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PRESS RELEASE
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SXSW Music - Inspiration by Day, Discovery By Night
First Round of Artists and More Panels Announced

October 20, 2015 - Austin, Texas - The South by Southwest® Music Conference and Festival (SXSW®) is pleased to announce the first round of artists invited to perform as well as additional conference panel programming. This is just a small sample of the wide array of artists and conference sessions being presented to the attending global music community. SXSW Music's 30th annual event takes place Tuesday, March 15 - Sunday, March 20, 2016 in Austin, Texas.

The SXSW Music Conference will be presenting innovative and on-trend conference programming relying on the business acumen of notable industry insiders who have successfully navigated the music world for many years as well as up-and-coming industry professionals. Highlighted sessions taking place in the Austin Convention Center include: **What It Means to Start a Label in the Digital Age** with Talib Kweli and Jarret Myer (UPROXX); **Radio Re-tuned for the Music Ecosystem** with Phil Guerini (Radio Disney); **No Basic Pitches: Publicity By The Journalists; You Can't Pay Bills with Facebook Likes** with Tim Quirk (Freeform); **Data Analytics for the Indie Artist; Pop Music Production; From Vine To Signed: The Future of A&R; Making Music History: 50 Years of Ardent Studios; Making Streaming Royalties Fair(er) and High Res Audio in Every Earbud.** Check out the latest additions to the conference programming at http://schedule.sxsw.com/?conference=music&event_type=sessions.

The SXSW Music Festival staff is curating a one-of-a-kind music festival experience. The first round of artists invited to perform include:

3ballMty (Monterrey MEXICO)	Angelo Moore & The Brand New Step (San Francisco CA)
Abjects (London UK-ENGLAND)	Astrid S (Berkak NORWAY)
The Academic (Mullingar IRELAND)	Autobahn (Leeds UK-ENGLAND)
Barry Adamson (Brighton UK-ENGLAND)	Avec Sans (London UK-ENGLAND)
Adée (Kalmar SWEDEN)	The Ballroom Thieves (Boston MA)
Alex G (Philadelphia PA)	The Band of Heathens (Austin TX)
Alice on the roof (Brussels BELGIUM)	Bee's Knees (Los Angeles CA)
Aloa Input (Munich GERMANY)	Better Person (Berlin GERMANY)
Altimet & the Kawan Band (Kuala Lumpur MALAYSIA)	Beverly (Brooklyn NY)
Anamanaguchi (New York NY)	Big Phony (Seoul SOUTH KOREA)
And The Kids (Northampton MA)	Bird Dog (Los Angeles CA)

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Birdy Nam Nam (Paris FRANCE)
Birthmark (Brooklyn NY)
Black Asteroid (Brooklyn NY)
Bombino (Agadez NIGER)
Boulevards (Raleigh NC)
Brass Bed (Lafayette LA)
Bye Bye Badman (Seoul SOUTH KOREA)
Laura Carbone (Mannheim GERMANY)
Rosie Carney (Donegal IRELAND)
Frank Carter & The Rattlesnakes (London UK-ENGLAND)
Cash+David (London UK-ENGLAND)
Caveman (New York NY)
Ceasetone (Reykjavik ICELAND)
Chambao (Málaga SPAIN)
Chirkutt (Dhaka BANGLADESH)
Cirkus Funk (Cali COLOMBIA)
Cóndor Jet (Providencia CHILE)
Consulado Popular (Bogotá COLOMBIA)
The Crookes (Sheffield UK-ENGLAND)
Crystal Castles (Toronto CANADA)
Dash Rip Rock (Slidell LA)
David Wax Museum (Charlottesville VA)
Demob Happy (Brighton UK-ENGLAND)
Élage Diouf (Montréal CANADA)
Dirty Fences (Brooklyn NY)
Dolce (Umeå SWEDEN)
Downtown Boys (Providence RI)
DRELLER (London UK-ENGLAND)
Dubioza Kolektiv (Sarajevo BOSNIA AND HERZEGOVINA)
Eau Rouge (Stuttgart GERMANY)
Emufucka (Tokyo JAPAN)
Expert Alterations (Baltimore MD)
Sarah Farina (Berlin GERMANY)
Lena Fayre (Los Angeles CA)
Fear of Men (Brighton UK-ENGLAND)
Few Bits (Antwerp BELGIUM)
Ian Fisher (Berlin GERMANY)
The Foreign Resort (Copenhagen DENMARK)
Andy Frasco & the U.N. (Los Angeles CA)
A Giant Dog (Austin TX)
Matt Gilmour's Patient Wolf (Austin TX)
Gold Class (Melbourne AUSTRALIA)
Jon Dee Graham (Austin TX)
William Harries Graham & the Painted Redstarts (Austin TX)
Guerilla Toss (New York NY)
HÆLOS (London UK-ENGLAND)
Haihm (Seoul SOUTH KOREA)
Hanggai (Beijing CHINA)
Har Mar Superstar (Minneapolis MN)
Hinds (Madrid SPAIN)
Howardian (New York NY)
Hyperpotamus (Caranca SPAIN)
Illionaire Records (Dok2 & The Quiett) (Seoul SOUTH KOREA)
Silvana Imam (Stockholm SWEDEN)
Imran Aziz Mian Qawwal (Rawalpindi PAKISTAN)
Into It. Over it. (Chicago IL)

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Is Tropical (London UK-ENGLAND)
Jahkoy (Toronto CANADA)
Jambinai (Seoul SOUTH KOREA)
Joan Of Arc (Chicago IL)
John GRVY (Madrid SPAIN)
Jointpop (Port Of Spain TRINIDAD AND TOBAGO)
Judah & the Lion (Nashville TN)
KAO=S (Tokyo JAPAN)
Marina Kaye (Marseille FRANCE)
Josh Kelley (Park City UT)
The Kickback (Chicago IL)
La Banda Morisca (Jerez De La Frontera SPAIN)
Lazyeyes (Brooklyn NY)
Lois (Madrid SPAIN)
Demi Louise (Boronia AUSTRALIA)
Love X Stereo (Seoul SOUTH KOREA)
Lushes (Brooklyn NY)
LV (London UK-ENGLAND)
Mai Nimani (Hyderabad PAKISTAN)
Mamamoo (Seoul SOUTH KOREA)
MC Lars (Oakland CA)
Methyl Ethel (Perth AUSTRALIA)
Micachu and the Shapes (London UK-ENGLAND)
Mise en Scene (Winnepeg CANADA)
Missi & Mister Baker (Portland OR)
Moving Panoramas (Austin TX)
Mr Muthafuckin eXquire (Far Rockaway NY)
Mumiy Troll (Vladivostok RUSSIA)
The National Parks (Provo UT)
Now, Now (Minneapolis MN)
Oil Boom (Dallas TX)
OKRAA (Bogotá COLOMBIA)
Paul Oscher (Austin TX)
Overload (Lahore PAKISTAN)
Owen (Chicago IL)
The Parrots (Madrid SPAIN)
PHASES (Los Angeles CA)
Platonick Dive (Livorno ITALY)
The Pocket Rockets (Los Angeles CA)
Ron Pope (Nashville TN)
Prince Rama (New York NY)
PUP (Toronto CANADA)
Pure Bathing Culture (Portland OR)
Quebe Sisters (Dallas TX)
Quiet Life (Portland OR)
Reuben and the Dark (Toronto CANADA)
Emitt Rhodes (Hawthorne CA)
RIVRS (London UK-ENGLAND)
Self Defense Family (Los Angeles CA)
Skyline (Austin TX)
Sleepers' Reign (Herentals BELGIUM)
Son Little (Trenton NJ)
Southern Hospitality (London UK-ENGLAND)
The Spook School (Edinburgh UK-SCOTLAND)
Suboi (Saigon VIETNAM)
Sunflower Bean (New York NY)
Summer Heart (Malmo SWEDEN)
Sur du monde (Rosario ARGENTINA)

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Sy Ari Da Kid (Atlanta GA)	The Wet Secrets (Edmonton CANADA)
Tarmac (Medellin COLOMBIA)	Glenn White (New York NY)
The Nightowls (Austin TX)	Wildhoney (Baltimore MD)
Throwing Shade (London UK-ENGLAND)	Marlon Williams & The Yarra Benders (Christchurch NEW ZEALAND)
Vaadat Charigim (Tel Aviv ISRAEL)	Womps (Glasgow UK-SCOTLAND)
Victim Mentality (Seoul SOUTH KOREA)	Wordburglar (Toronto CANADA)
Victoria+Jean (Brussels BELGIUM)	XYLØ (Westlake Village CA)
Waco Brothers (Chicago IL)	Yarn (New York NY)
Wahid Allan Faqir (Rahim Yar Khan PAKISTAN)	Yuck (London UK-ENGLAND)

(This list is subject to change. This is only a portion of the artists that will be performing at the SXSW Music Festival. More performers will be announced at a later date.)

For more information on the SXSW Music Festival, please go to
http://schedule.sxsw.com/?conference=music&event_type=showcase

Listen to the artists that will be performing at SXSW 2016 by tuning in on your mobile device or desktop to SXSWfm at
<http://www.sxsw.com/fm>.

The South by Southwest Music Conference and festival is a six-day event held every March in Austin, Texas. The conference offers unmatched access to ideas and global viewpoints on an increasingly borderless industry. It aims to educate and inspire musicians and professionals alike, with sessions attended by over 30,000 registrants and showcasing artists. A large multi-industry trade show exhibition, Music Gear Expo and daytime stage performances round out the day while evenings are devoted to the SXSW Music Festival, which showcases 2,000 acts ranging from the unsigned to the iconic. The 30th annual event takes place March 15 - 20, 2016. For more information, please visit [<http://sxsw.com/music>]. To register for the event, please visit <http://sxsw.com/attend> [<http://www.sxsw.com/attend>].

SXSW Music 2016 is sponsored by Sonicbids, Esurance, Mazda, Monster Energy, Capital One, Bud Light, McDonald's and The Austin Chronicle.

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