

# SXSW 2019 MEDIA QUOTES

“Now Austin’s South By Southwest has developed into a vast and unwieldy but hugely inspiring showcase for new music, film, technology and pretty much every other aspect of modern life. It is hard to define, given that it ranges from keynote speeches by world leaders to punk gigs..., but in essence it is a celebration of entrepreneurial innovation, in whichever form that takes.”

**The (London) Times**

“Whether it’s taking their musical career to the next level, selling their film or launching the next big tech idea, the 10-day event in Austin, Texas, is a chance for those in the creative industries to showcase their talents.”

**BBC Scotland**

“South by Southwest is known for launching smart studio films and buzzy independent movies. It all happens against a backdrop of tacos, beer, and keynote speeches from influential artists and world leaders. In 2019, SXSW might have had one of its best years ever.”

**Variety**

“It’s a huge feast of musical discovery that brings together bands and fans from around the world.”

**NPR**

“SXSW is an amazing experience that inspires, educates and excites.”

**Vogue Italia**

“From 700 registrants in 1987 to over 75,000 conference attendees in 2018, South by Southwest (SXSW) has transformed from a relatively small music festival in Austin, Texas, into arguably the world’s most important creative convention celebrating and connecting innovators in technology, art, food, politics and more.”

**Entrepreneur**

“SXSW had a record nine Headliners this year, plus a handful of high-impact political docs.... But such movies make up less than 10% of a festival that’s still first and foremost about discovering and sharing outside-the-box new independent films....”

**Variety**

“The music industry spring break has long been one of the best places to discover ambitious new bands for record labels, managers, promoters and critics.”

**Sound Opinions**

“...The world’s largest culture fest.”

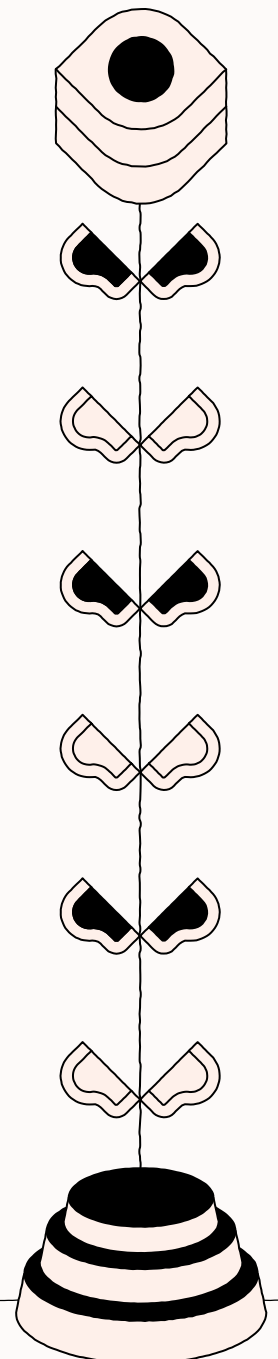
**CNET**

“SXSW was truly about supporting up-and-coming artists and finding the next big thing.”

**The Daily Dot**

“The past few years have been especially strong for the South By Southwest Film Festival. Having established itself as a home for breakout comedies....”

**Los Angeles Times**



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“...it’s still a meeting place for forward-thinking minds and the Music portion of the event continues to maintain its identity as a touchstone for America’s music industry to mingle and make moves.”

**Forbes.com**

“Each March, the film, tech and music industries focus their attention on the South By Southwest Festival, taking over much of downtown Austin, Texas for a wide variety of symposiums, panels, speeches and showcases. Where most festivals make the economically prudent decision to revel in the present and celebrate the past, SXSW looks ahead to the future.”

**Jambase**

“...SXSW has a remarkable ability to set the temperature of the times.”

**The (London) Times**

“SXSW 2019 is in the books, along with new chapters in the careers of the thousands of musicians that descended on Austin this month.”

**Consequence of Sound**

“Since its debut in 1987, the festival has become a holy trinity of music, interactive and film — and it has grown into a premiere festival and conference which attracts people from all over the globe. In particular, the film festival has remained consistent with its brand, featuring numerous films that range from unorthodox art house pics to bold comedies to risk-taking drama to the unapologetically bizarre genre features.”

**Deadline**

“For brands and tech companies looking to make a splash and create something that will really resonate, the festival is the perfect opportunity to unleash an experiential activation that draws their audience (and potential newcomers) and retains them for the long term.”

**Adweek**

“...there’s still no better place on earth to be a curious music fan.”

**Noisey**

“Over 2,000 musical acts descended on Austin, Texas, for SXSW.... There’s a rich history of acts breaking out at the fest—particularly female ones, from M.I.A. and Amy Winehouse to Katy Perry and Billie Eilish. And while I didn’t come close to taking in all that South-By had to offer musically, of the many showcases I did attend, the overarching theme was: 2019 is all about the ladies.”

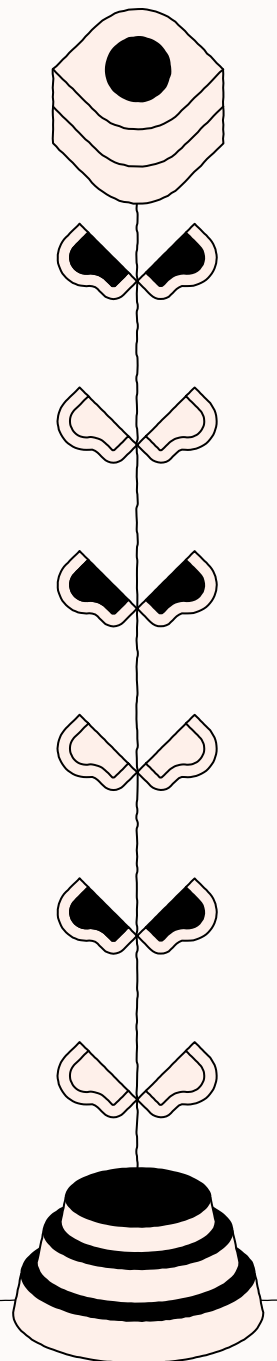
**The Daily Beast**

“Unlike some other festivals, SXSW is allowed to remain rather eccentric in its choices, favoring outsider and under-told stories.”

**Variety**

“The massive Austin event has become the place for unveiling cutting-edge tech, from educational apps to virtual reality art.”

**Smithsonian Magazine**



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“...today’s SXSW draws legends and emerging stars alike – and every level of success in between, and means something different to everyone who experiences it.”

**ascap.com**

“SXSW, the annual conglomerate of festivals held in Austin, has always felt somewhat contradictory. On the one hand, it’s a celebration of artistic creativity and self-expression; on the other, an ever-expanding exposition of emerging technology. In truth, it’s absolutely this diversity that so many have found uniquely rewarding — and that duality that characterizes the event has felt even more profound this year.”

**Business Insider**

“The SXSW Film Festival has grown in stature to become a key launchpad for many kinds of movies — anticipated studio comedies, edgy documentaries, and low-budget narrative features have all taken flight at the Austin gathering. The 2019 edition was an especially fertile example.”

**Indiewire**

“Attending SXSW is opportunistic in the sense that anyone can connect with other musicians and music enthusiasts in small bars, city stages and backyards around Austin.”

**NPR**

“Now in its 33rd year, SXSW started as a small, local music conference and festival and has mushroomed into one of the biggest and most influential gatherings on the planet.”

**USA Today**

“Where the appeal of many festivals is the opportunity to see acts you already love, SXSW’s allure is loving the opportunity to see acts before they have festival appeal.”

**Jambase**

“Night after night for nearly the entire nine-day festival, SXSW unveiled such high-profile titles to enthusiastic audiences at Paramount Theater — a major coup for an event that’s proven to Hollywood marketing strategists that it can serve as an ideal launchpad.”

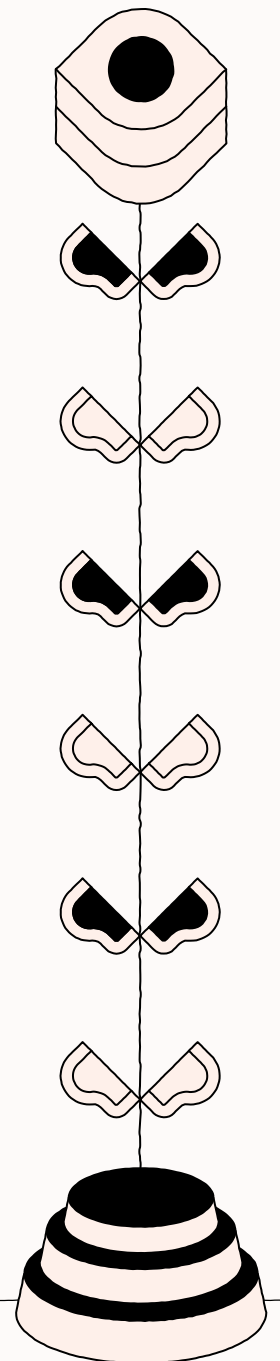
**Variety**

“... the conference provides an exclusive forum for everything from learning how to become a better marketer to getting funding for your tech startup to networking with potential business partners or colleagues.”

**Entrepreneur**

“It’s a lot to take in, but each film, episodic, short and their lineup of keynote and featured speakers continue to make SXSW a sought-after festival, putting equal weight on horror, comedy, drama and genre. The festival is also upping the ante when it comes to inclusion and representation with female filmmakers accounting for 49 of the feature films and 23 films being helmed by people of color.”

**Deadline**



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“The South by Southwest music festival brings together artists from around the world to perform in big venues and small ones, on sidewalks and sprawling stages. Every year, we bring back some musical discoveries that just might be your next favorites.”

**NPR**

“The South by Southwest Music Festival wrapped up over the weekend, but not before 2,000 bands and artists from around the world had serenaded the city at hundreds of clubs. There were plenty of established performers at the conference, but the focus was on the upper-and-comers, the bands that will define the next year of music and beyond.”

**Chicago Tribune**

“Many international businesses use SXSW as a way to showcase their products and network with potential partners.”

**Austin American-Statesman**

“South by Southwest is becoming more important for Latin music every year,” [Felix] Contreras says. “More and more bands from Latin America, Spain and the U.S. are coming here.”

**NPR.org**

“The annual South by Southwest (SXSW) festival in Austin has become one of the world’s premier venues for movies, music, food -- and for cutting-edge debates about technology and public policy.”

**Governing**

“For a festival that was initially seen as a younger sibling to the Austin conference’s music component, the film offerings are impressively deep, highlighted by world premieres that include Kevin Kolsch and Dennis Widmyer’s *Pet Sematary*, Olivia Wilde’s *Booksmart*, Harmony Korine’s *The Beach Bum*, John Lee Hancock’s *The Highwaymen* and Jordan Peele’s *Us*.”

**Variety**

“... SXSW has moved in recent years from being the place to launch your B2C product to a place where brands showcase their “cool factor”...”

**GritDaily**

“... with spring also comes peak touring season, and the artists who you missed in Austin are already gearing up for tours that will take them a little closer to your home (wherever that may be).”

**Consequence of Sound**

“The South by Southwest (SXSW) music festival is perhaps the most important U.S. event for artists trying to make it.”

**qz.com**

