only three blocks from the Red River Cultural District, the heart of the Music Festival.

The Film & TV Festival will host major premieres, screenings and red carpets at ACL Live at The Moody Theater temporarily in 2027, as Austin's historic Paramount Theatre undergoes an exciting restoration. SXSW Film & TV will return to the Paramount Theatre in 2028. The Film & TV Conference will relocate to The Driskill and Stephen F. Austin hotels, closer to ACL Live and the Film & TV Clubhouse on Congress Avenue.

For a sneak peek of the 2027 event footprint and key venues, see the map [here](#).

For the Innovation Conference, the Culture track becomes Lifestyle, now dedicated to exploring how personal identity, culture, and emerging trends across fashion, wellness, relationships and digital media shape our daily lives and choices. Sports and Gaming will once again become distinct tracks, with Sports focused on the future of athletic performance, fan engagement and sports entertainment, and Gaming examining the industry's evolving role in technology, storytelling and entertainment.

SXSW EDU kicks off the first weekend and will feature two Crossover Days for 2027, March 15-16, offering special access and co-programming opportunities for attendees of both events. SXSW EDU will also feature programming at the JW Marriott hotel, a new venue for SXSW EDU attendees for 2027.

For a full view of the SXSW dates and tracks, see [here](#). For SXSW EDU dates and tracks, see [here](#).

New CxO Badge

SXSW is introducing the CxO Badge, a curated premium experience designed for the C-Suite and founders who need to maximize their time and access all parts of the event seamlessly. Applications for the CxO Badge are now open, and more information on the special access and perks can be found [here](#).

All SXSW badges and Music wristbands are [on sale now](#) at the lowest rates of the season.

Introducing the 512 Club For Locals Only

For 2027, SXSW and SXSW EDU are introducing a special discount and perks for Austin-area residents. All badgeholders with an Austin zip code receive special perks in the lead-up to March 2027. Today SXSW announced the first perk, a locals lounge: a downtown home base to take meetings, recharge, and reset between work and the event. For more information on the new 512 Club, see [here](#).

Participation

There's still time to be part of SXSW 2027. Learn more about opportunities to get involved:

[Music Festival](#): Seven nights to showcase your sound in Austin's most popular venues for an audience of global music industry insiders and decision makers. Don't miss your chance to turn your career up a notch.

[Film & TV Festival](#): Premiere your passion project in front of the best festival audience in the world. Submissions are now open for feature films, shorts, music videos, television and XR projects.

[SXSW Pitch](#): Showcase innovative new technology to a panel of industry experts, high-profile media professionals, venture capital investors, and angel investors.

[EDU Launch](#): An opportunity for early-stage education startups seeking market exposure, investment, and strategic partnerships to showcase their innovative products and services.

[Press & Content Creator Accreditation](#): Interested in covering the speakers, artists, activations and other buzzy events on the ground? Applications are now open for media professionals and content creators.

About SXSW

SXSW helps creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is known worldwide for conferences and festivals that celebrate new frontiers in business, entertainment and culture. With its flagship event in Austin and SXSW London, which launched in 2025, SXSW brings together global artists, entrepreneurs and audiences for sessions, showcases, screenings, exhibitions, networking, and unexpected discoveries focused on the future of creative industries: Brand & Marketing, Cities & Climate, Comedy, Creator Economy, Design, Film & Television, Gaming, Health & Wellness, Lifestyle, Music, Podcasts, Sports, Startups, Technology & AI, Workplace, and more.

SXSW 2027 runs March 15-21 in downtown Austin, preceded by SXSW EDU, March 13-16. Learn more at sxsw.com.

About SXSW EDU

The SXSW EDU® Conference & Festival reflects the world's most critical social issues through the lens of education. The event brings together learners, educators, entrepreneurs, and visionaries to share ideas, find solutions to complex challenges, and build reimagined paths forward. SXSW EDU is a place for attendees to renew their purpose, deepen their practice, and connect with a passionate community committed to the future of teaching and learning. Join the SXSW EDU community March 13-16, 2027, in Austin, Texas.

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