SXSW FILM FESTIVAL NOW SXSW FILM & TV FESTIVAL

Austin, Texas, Thursday, July 28, 2022 – The South by Southwest® (SXSW®) Conference and Festivals announced the Film Festival will now be called the Film & TV Festival, to reflect the event’s long standing and deep programming of episodics in the screening program, Film & TV tracks, and Keynote and Featured Speaker sessions in the Conference. SXSW was the first festival to program episodics a decade ago with HBO’s Girls in 2012, launched an Episodic section in 2014, and subsequently showcased the world premieres of some of television’s most iconic series including Silicon Valley, Mr. Robot, Barry, What We Do In The Shadows, and Search Party, among 68 other Episodic Premieres and 57 Episodic Pilots.

“We are so proud of our rich history of showcasing both film and television, and wanted the festival name to reflect what we have been doing for a decade,” said Janet Pierson, VP, Director of Film & TV. “Whether in the screening program, the Conference or associated activations on our footprint, SXSW has long been at the epicenter of the best new TV, and in 2023 we will once again thrill our audiences with exciting new work from some of the most talented creators.”

The SXSW Film & TV badge is available at the lowest rate August 2 through September 15, 2022. Registration opens August 2 to get the best hotel rates and options. SXSW Film, TV, XR submissions open on August 23 through October 18, 2022.

History of SXSW Episodic Programming in the Festival

2012: World Premiere of HBO’s Girls by Lena Dunham is the first episodic featured in the festival program.

2013: World Premiere of A&E’s Bates Motel and Conference session Bates Motel: Story to Screen with Carlton Cuse


2015: Five Episodic world premieres: Angie Tribeca, The Comedians, iZOMBIE, Mr. Robot, and UnREAL
2016: Five Episodic world premieres: Outcast, Preacher, Search Party, Vice Principals, and You Me Her

2017: Six Episodic world premieres: American Gods, Dear White People, I Love Bekka & Lucy, I’m Dying Up Here, Nobodies, and The Son

2018: Seven Episodic world premieres: This Is Us Season 2 Finale Episode (special event), Barry, Condor, Krypton, The Last O.G., Vida, and Warriors of Liberty City. This year we launched the Independent Episodics section with 13 titles. The section would be renamed the independent Pilot Competition in 2019: Beast, Cleansed, Everything is Okay: Robot, First World Problems, Hold To Your Best Self, My Dead Ex, Night Owl, One Eye Small, Otis, Polar, Rapture, She’s the Ticket, and Unspeakable.

2019: Seven Episodic world premieres: Broad City Series Finale Screening, Love, Death & Robots, David Makes Man, NOS4A2, Ramy, ShriII, What We Do in the Shadows, and Good Omens: The Nice and Accurate SXSW Event, which included Conference session and several unique activations. 12 Episodic Pilot Competition titles: Baby Love, A Cure For Fear, East of La Brea, Hammerhead, M, Maggie, Moderately Put Together, Queering, Rainbow Ruthie, Revenge Tour, Sterling, and Who You Are

2020: 12 Episodic world premieres were programmed: Central Park, Chad, Cursed Films, Hightown, Home, Motherland: Fort Salem, Outcry, Snowpiercer, Solar Opposites, Tales from the Loop, Upload, and We’re Here. 14 Episodic Pilot Competition titles were programmed: Alisa, Beached, Bored, Embrace, Everyone Together, Heart To Heart, This Isn’t Me, Bananas, Chemo Brain, Cooper’s Bar, The Dream, Homecoming: The Journey of Cardboard, Lusty Crest, and Racist Trees.

(While the 2020 Festival was canceled due to the Coronavirus pandemic, some titles were screened among the 39 projects in Prime Video presents the SXSW 2020 Film Festival Collection, and all projects remained official SXSW Selections.)


Iconic Film & TV Activations: Each year features dozens of inventive, immersive, award-winning installations promoting work in the Festival and Conference, as well as other projects that appeal to the unique SXSW audiences. These include HBO's groundbreaking recreation of Westworld, and subsequent Bleed for the Throne; Amazon's Good Omens Garden of Earthly Delights, A&E’s Bates Motel; USA Networks' recreation of Coney Island for Mr. Robot; AMC’s Preacher and Starz’ American Gods Installations, plus many others. 2022 featured Amazon's Superheroes & Superstars Experience featuring The Boys and Lizzo's Watch Out for the Big Grrrls, FX's Atlanta Season 3 Amsterdam style cafe pop up fittingly called The Trip, Disney+'s Outdoor Screening complete with larger than life characters and all day outdoor screenings, the WarnerMedia House, the Peacock Playground and many others.

About SXSW
SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of tech, film & TV, music, education, and culture. An essential destination for global professionals, the annual March event features sessions, music and comedy showcases, film screenings, exhibitions, professional development and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2023 will take place March 10 - 19, 2023. For more information, please visit sxsw.com. To register for the event, please visit sxsw.com/attend.

SXSW 2023 is sponsored by White Claw, Porsche and The Austin Chronicle.

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