

SXSW 2020 MEDIA QUOTES

“Known locally as “Southby,” the festival has grown since its start in 1987 from a regional music get-together to a major draw, attracting cultural and thought leaders from around the world to the banks of Lady Bird Lake.”

Wall Street Journal

“The growth and history of the festival is intertwined with the fortunes and counterculture identity of this city of outsiders, nonconformists, dreamers, oddballs and smart-as-a-whip folk with audaciously progressive ideas and even bolder ambitions.”

Washington Post

“South By,” as Austin residents call it, has become a 10-day economic powerhouse, its effect on the local economy akin to hosting a Super Bowl, reaching \$356 million last year...”

The New York Times

“Austin, Texas, is perceived as one of the hippest markets in the United States: BBQ, the music scene and, of course, South by Southwest.”

Adweek

“SXSW is known as a central gathering point for the tech, music and media industries that gather to learn from each other while enjoying the Texas weather, beer and barbecue.”

TechCrunch

“...a highlight on the global cultural calendar...”

The New York Times

“SXSW’s film festival, ... has grown to become an important stop on the spring circuit, providing a home for both small-scale independent films and more commercial, studio-backed productions.”

The Los Angeles Times

“It’s a massive festival — and for many artists, it’s also massively important.”

WNYC “The Takeaway”

“One of America’s most famous music festivals...”

BBC.com

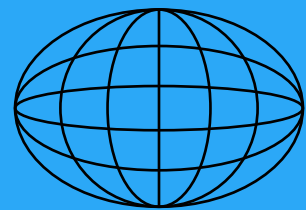
“The annual South by Southwest Conference and Festival is known for having a lineup of programming that makes Austin bust at the seams....”

Deadline.com

“Originally a scrappy showcase for new bands, South by Southwest — or “South By,” as it is widely known — has long since morphed into a vast mix of media, marketing and pop culture, where major brands intermingle with tech start-ups and independent musicians to mutually drum up buzz.”

The New York Times

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“Four locals embodied the city’s risk-taking ethos when they gambled on the idea of creating a festival to showcase the city’s homegrown music. It evolved three decades later into a career-boosting behemoth, spanning industries and reverberating far beyond Texas.”

Washington Post

“As South by Southwest has grown, it has helped elevate Austin’s reputation worldwide as not only a music destination but also a home for technology and innovation.”

The New York Times

“SXSW provides a lot of one-stop shopping: Music fans, music media, record labels all get together in one place to hear about 1,500 bands, and it’s an opportunity to present yourself to people who have a lot of power in the music industry. Bands get signed to record labels at SXSW, they get covered in the media, they get a lot of opportunities they wouldn’t otherwise have.”

NPR Weekend Edition

“The types of movies that go over big at SXSW — raucous comedies, energetic action movies, and far-out genre flicks — do so because of the roaring response of Austin’s famously spirited audiences.”

The New York Times

“That side hustle of an artist reaching out to try and build their career, that’s an extension of what South by Southwest does for artists,” says Taylor Hanson, of the Oklahoma trio Hanson...”

Forbes

“The SXSW Music and Film Festival is one of the most important cultural events every year...”

BusinessInsider.com

“...South by Southwest, the pop culture mega event that helped establish Austin’s funky hipster identity...”

The New York Times

“Events such as South by Southwest help the cultural economy survive.”

Wall Street Journal

“It’s such a remarkable place to discover new artists.”

NPR Music

“South by Southwest — one of the world’s largest gatherings of culture creators...”

Washington Post

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