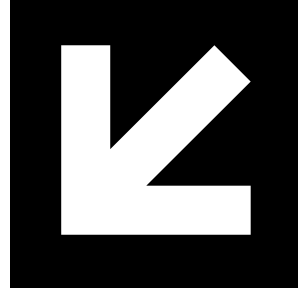


SXSW MEDIA QUOTES



“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

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

The (London) Times

“...SXSW - by its very definition - is about breaking down boundaries, and stepping into the unknown. It’s about trying to do something different...”

Engadget

“Having been founded 30 years ago as a music showcase, SXSW — along with the rapidly growing city around it — has morphed into an all-purpose destination for culture mavens eager to be early adopters in everything from music, cinema and technology to politics and health.”

Washington Post

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

CNET

“SXSW is an intersection of creativity, innovation and discovery through the lens of music, film and tech...”

Forbes

“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

“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 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

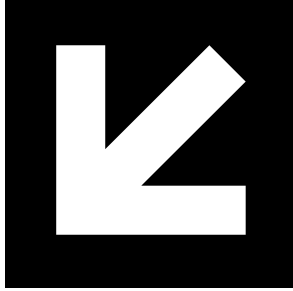
“SXSW is a great place to find out where the music industry is headed.”

Billboard

“...there’s always something to see at SXSW. The show is one of the most prestigious film festivals in the world.”

Fortune

SXSW MEDIA QUOTES



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

Ad Age

“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

“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

“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.”

NPR Weekend Edition

“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

“The SXSW event in Austin, Texas, has become established in the festival landscape as a vital place for discovering new talent as well as a showcase for off-center studio films.”

LA Times

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

WNYC “The Takeaway”

“...it draws an eclectic crowd of movers and shakers in the tech industry each year.”

CBS News

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

The (London) Times

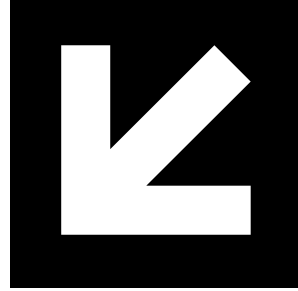
“Over the years, the conference has grown to encompass music, film, tech and more. It blew up into a cultural event attracting people who want to be where the buzz is.”

CNET

“It is here that the world's creative forces assemble every March to network, showcase and share ideas.”

Scotland Herald

SXSW MEDIA QUOTES



“Arguably the world’s most iconic event for launching new talent and game-changing technology and ideas - a Woodstock meets the Web Summit to the power of ten - South by Southwest ... has an incredible ability to capture the zeitgeist at the intersection between technology, music, film and digital media.”

The Independent (Ireland)

“The SXSW film festival lineup once again proves the Austin gathering as a formidable player for big and small movies.”

Variety

“...SXSW still has a proven track record for giving new artists a national profile.”

Billboard

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

BusinessInsider.com

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

Smithsonian Magazine

“...SXSW is known as the place where tech trends are born.”

Forbes

“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

“SXSW has positioned itself as a gateway for international acts...”

The New York Times

“...one of the foremost gatherings of tech-oriented, young and influential leaders...”

NBC News

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

Washington Post