

SXSW 2016 MEDIA QUOTES

“The appearance by the first lady — and, on March 11, by President Obama speaking about technology at the overlapping SXSW Interactive conference — was a sign of the prestige of the 30th annual South by Southwest.”

The New York Times

“SXSW is an intersection of creativity, innovation and discovery through the lens of music, film and tech...”

Forbes

“...2016 is the year SXSW completes its transformation from a music festival into a cultural juggernaut.”

USA Today

“SXSW has positioned itself as a gateway for international acts...”

The New York Times

“...there’s always something to see at SXSW. The show is one of the most prestigious film festivals in the world.”

Fortune

“SXSWi is considered to be the biggest and most diverse event focusing on the intersection of people and technology.”

Forbes

“SXSW is a great place to find out where the music industry is headed.”

Billboard

“...the South By Southwest Film Festival has also long been a vital launching pad for new talent.”

Los Angeles Times

“...the importance of what SXSW really is: the greatest environment for creative happenstance and ambitious serendipity...”

AdWeek

“...South By Southwest is a behemoth: a sprawling, world-renown gathering of tech geeks, rock stars, filmmakers and onlookers...”

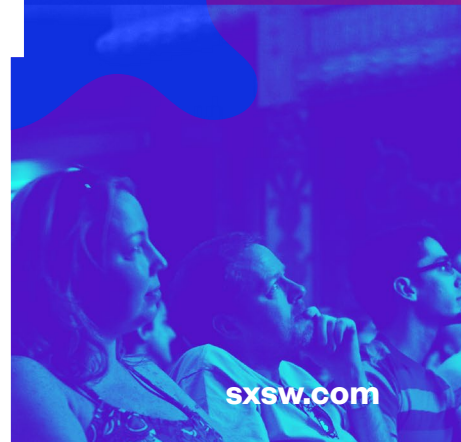
USA Today

“...a massive and exciting exchange of ideas.”

Forbes

“In the coming months and years, the stuff seen, heard and experienced at this year’s South By Southwest festival...will be coming to a screen, handset, or workplace near you.”

The Irish Times



SXSW 2016 MEDIA QUOTES (continued)

"...SXSW still has a proven track record for giving new artists a national profile."

Billboard

"SXSW is arguably the nation's biggest showcase for up and coming talent, but it's also a space for bonafide stars to leave a lasting impression and continue building on what's gotten them to the top in the first place."

Forbes

"The SXSW film festival kicks off on Friday with a strong lineup that once again proves the Austin gathering as a formidable player for big and small movies."

Variety

"You know a technology has arrived when South By Southwest adds a new track celebrating it."

Fast Company

"...one of the foremost gatherings of tech-oriented, young and influential leaders..."

NBC News

"It is here that the world's creative forces assemble every March to network, showcase and share ideas."

Scotland Herald

"...SXSW - by its very definition - is about breaking down boundaries, and stepping into the unknown. It's about trying to do something different..."

Engadget

"SXSW has become a byword for music discovery."

The Irish Times

"One of SXSW's most promising expansions is across the Americas. It had dozens of showcases this year from south of the border, including a superb showcase of music directly from Cuba and bands from Colombia.... They were making fans the way SXSW used to, one night, one club and one dance step at a time."

The New York Times

"...SXSW has become a serious destination for TV lovers - and with multiple high-profile premieres garnering huge attention at the festival this year, TV's presence at SXSW should only get bigger from here."

Vanity Fair

"...SXSW is known as the place where tech trends are born."

Forbes

"One of SXSW's greatest strengths is its curation of diverse experiences...the wide reach of SX give[s] each patron a unique experience."

Paste Magazine

"Austin's South By Southwest festival still attracts big names and even bigger ideas."

The Irish Times



SXSW 2016 MEDIA QUOTES (continued)

“Thirty years ago, SXSW began as a small, local festival, but has since developed into one of the most important events in the music and media branches, offering conferences, workshops, fairs - and of course, tons of music.”

DW.com

“...the indie event has become a hotbed for Hollywood studios to sneak previews of their potential blockbusters to fanboys.”

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“The South By Southwest Festival has grown into a conference that tackles timely issues along with the latest trends in technology.”

USA Today

“...the best and brightest usually make their way to Austin each year for SXSW...”

Fast Company

“...there is at least one attraction that seems to stop people in their tracks.”

Forbes

“... SXSW plays a hand other festivals simply can't: This is the festival that turned the fear of missing out into cultural currency and established its exchange rate. It's the festival that can not only book the President of the United States and the First Lady for its compelling keynote discussions, but bring the Avett Brothers ... to a room that's typically reserved for wedding receptions and bar mitzvahs.”

Vulture.com

“...the festival has debuted splashy titles...and has shown a knack for picking great under-the-radar shows...all of them on brand for the tech-and youth-friendly festival and all demonstrating that SXSW's programmers have as good taste in TV as they do in film.”

Vanity Fair

“...SXSW 2016 and specifically its Interactive segment made strides in pushing the conversation forward on solutions for tackling the tech world's diversity problem, particularly when it comes to women.”

Tech Radar

“...it draws an eclectic crowd of movers and shakers in the tech industry each year.”

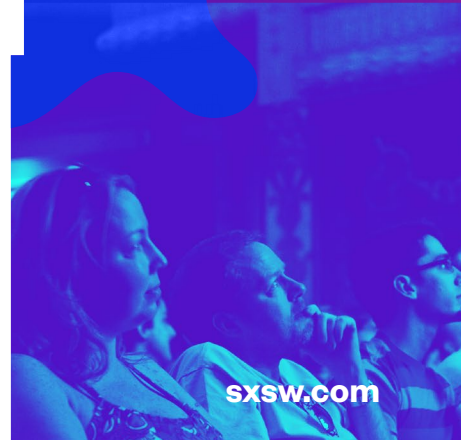
CBS News

“SXSW is an experience that all millennials should pursue in their lives. The business workshops, career development and networking are unlike any other!”

The Huffington Post College

“Part of the reason SXSW, as opposed to other fests with similar or larger attendance numbers, can bolster an artist's national profile is the fest's pre-existing reputation for being the place that hosts the next big thing. Journalists ... label executives, talent scouts, radio programmers and general tastemakers — everyone from influential celebrities to social media stars with massive followings — all attend SXSW specifically looking to find the next buzzing act who can break into the mainstream.”

Billboard



SXSW 2016 MEDIA QUOTES (continued)

“The annual South By Southwest (SXSW) Interactive gathering attracts sharp, revolutionary thinkers in the areas of tech, business, medicine and more.”

MD+DI

“The South By Southwest (SXSW) is one of the most important technology events in the world.”

The Huffington Post (Greece)

“SXSW is now 30 festivals deep into its run, and what started as a celebration of music in 1987 has grown into an 11-day behemoth with three concentrations — tech, film, and music — that sets a standard for the industry at large: Everyone from Questlove to [insert band making a 20+ hour drive from Cleveland] finds value in SXSW, even if it’s not readily quantifiable.”

Vulture.com

“It was another great day at SXSW.”

NPR Music

“...there’s no better stage than the South By Southwest Festival in Austin, Texas.”

CNBC

“This annual festival and conference brings together independent films, interactive media and emerging technology, and music for one of the largest events of the year.”

The Huffington Post

