

SXSW 2018 MEDIA QUOTES

“Between the dates of March 9 and March 18, Austin, Texas is officially where it’s at. The South by Southwest Festival is a convergence of the music, tech, and film industries. It’s where the greatest creative minds in the country go to view each other’s work, network, and collaborate on future projects.”

Refinery29

“SXSW continues its mission to welcome a diverse group of creative professionals and innovative companies to further develop careers and businesses whether it is through music, film or technology.”

Forbes

“The respect for artistry is still real and deeply felt at SXSW.”

Ad Age

“Over the years, the conference has grown to encompass music, film, tech and more. It blew up into a cultural event attracting people who want to be where the buzz is.”

CNET

“SXSW [has] become one of the most lucrative launching pads on the film festival circuit.”

The Hollywood Reporter

“It was not a South by Southwest Music Festival for the diversity-averse. Its very existence served as an act of defiance aimed at those who would fence off America from the world. Female artists, artists of color, outsiders from every corner of the world — from Africa and Poland to Jordan and Russia — filled the crowded bars and clubs of the Texas capital with dissenting guitars, empowered voices and raised fists.”

Chicago Tribune

“Few if any events can match SXSW’s eclectic cross-section of industries...the ability to network with peers and others from the creative space is invaluable.”

AdWeek

“The SXSW show floor hosts a treasure trove of strange, innovative and ridiculous experiences from around the world.”

engadget

“For a week and a half in Austin ... every country at South by Southwest is promoting something - whether it’s happiness, technology, art or music.”

BBC News

“Each year SXSW sets the pace for music, film and technology.”

The (London) Times

“This year, the conference reflected a changing tech landscape. Panelists tackled major issues like cybersecurity, sexual harassment, healthcare, surveillance, and the responsibility social platforms have to place checks on their power.”

CNN

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sxsw.com

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“The 10-day event, in which more than 70,000 registered attendees explored various entertainment disciplines — film, television, music and interactive entertainment — has always had a rebellious spirit, be it celebrating underground music or disruptive technologies. But as SXSW’s film festival handed the baton to the music and gaming industries this past week, a distinct sense of revolution hung in the air.”

Los Angeles Times

“The SXSW factor: One thing *Ready Player One*, *A Quiet Place* and *Blockers* all had in common before becoming hot box-office titles? They all debuted at SXSW.”

The Hollywood Reporter

“Austin, Texas makes a fair claim of being the live music capital of the world. At no time is this truer than during South by Southwest festival when the entirety of the downtown area becomes an enthralling melting pot of different sounds, from the tumult of street performers and buskers on every corner, to the thrum of live bands spilling out from Austin’s seemingly endless array of venues.”

BBC Music

“At SXSW, whatever you’re looking for, chances are, there’s plenty of it.”

CNET

“Latin American and U.S. Latino presence at the annual South by Southwest (SXSW) tech, film and music festival has grown significantly – particularly through music – since the festival’s inception in 1987.”

NBCNews.com

“It was, like much of SXSW, a tacit acknowledgment that while there can be plenty of advantages to online connections, ultimately there’s more power in actual conversations.”

Los Angeles Times

“The most talked about topic at the South by Southwest this year wasn’t a company or a trend: It was women in tech.”

CNBC

“...the fire of music discovery still burns strong at SXSW as labels, managers and independent artists seek to promote the best in new sounds coming from around the world.”

earmilk.com

“‘A Quiet Place’: Why the Horror Film Roared at the Box Office? #1: SXSW Buzz”

Variety

“At SXSW ...because it is capturing what is bubbling under, they have done ... an excellent job particularly this year of seeking out as many different voices as possible.... They have done a really nice job capturing the breadth of humanity....”

NPR Pop Culture Happy Hour

“SXSW provides an amazing opportunity to have a huge impact for the first ever US gig.”

Huw Stephens, BBC Music, in musicweek.com

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“Global urbanization is changing cities everywhere, erasing many of their unique differences, but Austin’s soul still makes SXSW special.”

Ad Age

“All across downtown Austin, national tourism and trade bureaus have rented out entire restaurants, bars and even homes and changed them, for more than a week of events, into miniature embassies of culture and business.”

BBC News

“While past SXSWs have regularly focused on the ever-shifting nature of digital distribution, inside-baseball business chatter in 2018 was taking a backseat to social and cultural responsibility. Industry talks over the next three days will hit on subjects such as harassment, diversity and gender wage gaps throughout the music community.”

Los Angeles Times

“Sometimes you have to fly miles to meet people who work in your backyard!”

Cashbox Magazine Canada

“I think SXSW was the most valuable thing for the movie,” says producer Andrew Form of Michael Bay’s *Platinum Dunes*, which produced *A Quiet Place* for Paramount. “The buzz that we were able to generate from the screening before 1,200 people and critics really launched the film.”

The Hollywood Reporter

“South By Southwest has long been a sacred annual pilgrimage for brands, tech companies and ad agencies alike, offering a heady mix of technology and creativity under the Texan sun.”

Business Insider

“The world’s biggest ‘experience’ stage.”

Ad Age

“The Americana music umbrella makes room for a whole lot of genres, and nowhere was that more clear than during the 2018 South By Southwest lineup, as country, rock, folk and blues sounds filled venues around Austin. But SXSW is a famously eclectic gathering, where even country-radio superstars like Keith Urban can feel at home.”

Rolling Stone

“South by Southwest (SXSW) is not just an annual music festival and tech conference in Austin, Texas, it also includes venues where people from specific countries or regions of the world can gather to share ideas. This is the inaugural year for Africa House at South by Southwest, and it’s providing valuable networking opportunities for Africans who come to experience and benefit from this eclectic festival.”

VOANews.com

“With thousands of bands performing over five days across the city, there’s no way to see everything, but there’s always a great opportunity to discover a great musician you’ve never heard before.”

NPR.org

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"It wasn't until the first time it screened, which was at the opening night of South by Southwest, that audiences knew what they were getting from the film. And sure enough, *A Quiet Place* drew massive attention when it debuted [at SXSW] to rave reviews in March. "Word of mouth is so powerful," Jeff Bock, a box office analysts, said. "It lights like wildfire when it catches the right demographic."

Variety

"With the growing interest in Latino music around the world, SXSW serves as a mechanism for collaboration and networking for artists and music labels from Mexico, The Caribbean, as well as Central and South America."

Houston Chronicle

"Bottom line is that, of all the "mainstream" film festivals out there, SXSW is one of the best at making horror fans happy."

Crooked Marquee

"SXSW is a place where the unexpected is expected."

AdWeek

"There's a trajectory that a lot of the best bands playing SXSW tend to follow, in that the first year they're here barely anyone sees them play and then the next time they come back, they're the talk of the town."

Stereogum

"SXSW now feels more like 'a meeting of the minds'."

CNN

"Thanks, SXSW, for keeping Austin weird in 2018."

Yahoo!