



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

sxsw.com

FOR IMMEDIATE RELEASE

SXSPORTS ADDS BARKLEY, ROUSEY & MORE TO 2015 LINEUP

Austin, Texas – January 14, 2015 – South by Southwest® (SXSW®) revealed major additions to the 2015 SXsports® program today, including Turner Sports analyst Charles Barkley, UFC’s Dana White and Ronda Rousey, Baylor’s Head Football Coach Art Briles, Olympic and X-Games Gold Medalist Shaun White, and NFL Network Anchor and Pro Football Hall of Famer Deion Sanders among many others. The three-day sports-focused track of SXSW Interactive and Film incorporates panels, film screenings and networking events, touching on all aspects of the future of sport through the SXSW lens of culture, technology & innovation. Taking place Friday, March 13 – Sunday, March 15, 2015 in Austin, Texas, the Convergence track will ultimately feature over 50 sessions. For more information, visit sxsw.com/sxsports, and the complete schedule of events can be found at schedule.sxsw.com.

“Though we set the bar high when we launched last year, I think we’ve done well to top it, and add even more value to the SXsports experience,” said Rebecca Feferman, Head of SXsports. “Our programming tackles the gamut of the sports world, all while offering a specificity and point of view unique to SXSW, in an environment brimming with game-changing energy and a mix of creative industries you can’t find anywhere else on the planet.”

New for 2015, each day will begin with a “Problem Solvers” session, designed to help reach actionable solutions to evolving challenges in the sports landscape. The format unfolds as an interactive exercise to address a specific hot topic, and speakers facilitate small group discussions with the audience to identify potential formulas for success.

Additional panelists joining previously announced sessions include Stanford University’s Derek Belch, Campus Insiders’ Bonnie Bernstein, Pacific University’s Jules Boykoff, Univision’s Eric Conrad, New York Giants Wide Receiver Victor Cruz, Michigan State University’s Joanne Gerstner, WNBA star Brittney Griner, Aspen Institute’s Risa Isard, US Anti-Doping Agency Chairman Edwin Moses, CNN’s Rachel Nichols, ESPN’s Ryan Spoon, NFL Network’s Eric Weinberger, and NCAA Sport Science Institute’s Mary Wilfert.

Sports-related film screenings, shown as part of the official SXSW Film program, are also a key element of SXsports. Already announced for inclusion is the world premiere of Grantland Features’ first film, *Son of the Congo*, following NBA star Serge Ibaka’s return to his homeland and directed by Adam Hootnick. Additional affiliated features and short films will be announced on February 3, along with the complete SXSW Film lineup at sxsw.com/film.

All SXsports panels, screenings and events are open to SXSW Interactive, Film, Gold and Platinum badgeholders. Register by 11:59pm CST on Friday, January 16 and save off the walk-up rate. sxsw.com/attend

SESSIONS ANNOUNCED TODAY:

The 12-Month Sports Season

Melissa Rosenthal Brenner (NBA), Sam Laird (Mashable), Greg Luckman (CAA Sports), Rudolf Vidal (FC Bayern Munich)

Acing the Sports Game with the Oculus Rift

Jordi Bruin (Triple IT), Ruben Jongkind (AFC Ajax), Robert Overweg (Triple IT)

The Athlete Slash Entrepreneur

Israel Idonije (Athlitacomics), Mike Kafka (Roo Outdoor), Linda Lacina (Entrepreneur Magazine)

Athletes and Musicians Direct-to-Consumer Media

Steve Aoki (Steve Aoki), Oliver Lockett (TheAudience), Brodie Smith (Professional Athlete), Shaun White (Professional Athlete)

The Basketball Tournament: A New Model for Sports?

Luke Bonner (GYK Antler), Gabe Feldman (Tulane University), Dan Friel (The Basketball Tournament)

Bike Attraction: Urban Bicycling Gets a Makeover

Rebecca Gates (Musician/Cyclist), Susan Peithman-Criss (Transportation Research and Education Consortium), Tom Smuts (Mad Men), Kansas Waugh, (Bay Area Bike Share)

Can MLB Data Solver Arm Injuries in Youth Pitchers?

Chris Marinak (Major League Baseball), Rick Riccobono (USA Baseball), Ted Sullivan (GameChangers)

Can Sports Help End a Culture of Violence?

Ben Casselman (FiveThirtyEight), Jane Randel (NO MORE), additional Panelists TBA

The Changing Face of Action Sports Media

Angel Collinson (Angel Collinson), Tana Hoffman (Teton Gravity Research), Todd Jones (Teton Gravity Research), Keith Sharman (CBS News)

Coaching Fast and Fearlessly

Art Briles (Baylor University), Kevin Kelley (Pulaski Academy), George Schroeder (USA TODAY Sports)

El Nuevo Latino: Fusing Cultures and Values

Aldo Kafie (Octagon Access), Galina Espinoza (Major League Soccer Digital), Gonzalo Perez (Motivo Insights), Marime Riancho (Pernod-Ricard)

Featured Session // How to Remain Relevant in Today's Digital Age

Charles Barkley (Turner Sports), additional Panelists TBA

Featured Session // UFC: Women Breaking Ground Inside the Octagon

Ronda Rousey (UFC), Dana White (UFC)

Grantland Sports Podcast Live

Panelists TBA

Play Good, Look Good: Athletes and Fashion

Rembert Browne (Grantland), additional Panelists TBA

Problem Solvers // Compensating College Athletes for Their Likeness

Panelists TBA

Problem Solvers // Crowdfunding Competitive Athletes

Emily White (Dreamfuel)

Punch Drunk: Hockey Fighting at a Crossroads

Greg Wyshynski (Yahoo Sports), additional Panelists TBA

Science Over Tradition: The New Edge in Sports

Scott Goldman (University of Michigan), Gary McCoy (Catapult Sports), Lindsay Thornton (United State Olympic Committee), Leonard Zaichowsky (BIOCAM)

Skateboarders and Marketers: The Dynamic Duo

Danny Way (Professional Skateboarder), additional Panelists TBA

Sport For Development: Affective Societal Change

Joey Cheek (Former Olympic Athlete), Matt Geshcke (Laureus Sport for Good), Dave Minge (GlideSlope), Paul Teeple (Partners of the Americas)

EVENING EVENTS & LOUNGES

SXsports Topgolf Challenge presented by TaylorMade Golf

Thursday, March 12, 7pm - 10pm, Topgolf Austin

**Additional registration required, email reg@sxsw.com for info*

SXsports Kick-Off Reception presented by Octagon

Friday, March 13, 6:30pm - 8:30pm, Half Step

SXsports Fight Night presented by UFC

Saturday, March 14, 7:00pm - 11:00pm, Location TBD

SXsports Selection Sunday Party presented by Turner Sports

Sunday, March 15, 4:00pm - 6:00pm, Champions Sports Bar and Restaurant

SXsports Overtime Party

Sunday, March 15, 9pm - 12am, Location TBD

MVPindex SXsports Lounge

Friday, March 13 - Sunday, March 15, 11am - 6pm on Fri, 9am - 6pm Sat & Sun
Four Seasons Hotel, Stone's Crossing Room

NBC Sports SXsports Lounge

Friday, March 13 - Sunday, March 15, 11am - 6pm on Fri, 9am - 6pm Sat & Sun
Four Seasons Hotel, Lower Level

PREVIOUSLY ANNOUNCED SESSIONS:

Athletes are Suddenly Funny: The Power of Comedy & Sports

Patrick Starzan (Funny or Die), additional Panelists TBA

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 Thompson (MyFitnessPal)

The Business of Preparing Potential NFL Draftees

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

Competitive Advantage: Mental Health in Athletics

Patrick Baillie (Consultant), Doug Hanks (Auburn University), Carmen Tebbe (Oklahoma University), Mary Wilfert (NCAA)

The Democratization of Sports Commentary

Eric Conrad (Univision Communications), Andre Pacheco (Second Mic), Mary Pilon (The New York Times), Ryan Spoon (ESPN)

Does Playing Sports Equal Brain Damage?

Joanne Gerstner (Michigan State University), 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

Bonnie Bernstein (Campus Insiders), Traug Keller (ESPN), Colin Cowherd (ESPN), Stephen A. Smith (ESPN)

Filmmaking Cues from Top Sports Cinematographers

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

The Future of Doping and PEDs

Matt Futterman (Wall Street Journal), Jason Gay (Wall Street Journal), Edwin Moses (US Anti-Doping Agency)

Gameday 2025: What's In Your Living Room?

Jeff Beckham (Jeff Beckham), Spencer Hall (Vox Media/SB Nation), Mark Kramer (Pac-12 Networks)

His & Hers Live Podcast

Jemele Hill (ESPN), Michael Smith (ESPN)

How the Data Era Will Build High Performing Humans

Victor Cruz (New York Giants), Michael Gervais (Pinnacle Performance Center), Sarah Robb O'Hagan (Equinox), Haile Owusu (Mashable)

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 Gen of Fans

Peter Kafka (All Things Digital), Perkins Miller (National Football League), Deion Sanders (NFL Network), Eric Weinberger (NFL Network)

MLBAM & NASCAR: Sports and Technology Converge

Bob Bowman (MLB Advanced Media), Brent Dewar (NASCAR), Rachel Nichols (TNT/CNN)

The Near-Future of Sports TV

Marie Donoghue (ESPN), John Ourand (Sports Business Journal), Dan Shanoff (USA TODAY Sports), Ron Wechsler (NBC 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 Golf Company), Andrew Kipper (Excel Sports Management), Ashley Mayo (Golf Digest)

Out on the Field: LGBT Pro Athletes in 2015

Jason Collins (Former Professional Athlete), Mike Foss (USA TODAY Sports), Brittney Griner (Phoenix Mercury), Megan Rapinoe (Seattle Reign FC)

Problem Solvers // Tech Plus Youth Sports Equals Universal Access

Tom Farrey (Aspen Institute Sports & Society Program), Risa Isard (The Aspen Institute)

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

Jules Boykoff (Pacific University), Ben Carrington (University of Texas), Piara Powar (FARE), Dave Zirin (The Nation)

Tech That's Changing Sports and Building Empathy

Derek Belch (Stanford University), Chris Kluwe (Professional Athlete)

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 ANNOUNCES ADDITIONS TO SXSPORTS 2015 LINEUP

SXSW 2015 is sponsored by Miller Lite, Esurance, AT&T, IFC, Mazda, Monster Energy, McDonald's, The Austin Chronicle and Sonicbids.

#

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: sxsports@sxsw.com
 512-467-7979