



P.O. Box 685289 | Austin, Texas | 78768
T: 512.467.7979 | F: 512.451.0754

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FOR IMMEDIATE RELEASE

SXSW ANNOUNCES FIRST ROUND OF 2015 CONVERGENCE PROGRAMMING

***Cam Newton, Megan Rapinoe, James Frey & Brian Grazer Among Speakers
SXsports, Future of TV & Convergence Day Sessions Included***

Austin, Texas – October 16, 2014 – South by Southwest® (SXSW®) is happy to present the first round of 2015 Convergence Programming, including Featured Speakers Brian Grazer, Charles Fishman, Russell Brand and Brian Solis. Over 60 sessions were announced, among them a portion of the popular SXsports™, Future of TV and Digital Domain tracks, curated by Interactive & Film. Also announced were sessions for the longstanding Convergence Day collaborations between all three events on Tuesday, March 17, and more. Registrants can immerse themselves in this bonus learning and networking opportunity with innovators from other creative industries, and experience a taste of the complete SXSW package.

Convergence Programming exists throughout the SXSW event, (March 13 – 22, 2015 in Austin, Texas), and features a range of topics that straddle the cultural and technological intersection at the heart of SXSW. All of these sessions, screenings and activities 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 (Interactive, Film & Music). Additionally, from Friday, March 13 – Tuesday, March 17, all Featured Sessions in Ballroom D of the Austin Convention Center (ACC), along with Entertainment & Immersion content in Room 18ABCD of the ACC will have convergent access. New for 2015, all films screening in the “24 Beats Per Second” category will be open to Music badgeholders starting Monday, March 16.

Many of these sessions were received through the PanelPicker™ proposal entry process. Votes from the community, along with feedback from SXSW Advisory Boards and the SXSW Interactive, Film & Music staff, help determine programming for the 2015 event. For more information on the SXSW PanelPicker™, visit panelpicker.sxsw.com. Additional Convergence tracks still to be announced include SXSW Comedy sessions, Next Stage and Meet Ups. Films screened in the 24 Beats Per Second category will be announced on February 3. For more information, visit sxsw.com/convergence.

Preliminary Convergence sessions released today include:

Featured Sessions // Friday, March 13 – Tuesday, March 17

High-profile talks from Interactive, Film & Music luminaries, including a handful of SXsports sessions. Located in Ballroom D of the Austin Convention Center.

A Curious Mind: The Inspiration for a Creative Life

Brian Grazer (Imagine Entertainment), Charles Fishman (The Big Thirst)

Russell Brand Interview with Brian Solis

Russell Brand (Comedian), Brian Solis (Altimeter Group)

SXsports // Friday, March 13 – Sunday, March 15

This sports-focused track incorporates panels, film screenings and networking events, touching on all aspects of sports through the SXSW lens of culture, technology & innovation. sxsw.com/sxsports
(Open to Interactive, Film, Gold & Platinum badges)

SXsports sessions announced include:

Athletes are Suddenly Funny: The Power of Comedy & Sports

Patrick Starzan (Funny or Die)

Battling Tradition to Re-Invent Youth Sports

Matt Farrell (USA Swimming), Kurt Kamperman (US Tennis Association), Jeff Price (PGA of America)

Beyond the Bar Graph: Insights Over Info

Christopher Glode (Under Armour), Marybeth Thomson (MyFitnessPal)

The Business of Preparing Potential NFL Draftees

Jason Verrett (San Diego Chargers), Andy Staples (Sports Illustrated), CJ LaBoy (Relativity Sports), Mark Verstegen (EXOS)

Competitive Advantage: Mental Health in Athletics

Patrick Baillie (Consultant), Scott Goldman (University of Arizona), Doug Hankes (Auburn University), Carmen Tebbe (Oklahoma University)

The Democratization of Sports Commentary

Mary Pilon (The New York Times), Geoff Reiss (Twitter), Andre Pacheco (Second Mic)

Does Playing Sports = Brain Damage?

Jeffrey Kutcher (University of Michigan), Ben Utecht (Surrender the Game)

Drones & the Texas 500: A Live Broadcast Challenge

Jaime Carlin (Texas Motor Speedway), Benjamin Martin (Arch Aerial), Michael Rocha (Panasonic)

The Evolution of Audio in the 21st Century

Colin Cowherd (ESPN), Stephen A. Smith (ESPN), Traug Keller (ESPN)

Filmmaking Cues from Top Sports Cinematographers

Brian Schulz (Major League Baseball Productions), Skip Clark (FOX SPORTS), Al Francesco (NFL FILMS), John Tipton (HBO Sports)

The Future of Doping and PEDs

Jason Gay (Wall Street Journal), Matt Futterman (Wall Street Journal), Travis Tygart (US Anti-Doping Agency)

His & Hers Live Podcast

Jemele Hill (ESPN), Michael Smith (ESPN)

How the Data Era Will Build High Performing Humans

Cam Newton (Carolina Panthers), Kelly McGonigal (Stanford University), Haile Owusu (Mashable)

Gameday 2025: What's In Your Living Room?

Holly Anderson (Grantland), Jeff Beckham (Jeff Beckham), Spencer Hall (SB Nation), Mark Kramer (Pac-12 Networks)

The In-Stadium Fan Experience in MLS

Adrian Hanauer (Seattle Sounders), Robb Heineman (Sporting Kansas City), Merritt Paulson (Portland Timbers)

Millennials & Sports: Reaching the Next Generation of Fans

Rich Eisen (NFL Media), Brian Rolapp (National Football League), Perkins Miller (National Football League), Peter Kafka (Re/code)

MLBAM & NASCAR: Sports and Technology Converge

Bob Bowman (MLB Advanced Media), Brent Dewar (NASCAR)

The Near-Future of Sports TV

Marie Donoghue (ESPN), John Ourand (Sports Business Journal), Ron Wechsler (NBC Sports), Dan Shanoff (USA TODAY Sports)

The New Cathedral: Sports Stadiums

Brian Mirakian (Populous)

Old Game, New Tricks: What's the Future of Golf?

Shane Bacon (Back9Network), Charlie Kautz (TaylorMade-adidas), Andrew Kipper (Excel Sports Management), Ashley Mayo (Golf Digest)

Out on the Field: LGBT Pro Athletes in 2015

Jason Collins (Professional Athlete), Megan Rapinoe (Seattle Reign FC), Mike Foss (USA TODAY Sports)

Social Media Playbook: Activating Fans on Gameday

Brian Cheek (Postano), Pat Donahue (Los Angeles Kings), Grace Hoy (Arizona State University), Meghan Ryan (Boston Red Sox)

The Solid Verbal Live Podcast

Ty Hildenbrandt (Solid Verbal Media), Dan Rubenstein (Solid Verbal Media)

Sports Mega-Events: Do They Have a Future?

Ben Carrington (The University of Texas), Piara Powar (FARE), Lilian Thuram (Former Professional Athlete), Dave Zirin (The Nation)

Tech + Youth Sports = Universal Access

Tom Farrey (Aspen Institute Sports & Society Program)

Tech That's Changing Sports and Building Empathy

Chris Kluwe (Professional Athlete)

*For the screening component of SXsports, SXSW Film is still accepting sports-related film submissions via sxsw.com/film 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 Thursday, November 13. Films selected will be screened as part of the official SXSW Film Festival program, and announced in January 2015, along with the complete film lineup.

Future of TV // Monday, March 16 – Tuesday, March 17

What constitutes TV today? How will it continue to evolve? When is something no longer considered TV? Are these changes positive in the long run? Exploring the changing landscape of Television consumption, from the blossoming creativity of the content to the economic implications of how the content is consumed, this track addresses all these questions and more.

sxsw.com/convergence/future-of-tv (Open to Interactive, Film, Music, Gold & Platinum badges)

Future of TV sessions announced include:

The Art, Joy, & Power of Creating Musical Programs

David Koelle (Charles River Analytics)

Breaking the Fourth Wall in the Digital Age

Saba Hamedy (LA Times), Jon Schnitzer (Brain Factory), Peter Girardi (Warner Bros), Marc Goodchild (Sync Screen), Julian McCrea (Portal Entertainment)

A Drama Nirvana-How to Create a Multiplatform Hit

Beth Hoppe (PBS), David Zucker (Scott Free Productions)

Exploring Storytelling in the Digital Age

Andrew Cochrane (Mirada)

Finding a TV Partner in a Digital World

Jill Burkhart (Epix HD), Cynthia Kane (Al Jazeera America), Jennie Moris (Participant Media), Lois Vossen (PBS)

The Future of Concerts on TV

Evan Haiman (HDNet LLC/AXS TV), Lucia McCalmont (HDNet LLC/AXS TV)

Game of Thrones: Creating Immersive Entertainment

Sabrina Caluori (HBO), Melissa Eccles (Elastic)

Hyper-Reality TV & Online Video Are a Perfect Fit

Morgan Spurlock (Warrior Poets), Ran Harnevo (AOL)

Moving Beyond the Square Screen

Steven Masur (CDAS Venture Law Group), Allen DeBevoise (Machinima), Vivian Rosenthal (Snaps), Josh Gertz (DAQRI)

The New TV Star: How to Build an Audience Online

Kelly Day (AwesomenessTV), Josh Ong (The Next Web), Tyler Oakley (Tyler Oakley), Tom Ryan (Pluto.TV)

Online Success Without Cat Videos or Crotch Hits

Zach Anner (Zach Anner Productions), Chris Demarais (Rooster Teeth Productions), Brandon Farmahini (Rooster Teeth Productions)

Should You Develop Your Film Into a TV Series?

Katie Krentz (Cartoon Network), Julia Pott (Animator/Filmmaker), Hannah Fidell (Filmmaker), Sarah-Violet Bliss (Filmmaker)

Tech My Mind

Ayori Selassie (salesforce.com), Shanice Johnson (Malakai Creative), Bill Duke (Duke Media), Julie Barrio (Reality SF)

What Serial Digital Fiction is Learning from TV

Jon Nathanson (Self), Jerry Fan (Jukepop Serials), Michelle Miller (The Underwriting), Jennifer Lee (Plympton)

Who's Going to Fund My Webseries?

Jay Bushman (Independent), Marc Hofstatter (Indiegogo), Amy Dotson (IFP), Karim Ahmad (ITVS)

Digital Domain // Saturday, March 14 – Tuesday, March 17

With a focus on experimental projects, the Digital Domain showcases the new but possibly not yet fully realized directions that storytelling can take in the ever-evolving digital age, highlighting the projects and people on the boundary-pushing fringe of modern day storytelling.

(Open to Interactive, Film, Gold & Platinum badges) sxsw.com/convergence/digital-domain

Digital Domain sessions announced include:

19Reinos - A Game of Thrones Immersive Experience

Robert Pratten (Transmedia Storyteller), Purificación González (Canal+), Belen Santa-Olalla (Transmedia Storyteller)

Doing It in Public: BLEs and Modern Storytelling

Lisa Woods (thirteen23), Heath Pecorino (The Short Box), Sam Patteson (Rosetta Stone)

Tool-Kit for Crafting an Interactive Documentary

Cathy Fischer (ITVS), Mike Robbins (Helios Design Labs), Alex Wittholz (Helios Design Labs), Andrew Grace (Moon Winx Films)

*Digital Domain is still accepting submissions. Email filmpanels@sxsw.com with a title and 50-word description of your proposal to receive further instruction. All proposals due by Friday, December 12.

Entertainment & Immersion Sessions // Friday, March 13 – Tuesday, March 17

Open to Interactive, Film, Gold & Platinum badges

Analog & Digital: Synching an Engagement Campaign

Rory Kennedy (Moxie Firecracker Films), Keven McAlester (Standard Pictures), Lauren Prestileo (American Experience — PBS), Molly Jacobs (American Experience — PBS)

Astrophysics Goes Hollywood: Cinematic Science

Frank Summers (Space Telescope Science Institute), Robert Hurt (NASA's Spitzer Science Center/JPL-Caltech), Donna Cox (National Center for Supercomputing Applications)

Beyond Live, Why the L+3 Social TV Convo Matters

Natan Edelsburg (Sawhorse Media), Don Steele (Comedy Central), Michael Scogin (NBC Universal), Sabrina Caluori (HBO)

Forget Screens: Immersive Content Lives Everywhere

Bill Galusha (Autofuss / Bot & Dolly), Chad Hutson (Leviathan)

Worlds Without Boundaries: Books, Games, Films

James Frey (Full Fathom Five, LLC), John Hanke (Niantic Labs)

Convergence Day // Tuesday, March 17

Offering Interactive, Film, and Music attendees a taste of the complete SXSW package. Our programming teams work together to curate a day of sessions illustrating the increasingly large areas of intersection between the three events, maximizing opportunity to learn about and connect with participants from other creative industries. sxsw.com/convergence/convergence-day

Convergence Day sessions announced include:

3D Printing in the Movies

David Leigh (Harvest Technologies)

Databenders & Spoonbenders: Hacking Music & Design

Michael Hendrix (IDEO)

Data-Driven Strategy vs. Editorial Gut Instinct

Elizabeth White (Time Inc.), Jessica Novak (Refinery29.com), Mike Hofman (Conde Nast)

Live Music Streaming for Brands: Engagement

Hank Neuberger (Springboard Productions), John Petrocelli (Bulldog Digital Media)

Making Art While Entertaining the Internet

Sean Carney (Social Mal Practice), Molly Soda (MollySoda.Biz), Yung Jake (Adult Swim), Jayson Musson (Salon94), Jillian Mayer (Borscht Corp)

Making Music Physical Again

Kate Stone (Novalia), Charlotte Brimner (Musician)

Music as Personalized Medicine: Experiment at SXSW

Daphne Zohar (PureTech Ventures)

Music UX: Connecting Technology and Experience for Fans

John Paul (Featuring. Me), James Apollo (Possible), Justin Evans (Mix Genius), Alaina Thetford (Train Case Management)

Online Distribution: Set the trend!

Pierre-Alexandre Labelle (Under The Milky Way), Emmanuel Cocq (European Commission Creative Europe MEDIA Programme), Daniela Elstner (Doc & Film International)

Science of Social Funding: 247 Campaign Patterns

Vann Alexandra Daly (Vann Alexandra), Missy Laney (Sundance Institute), Francis Pollara (KesselsKramer)

Streams, Shuffles and Statutes: Congress & Music

Chris Harrison (Pandora), Greg Barnes (Digital Media Association), Jason Chaffetz (U.S. House of Representatives), Elizabeth Frazee (TwinLogic Strategies)

Web Influence on the Future of Music Documentaries

Leah Horwitz (VH1), Lewis Bogach (CMT), Dave Sirulnick (MTV), Thomas Benski (Pulse Films/Vimeo on Demand)

Why Top Artists Today Need Spy Tools

Nico Sell (Wicker LLC)

Major conference and band announcements to come the week of Monday, October 20 for SXSW Interactive, Film & Music – details can be found at sxsw.com.

Register for a SXSW Badge today at sxsw.com/attend, and join us March 13 - 22, 2015 for unparalleled access to all these sessions, screenings, showcases, 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 24 and save up to 30% off the walk-up rate.

About SXSW (March 13 – 22, 2015)

The South by Southwest (SXSW) Conferences & Festivals offer the unique convergence of original music, independent films, and emerging technologies. Fostering creative and professional growth alike, SXSW is the premier destination for discovery. Year after year, the event is a launching pad for creative content. New media presentations, music showcases and film screenings provide buzz-generating exposure for creators and compelling entertainment for audiences. Conference panel discussions present a forum for learning, business activity thrives at the Trade Shows and global networking opportunities abound. Austin serves as the perfect backdrop for SXSW, where career development flourishes amid the relaxed atmosphere. Intellectual and creative intermingling among industry leaders continues to spark new ideas and carve the path for the future of each ever-evolving field, long after the event’s conclusion. sxsw.com

SXSW 2015 is sponsored by Miller Lite, Esurance, AT&T, IFC, Mazda, Monster Energy, The Austin Chronicle and Sonicbids.

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Press Credentials: SXSW is accepting applications for 2015 SXSW Press Credentials at sxsw.com/press. The deadline to apply is Wednesday, February 11, 2015 and walk-up requests will not be granted.

Contact: Rebecca Feferman
rebecca@sxsw.com
512-467-7979 x 236