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SXSW FILM ANNOUNCES SELECT FEATURED SESSIONS AND FIRST WAVE OF PANELS

Jake Gyllenhaal and Producer Sarah Green Among Featured Conversations

Sam Esmail, Rami Malek and Christian Slater Return for MR ROBOT Session & Kerry Washington to Discuss The New Rules of Social Stardom
Two of 400+ Convergence Sessions Open to More Than One Badge

Austin, Texas – October 20, 2015 (EMBARGOED 12:00 p.m. PDT / 3:00 p.m. EDT) – The South by Southwest® (SXSW®) Film Conference and Festival announced actor **Jake Gyllenhaal** and Producer **Sarah Green** as two of its Featured Conversations. Also announced, is the first batch panels and workshops that will take place in Austin, Texas from March 11-19, 2016. The **SXSW Film Conference** is a crash course for working filmmakers, industry pros and film fans. Covering a breadth of topics, from content creation to new distribution models to what's next in the film industry, attendees acquire first-hand knowledge from experts and entertaining speakers at the nexus of creative industries, innovation and business.

"The SXSW Film Conference is designed to give creatives the tools they need to achieve their goals. There is nowhere else where talent from so many fields come together and generate that special SXSW creative combustion," said Head of SXSW Film Conference and Festival Janet Pierson. "We're excited that Jake Gyllenhaal and Sarah Green are among our 2016 Featured Conversations. Jake continues to deliver outstanding performances in brave, outside-the-box roles. Sarah Green is a talented hands-on creative producer working with some of our most unique and visionary directors. Both Jake and Sarah have fascinating careers full of excellent, non-formulaic work, which is a SXSW sweet spot."

In addition to the Festival's nine days of film screenings, SXSW Film Conference features 200 informative and entertaining Keynotes, Conversations, Panels, Workshops and Mentor Sessions, plus an additional 400+ Convergence sessions. Convergence sessions, co-curated by SXSW Music, Film and Interactive, exist throughout the March event and are open to more than one badge type, featuring a range of topics that straddle the cultural and technological intersection at the heart of SXSW. For example, while SXSW has long been a hotbed for the most creative minds and innovative technology working in Virtual Reality and Augmented Reality, new this year is an expansive VR/AR track available to all badgeholders.

Last year's Film Conference participants included creative leaders and industry experts such as **Mark Duplass, Ava DuVernay, Christine Valchon, RZA, Amy Schumer** and **Ryan Gosling**. For the 2016 event, additional Featured Sessions include **Sam Esmail, Rami Malek** and **Christian Slater**, who will take part in a "Coding on Camera: MR. ROBOT & Authenticity on TV" panel; **Kerry Washington** in a conversation about "The New Rules of Social Stardom"; and **Zach Anner** in "The Art of Starting From Nothing" panel. The 2016 SXSW Film Keynote Speakers and complete Film Conference lineup will be announced in the coming months. A recap of Convergence programming will be announced later this week.

Many of the SXSW sessions were received through the PanelPicker™ proposal entry process. Votes from the community, along with feedback from SXSW Advisory Boards and the SXSW Music, Film & Interactive staff, help determine programming for the 2016 event. For more information on the SXSW PanelPicker™, visit panelpicker.sxsw.com.

Featured Sessions

Featured Sessions spotlight the people and trends important to the SXSW Community and the filmmaking world as a whole. They include the well-known Conversation series, which offer attendees the unique opportunity to witness acclaimed actors, directors, producers and composers in an intimate environment.

A Conversation with Jake Gyllenhaal

Academy Award nominated actor JAKE GYLLENHAAL most recently starred in Antoine Fuqua's *Southpaw*; Dan Gilroy's *Nightcrawler*, which he also produced (SAG, PGA, BAFTA, Golden Globe, Independent Spirit noms) ; David Ayer's *End of Watch*; Dennis Villeneuve's acclaimed films *Prisoners* and *Enemy*. Other credits include: Ang Lee's *Brokeback Mountain* (BAFTA Best Supporting Actor win), Richard Kelly's *Donnie Darko* (Independent Spirit nom), Duncan Jones' *Source Code*, David Fincher's *Zodiac*, Sam Mendes' *Jarhead*, Joe Johnston's *October Sky*, among many others. He can next be seen in Jean-Marc Vallée's *Demolition*, and is currently shooting Tom Ford's *Nocturnal Animals*.

A Conversation with Sarah Green

Sarah Green is an Academy Award-nominated independent film producer known for her ongoing work with visionary directors including Jeff Nichols, Terrence Malick, Julie Taymor, David Mamet, Karyn Kusama and John Sayles. Green has produced such acclaimed films as Terrence Malick's *The Tree of Life* (Winner, Palme d'Or; Nominated, Academy Award for Best Picture), Jeff Nichols' *Mud*, and Julie Taymor's *Frida*. Upcoming releases include Jeff Nichols' *Midnight Special*, and Terrence Malick's *Knight of Cups*, *Weightless* and *Voyage of Time*. Green is currently in production on Jeff Nichols' *Loving*.

Sam Esmail, Rami Malek and **Christian Slater** will take part in a "Coding on Camera: MR. ROBOT & Authenticity on TV" a panel in the Future of Entertainment Convergence track at SXSW 2016. *Mr. Robot* World Premiered in the Episodics section of the 2015 SXSW Film Festival and went on to win critical and audience acclaim.

Internet phenomenon **Zach Anner** will present "The Art of Starting From Nothing" a panel of online entertainers and independent artists sharing how to make and market online content that's original, sustainable and sharable, find a niche, connect with collaborators and brands, and make a living doing what you love.

2016 FILM CONFERENCE SESSIONS

To improve navigation of the rich panoply of Conference sessions available for SXSW registrants, the Film Conference has been organized into four tracks: Influencers, Creating Your Content, Finding Your Audience, and What's Next. Each session also has a format, ranging from one-on-one mentor sessions to hands-on workshops to panels with up to four industry experts. The first confirmed sessions are:

Influencers

Inspiration from thought leaders, experts and innovators including Keynotes and conversations.

The Art of Starting From Nothing

(Organized by: Zach Anner / Zach Anner Productions)

A Conversation with Jake Gyllenhaal

A Conversation with Sarah Green

Creating Your Content

Learn everything you need to know about developing and crafting your project

360 Degree Editing

(Organized by: Kyle Henry / Northwestern University School of Law)

Across the Border: Finding International Partners

(Organized by: Elizabeth Sheldon / Kino Lorber Inc)

Deliverables Today

(Organized by: Jason Tobias / Broad Green Pictures)

Documentary to DocuSeries and Beyond

(Organized by: Elsa Ramo / Ramo Law)

Everything You Need: Producer Bootcamp for Digital

(Organized by: Julie Gomez / Upright Citizens Brigade Theater)

FairUse-Docs & Fiction Films-Everybody is Welcome!

(Organized by: Michael Donaldson / Donaldson & Callif LLP)

How To Make (The Most Of) Your Music Budget

(Organized by: Amanda Thomas / Neophonic Music & Media)

Latino Filmmaker Meetup & Quick Pitch

(Organized by: Liz Arreaga / Mercury Mambo)

The Making Of: How to Create iTunes Extras

(Organized by: Brian Ellis / Apple)

Peace Officer: A Character Film Driven by Issues

(Organized by: Scott Christopherson)

Round Tables: Legal

(Organized by: Erik Metzger / Intel Corporation)

US-Europe Co-Pros Grow Without Treaty!

(Organized by: Holger Carlsson / Little W Productions USA)

Finding Your Audience

Essential tools of the trade for distribution, marketing, sales and more.

1 Month and a Small Wad of Cash: Speed Marketing

(Organized by: Tiffany Pritchard / StudioCanal UK)

Con Man: The Fan Revolt 13 Years in the Making

(Organized by: Drew Lewis / Wunderman)

How Crowdfunding Can Screw Your Distribution Plan

(Organized by: Missy Laney / Sundance Institute)

Humanity Rising: Storytelling to End Injustice

(Organized by: Christina Hollenback / Televised Revolution)

New Dealmakers Talk New Distribution

(Organized by: Zac Bright / Preferred Content)

Theatrical + Festival DIY Power Combo

(Organized by: Bryan Glick / The Film Collaborative)

What's Next

Explore how filmmaking is evolving to embrace new forms and technologies.

Enter the Void

(Organized by: David Kaplan / Animal Kingdom)

A Filmmaker's Exploration of Outer Space

(Organized by: Allison Hirata / IMAX Corporation)

New Partnerships in Digital Storytelling

(Organized by: Jennifer Samani / ITVS Interactive)

Through Our Eyes: Female Filmmakers Tell All

(Organized by: Catherine Eaton / Corsetless Productions)

Underage@SXSW: No Parties? No Problem!

(Organized by: Jessikha Block / PhoneFlip Productions)

Wake Up Streaming: Future Film-Loving Communities

(Organized by: Tom Roston)

Your Character & New Technology in Storytelling

(Organized by: Alexandra Barnett / Sunshine Sachs)

CONVERGENCE PROGRAMMING

Collaboratively curated by Interactive, Film and Music. All of these sessions, screenings and events are open to more than one badge type, and encompass issues that are relevant and exciting to attendees from more than one of the core industry events. Select **Future of Entertainment** and **VR/AR** sessions are listed below. A recap of all Convergence programming will be announced on October 22. Other Convergence tracks include: [SXSW Comedy](#), [Continuing Legal Education](#), [Next Stage](#), [SouthBites™](#), [SXgood](#), [SXsports®](#), and [SXstyle](#).

Future of Entertainment

Explore the changing landscape of entertainment, focusing on TV, episodic content, boundary-pushing digital storytelling.

Better than Sync: Why Music Partnerships Work

(Organized by: Jeremy Peters / Ghostly International+Ghostly Songs)

Brandvertainment: How Norton Hacked Hollywood

(Organized by: Shauna Sweeney / FilmBuff)

Breaking Down Borders Between TV and Online Video

(Organized by: Bob Gohn / Text100 Global Communications)

Breaking into TV in the Digital Age

(Organized by: Dani Leonard / Big Vision Empty Wallet)

Coding on Camera: MR. ROBOT & Authenticity on TV

(Organized by: Kayra Contreras / USA Network)

Creating a Meaningful Dialogue Through Video

(Organized by: Alana Zeitchik / Vimeo)

Creating Brand Fans: Lessons From Game Marketers

(Organized by: Jessica Andersen / The Concept Agency)

Creative Thievery = What's Yours Is Mine.

(Organized by: Mary Crosse / Pile O' Bones Derby Club)

Film Music & TV Music: Who Gets Paid, Why and How?

(Organized by: Scott McKinlay / Film Musicians Secondary Markets Fund)

Fuck You, Sue Me: Artist Rights, Corporate Theft

(Organized by: Andrew Gerber / GAVL)

How A Viral Video Led to an Experiential Empire

(Organized by: Maria Gonima / Rooster Teeth Productions)

It's My Two Cents With Larry King

(Organized by: Laura Hertzfeld / Ora TV)

Kerry Washington & The New Rules of Social Stardom

Laugh & Scream: 360 Video, Skybound, Conan O'Brien

(Organized by: Rich Jones / Fortyseven Communications)

LEGO Group & Cartoon Network, Building Future Fans

(Organized by: Michael Ouweleen / Cartoon Network)

Lighting Hollywood's Real and Virtual Actors

(Organized by: Vicki Hanson / Rochester Institute of Technology)

Making Reality Shows for the Web (That Don't Suck)

(Organized by: Chris Demarais / Rooster Teeth Productions)

Music in Trailers: How Music Drives Film Marketing

(Organized by: Dan Silver / RipTide Music)

New Hollywood: Social Media Storytelling

(Organized by: Brittany Frizzell / Moviepilot)

Political Satire & Its Comedic Effect on Policy

(Organized by: Natali Johnson / Turner Broadcasting)

Social Media: The New TV Show Launchpad

(Organized by: Kim Garcia / VaynerMedia)

What I Learned from Publishing a Book on Instagram

(Organized by: Mesa Dobek / RPA)

Writer's Blockchain: Full Stack Storytelling

(Organized by: Ann Greenberg / Sceneplay Inc)

VR/AR

Discover how Virtual Reality and Augmented Reality will change the future.

5 Best Startup Ideas in VR / AR

(Organized by: Kevin O'Malley / TechTalk/Studio)

Can VR Deliver More Emotion than Movies and Games?

(Organized by: Nicole Lazzaro / XEODesign Inc)

Exploring a Holographic Mars

(Organized by: Jeff Norris / NASA Jet Propulsion Laboratory)

The Future is Now: City Planning Using Social VR

(Organized by: Renee Cheng / University of Minnesota)

Game Design for VR Pioneers

(Organized by: Theresa Durringer / Temple Gates Games)

Mars Experience VR

(Organized by: Julian Reyes / Fusion Media Network)

New Advertising Models for Virtual Reality

(Organized by: René Pinnell / Kaleidoscope Media)

Prologue VR-Creating 360 films using stop motion

(Organized by: Kimberly Cooper / Prologue VR)

Sucked Into the Story: Virtual Reality and News

(Organized by: Eric Carvin / Associated Press)

Using Virtual Reality to Create Compassion

(Organized by: Chelsea Sanders / Sunshine Sachs)

Virtual Reality and the Rebirth of the Music Video

(Organized by: Randi Brant / Future Colossal)

Virtual Reality for Serious Sports Training?

(Organized by: Peter Fadde / Southern Illinois University)

Virtual Reality - Is It The Ultimate Brain Hack?

(Organized by: Amanda Purvis / SutherlandGold Group)

Virtual Tourism: VR, 360 & the Travel Industry

(Organized by: Susannah Dilallo / Rapid VR)

VR Porn: Future Is Upon Us, What's Next?

(Organized by: Stephen Yagielowicz / XBIZ)

VR, AR & Digital Storytelling

(Organized by: Shadee Malekafzali / Beck Media & Marketing)

Your Brain on Virtual Reality

(Organized by: Zoltan Nadasdy / NeuroTexas Institute Research Foundation)

SXSW FILM SUBMISSION DEADLINE – NOVEMBER 3, 2015

SXSW Film is still accepting film submissions from filmmakers hoping for the opportunity to screen their films at this renowned destination for discovery. Submissions are only accepted online via the official SXSW website at sxsw.com/film/screenings/submit and in the following categories: Narrative Feature, Documentary Feature, Narrative Short, Documentary Short, Animated Short, Music Video and Title Sequence. The drop-dead submission deadline is Tuesday, November 3, 2015. Complete rules and regulations can be found at sxsw.com/film/screenings/faq.

SXSW REGISTRATION DEADLINE – REGISTER BY OCTOBER 23 AND SAVE

Register for a SXSW badge today at sxsw.com/attend, and join us March 11 – 20, 2016 for unparalleled access to all these sessions, screenings, parties, the SXSW Trade Show and, of course, a creative and inspirational experience that only SXSW can deliver. Be sure to register soon, and gain access to conveniently located hotels. Register by 11:59pm CT on Friday, October 23 and save off the walk-up rate.

About SXSW

Now in its 23rd year, SXSW Film brings together creatives of all stripes over the full nine days of SXSW to experience a diverse film line up and access to more than 500 Conference sessions with visionaries from all corners of the entertainment and media industries. SXSW 2016 takes place March 11-20 in Austin, TX.

The South by Southwest® (SXSW®) Conferences & Festivals offer the unique industry convergence of music, film, and Interactive technologies. Fostering creative and professional growth, SXSW is the premier destination for discovery. The event is a launch pad for innovative content with new media presentations, music showcases and film screenings providing exposure for creators and compelling entertainment for attendees. For more information, please visit sxsw.com.

[SXSW March 11-20](#) | [Interactive March 11-15](#) | [Film March 11-19](#) | [Music March 15-20](#)

SXSW is proud to be an official qualifying festival for the Academy Awards® Short Film competition. The Best Narrative Short, Best Documentary Short and Best Animated Short winners become eligible for the Academy Awards.

SXSW 2016 is sponsored by Esurance, Mazda, Monster Energy Capitol One, Bud Light, McDonalds and *The Austin Chronicle*.

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Press Credentials: We are accepting applications for 2016 SXSW Press Credentials at sxsw.com/press. The deadline to apply is Wednesday, February 10, 2016 and walk-up requests will not be granted. Media approved for credentials will receive access to the limited block of hotel rooms held for Press at the discounted conference rates. Rooms are sold on a 'first come, first served basis'. The earlier you apply, the better your selection of hotel rooms.

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