



## **SXSW ANNOUNCES NEW KEYNOTES AND THIRD ROUND OF FEATURED SPEAKERS**

*Creedence Clearwater Revival's John Fogerty and Bluesky CEO Jay Graber  
Announced as Keynotes*

*Featured Speakers Announced include Cristiano Amon, Alan Bergman, Dr. Chelsea Clinton,  
David Duchovny, Josh D'Amaro, Scott Galloway, Arlan Hamilton, Marc Maron, Molly White, and  
more*

**Austin, Texas — January 21, 2025 —** South by Southwest® (SXSW®) Conference and Festivals has announced the addition of new Keynotes and the third round of Featured Speakers for the 39th edition of its annual Conference, which celebrates the convergence of technology, film, television, and music. SXSW takes place March 7-15, 2025 in Austin, Texas. The Keynotes announced today include Rock and Roll Hall of Famer and Grammy Award-winning lead singer for Creedence Clearwater Revival **John Fogerty** and Bluesky CEO **Jay Graber**.

“Whether it be insights from the CEO of one of the fastest-growing social media platforms or tales from a Rock and Roll Hall of Famer, the unique perspectives showcased each March is what makes SXSW such an exceptional event,” said Hugh Forrest, President and Chief Programming Officer. “Jay Graber and John Fogerty are excellent additions to what is developing into a fascinating Keynote Speaker lineup.”

Fogerty and Graber join the previously announced IBM Chairman and CEO **Arvind Krishna** as Keynote Speakers for SXSW 2025.

The Featured Speakers announced today include President and CEO of Qualcomm Incorporated **Cristiano Amon**, co-Chairman; Disney Entertainment **Alan Bergman**; professor, podcast host, *New York Times* bestselling author, co-founder of HiddenLight Productions, and Vice Chair of the Clinton Foundation **Dr. Chelsea Clinton**; writer, director, singer-songwriter, *New York Times* bestselling author, and two-time Golden Globe Award-winning actor **David Duchovny**; Chairman of Disney Experiences **Josh D'Amaro**; serial entrepreneur, podcast host, *New York Times* bestselling author and Professor of Marketing at New York University's Stern School of Business **Scott Galloway**; author and founder of Backstage Capital **Arlan Hamilton**;

stand-up comedian, writer, actor, musician, and host of the podcast *WTF with Marc Maron* **Marc Maron**; and writer, researcher, software engineer, and founder of the website *Web3 is Going Just Great* **Molly White**.

The SXSW Conference is organized into 23 programming tracks presented in a variety of session formats. Tracks for 2025 include 2050, Advertising & Brand Experience, Artificial Intelligence, Climate & Sustainability, Creating Film & TV, Creator Economy, Culture, Design, Energy, Fashion & Beauty, Film & TV Industry, Food, Game Industry, Government & Civic Engagement, Health & MedTech, Music & Tech, Music Industry, Psychedelics, Startups, Tech Industry, Transportation, Workplace, and XR. More information about SXSW programming tracks and formats can be found [here](#).

#### **Announced SXSW 2025 Keynotes:**

- Rock and Roll Hall of Famer and Grammy Award-winning singer and songwriter for Creedence Clearwater Revival **John Fogerty**
- ***The Future of Social with Jay Graber, Bluesky CEO***: The sky's the limit for online platforms, but does the competitive social media market prioritize users' best interests? Enter Bluesky, a public benefit company building an open and decentralized standard for social media. Since its public launch in February 2024, Bluesky has been surging in popularity with over 27.5M users, as it aims to fundamentally change the social media landscape and return choice to users. Join Bluesky CEO **Jay Graber** and founder and Editor of Techdirt **Mike Masnick** for a conversation on how we can take control over our experience online.

#### **Announced Featured Sessions include:**

- ***"Fail Better" Live with David Duchovny***: To be human is to fail – period. And not just to fail once, but to fail a lot. Join writer, director, singer-songwriter, *New York Times* bestselling author, and two-time Golden Globe Award-winning actor **David Duchovny** for a live taping of Lemonada Media's *Fail Better* podcast, a weekly series where Duchovny and special guests unpack moments of failure, or what they have labeled as "failure," but is really an unparalleled opportunity for growth and revelation.
- ***The Future of World-Building at Disney***: Disney tells stories fans love, invites them into worlds they never dreamed possible, and then makes those places real. In this presentation, join co-Chairman, Disney Entertainment **Alan Bergman**, Chairman of Disney Experiences **Josh D'Amaro**, and special guests as they show the convergence of imagination, innovation, and the future of experiential storytelling.
- ***Mapping Music Tech Money, From Seed to Exit***: In this data-driven session, founder of Water & Music **Cherie Hu** will explore the evolving music tech investment landscape through three critical stages. First, she'll examine early-stage venture capital, tracking where investors are placing their bets in key categories like generative AI, superfan engagement, and online collaboration. Then, she'll travel upmarket to analyze growth equity investments in maturing music tech companies, revealing which business models

are proving their staying power and where market saturation looms. Finally, she'll explore major exits and consolidation patterns, painting a picture of who really owns music's technological future. You'll walk away with practical insights about navigating fundraising challenges, setting realistic growth expectations, and building sustainable businesses in today's complex music tech ecosystem — whether you're a founder plotting your next raise, an investor mapping opportunities, or an executive tracking macro industry shifts.

- ***Meet the Astronauts Going to the Moon with NASA's Artemis II:*** Fly me to the Moon! Learn firsthand from the Moon-bound astronauts of NASA's Artemis II mission, the first crewed mission to deep space in over half a century. Following the successful Artemis I flight test in 2022, Artemis II will test the deep exploration systems needed to establish long-term infrastructure for human lunar exploration. Join Artemis II astronauts **Victor Glover, Jeremy Hansen, Christina Koch,** and **Reid Wiseman** for a walk in their spacesuits as they share their stories before their much-anticipated flight.
- ***Pattern Breakers: Why Some Start-ups Change the Future:*** In this session, co-founder and Partner at Floodgate **Mike Maples** will explore why some startups stumble into massive success while others, despite doing everything "right," fall short. This session will challenge the traditional business narrative, aiming instead to inspire the next generation of pattern-breakers to defy today's rules and create tomorrow's. Alongside big ideas, Mike will share tactical strategies to help potential founders decide if their startup idea is worth pursuing—and, if it is, how to turn it into a company that drives lasting change.
- ***Powering Tomorrow: How Big Tech is Redefining the Future of Energy and AI:*** As the world transitions towards cleaner energy to address climate change, Big Tech is driving new innovations in nuclear energy, battery storage, AI, and more. Join Amazon's Chief Sustainability Officer **Kara Hurst** and other energy industry leaders for a discussion on how corporations, startups, and energy companies are developing cutting-edge technologies and leading collaborative efforts that are paving the way for a new era of energy.
- ***Primal Instincts: Making Social "Social" Again:*** What role does / should social media play in our actual social lives? We are wired to need connection, but the more we connect with tech, the less we actually connect with each other. Social media was never enough. In this session, Emmy Award-nominated host, podcaster, public speaker, *New York Times* bestselling author, and founding partner and writer at *Puck* **Baratunde Thurston** will sit down with Mozi co-founders **Molly DeWolf Swenson** and **Ev Williams** to explore the intersection of IRL and the internet, and to discuss the past, present, and future of "social."
- ***Prof G Predictions: 2025:*** In this presentation, serial entrepreneur, podcast host, *New York Times* bestselling author and Professor of Marketing at New York University's Stern School of Business **Scott Galloway** will share his annual predictions, examining consumer, tech, and business trends that will have the biggest impact in 2025. Using data-informed insights, he will share his vision for the trends and opportunities that will define the year ahead.

- ***Projecting Tomorrow: The Future of Holographic Technology:*** Imagine your favorite science-fiction movie - a future where physical objects can be replaced with nothing but light, and where digital objects can escape the screen and integrate seamlessly with reality. Would you believe that this future isn't as far off as it may seem? Join columnist, author, professor, and co-host of the podcast *This Week in XR* **Charlie Fink** and CEO of Light Field Lab **Jon Karafin** as they discuss holography and how the technology is already being used today. Fink and Karafin will also look towards tomorrow, sharing insight into the future of holographic technology and the exciting advancements Light Field Lab is making within the field.
- ***Rebooting AI from the Ground Up:*** In this session, CEO of Humane Intelligence and the United States Envoy for Artificial Intelligence **Dr. Rumman Chowdhury** will explore the transformative potential of democratizing AI evaluation. Drawing from insights of 5,000 critical voices around the world, Chowdhury will discuss practical steps to rebuild AI systems that are transparent, fair, and accountable.
- ***Reproductive Freedom: Good for Workers, Good for Business:*** The battle over reproductive rights has intensified, with expected restrictions on medication abortion distribution and continued legal fights in the states over abortion restrictions. Meanwhile, voters supported abortion access in most states where it was on the ballot. New research from the Institute for Women's Policy Research shows that most workers want reproductive healthcare access, covered by their employers—and many are willing to move across state lines in order to get it. In this session, professor, podcast host, New York Times bestselling author, co-founder of HiddenLight Productions, and Vice Chair of the Clinton Foundation **Dr. Chelsea Clinton**, President and CEO of the Center for Reproductive Rights **Nancy Northup**, and President and CEO of the Institute for Women's Policy Research **Dr. Jamila K. Taylor** will come together for a discussion moderated by ABC News Senior Political Correspondent **Rachel Scott**, on the evolving legal landscape, tools for companies to navigate the complex operating environment, and how local leaders are fighting to protect their constituents.
- ***Speaking Truth to Crypto Power:*** As the crypto industry amasses unprecedented wealth and political influence, writer, researcher, software engineer, and founder of the website *Web3 is Going Just Great* **Molly White's** clear-eyed critique has proven more necessary than ever. Since launching *Web3 Is Going Just Great* in 2021, White has meticulously documented the industry's failures, frauds, and false promises. Once one of crypto's few skeptics during peak hype, her analysis has shaped public understanding of the industry. In this session, White will discuss crypto's growing political machinery, what's at stake as the industry pushes for favorable legislation, and how this watershed moment could reshape both crypto regulation and the broader future of financial technology.

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- Author and founder of Backstage Capital **Arlan Hamilton**
- Stand-up comedian, writer, actor, musician, and host of the podcast *WTF with Marc Maron* **Marc Maron**

## **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 and television, music, education, and culture. An essential destination for global professionals, the annual March event features sessions, music, and comedy showcases, film and television screenings, exhibitions, professional development, and a variety of opportunities to meet and connect with people. SXSW proves that the most unexpected discoveries happen when diverse topics and individuals come together. SXSW 2025 will take place March 7–15 in Austin. Learn more at [sxsw.com](https://www.sxsw.com). To register for the event, please visit [sxsw.com/attend](https://www.sxsw.com/attend).

SXSW's expansion into the Asia Pacific region, with SXSW Sydney starting in 2023 and Europe with SXSW London in 2025, provides new possibilities at this iconic experience. These events, each with their own distinct flavor, make South By an indispensable three-stop tour for the global creative community.

SXSW 2025, Driven by Rivian

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Editor's Note: Media Registration for SXSW is open until Friday, February 7, 2025. Please go to <https://www.sxsw.com/press-center/press-accreditation> to apply.

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