

SXSW 2013

AN INFOGRAPHIC

FROM **ROCKSAUCE** STUDIOS

SOUTH BY SOUTHWEST 2013 EVENT SCHEDULE

FRIDAY MARCH 8 SATURDAY MARCH 9 SUNDAY MARCH 10 MONDAY MARCH 11 TUESDAY MARCH 12 WEDNESDAY MARCH 13 THURSDAY MARCH 14 FRIDAY MARCH 15 SATURDAY MARCH 16 SUNDAY MARCH 17

SXSW GAMING EXPO

SXSW INTERACTIVE

SXSW FILM

SXSW TRADE SHOW

SXSW MUSIC

SXSW MUSIC GEAR EXPO

FLATSTOCK

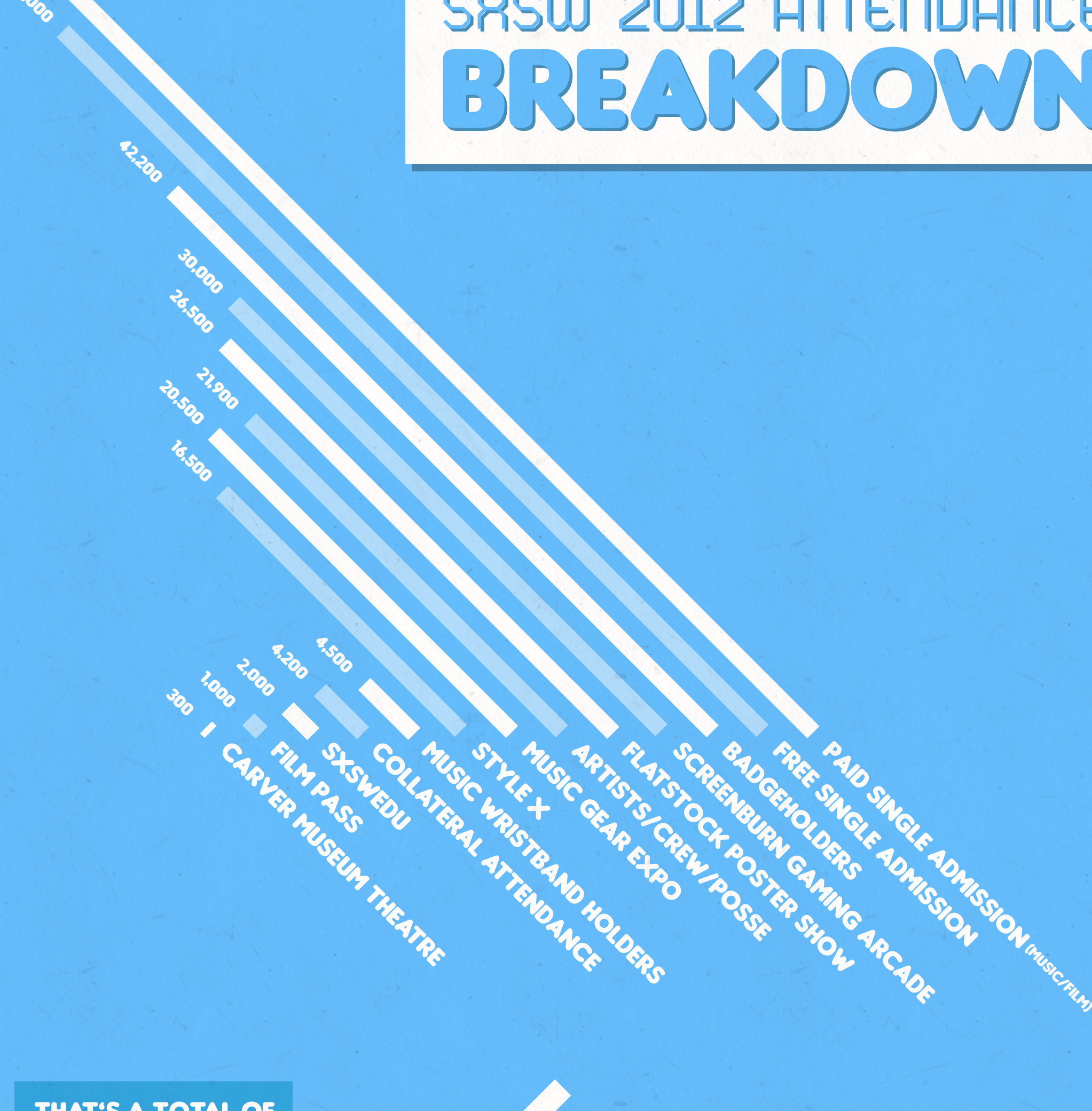


DID YOU KNOW?

THE FIRST SXSW WAS HELD IN 1987. ORIGINALLY JUST A MUSIC FESTIVAL, OVER 700 ATTENDEES SHOWED UP.

IN 2012, COMBINED ATTENDANCE OF ALL SEVEN FESTIVALS REACHED OVER **300,000**.

SXSW 2012 ATTENDANCE BREAKDOWN



THAT'S A TOTAL OF **302,700** ATTENDEES!

IN 2011, ATTENDANCE WAS JUST **286,000**.

ECONOMIC IMPACT ON AUSTIN, TX

INDUCED IMPACT INCLUDES INCREASED SPENDING FROM LOCALS WHO SEE THEIR EARNINGS INCREASE BY THE IMPACT OF SXSW.

INDIRECT IMPACT INCLUDES INCREASED SALES, INCOME, AND JOBS FROM COMPANIES THAT CONDUCT BUSINESS WITH PARTNERS OF SXSW.

DIRECT IMPACT INCLUDES SPENDING FROM OFFICIAL SXSW SPONSORS, EXHIBITORS, AND ATTENDEES.

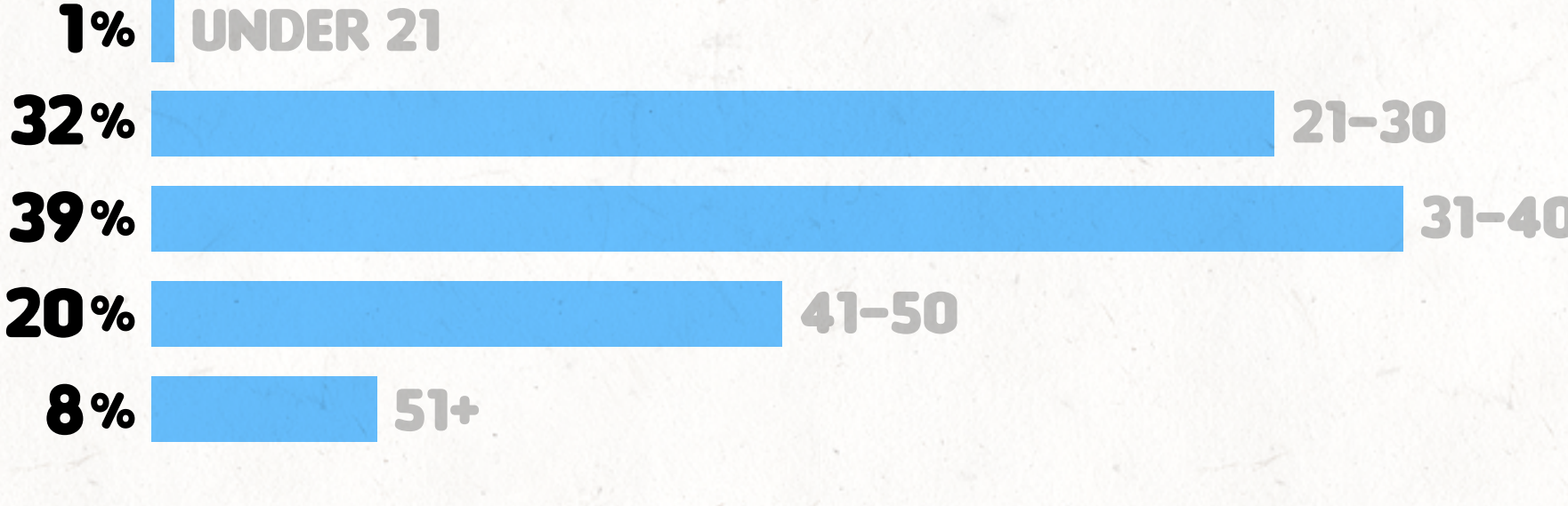


COMPARE THAT TO THE ECONOMIC IMPACT OF SXSW 2011, **\$167.8 MILLION**

THAT REPRESENTS A GROWTH OF OVER **13%**

SXSW 2012 DEMOGRAPHICS

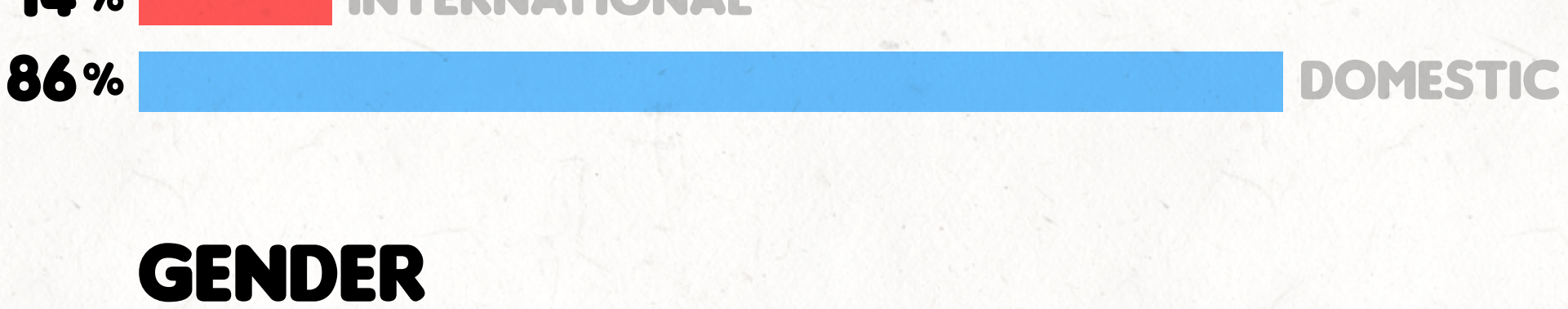
AGES



YEARS ATTENDED SXSW



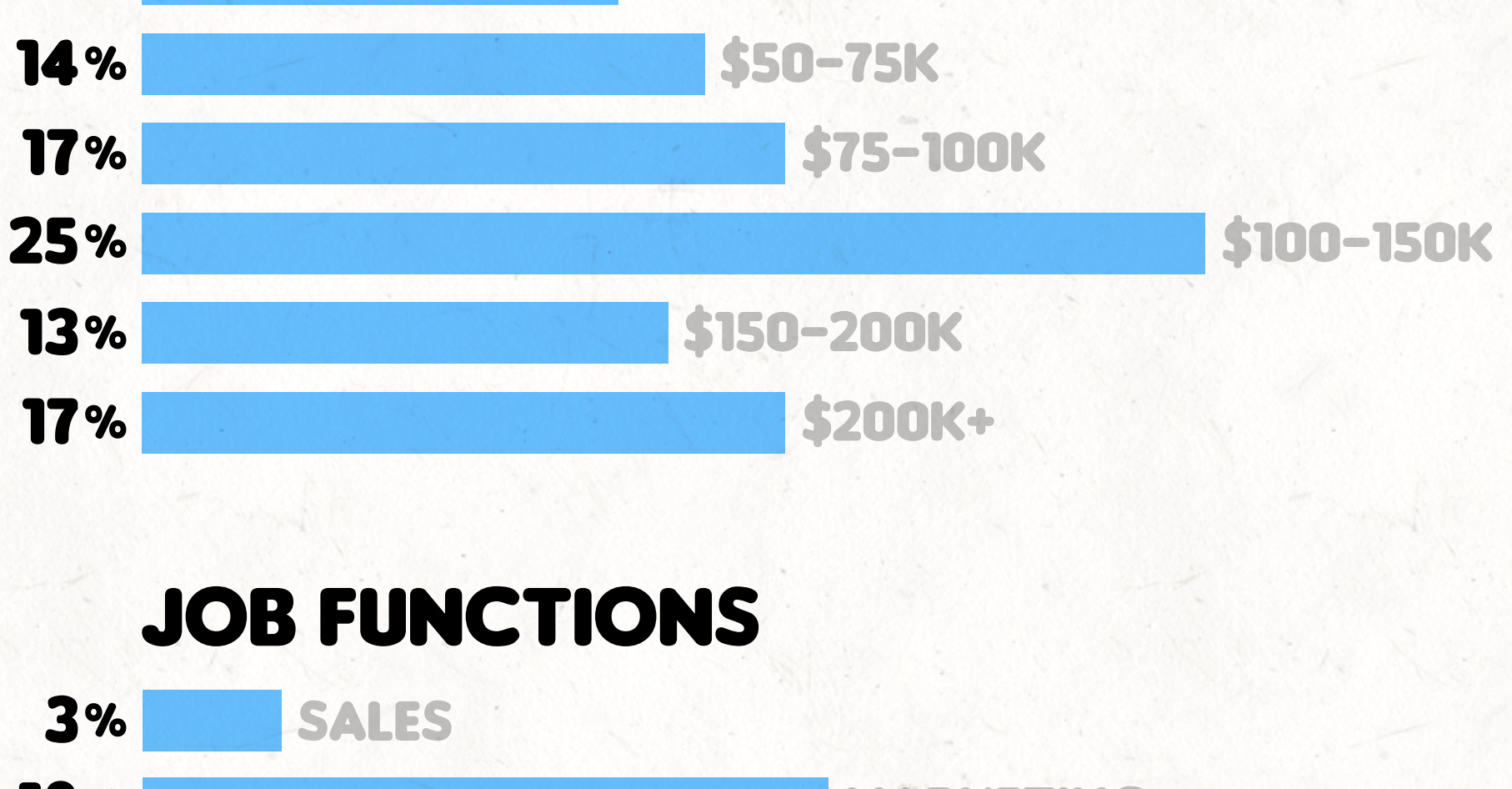
REGISTRANTS



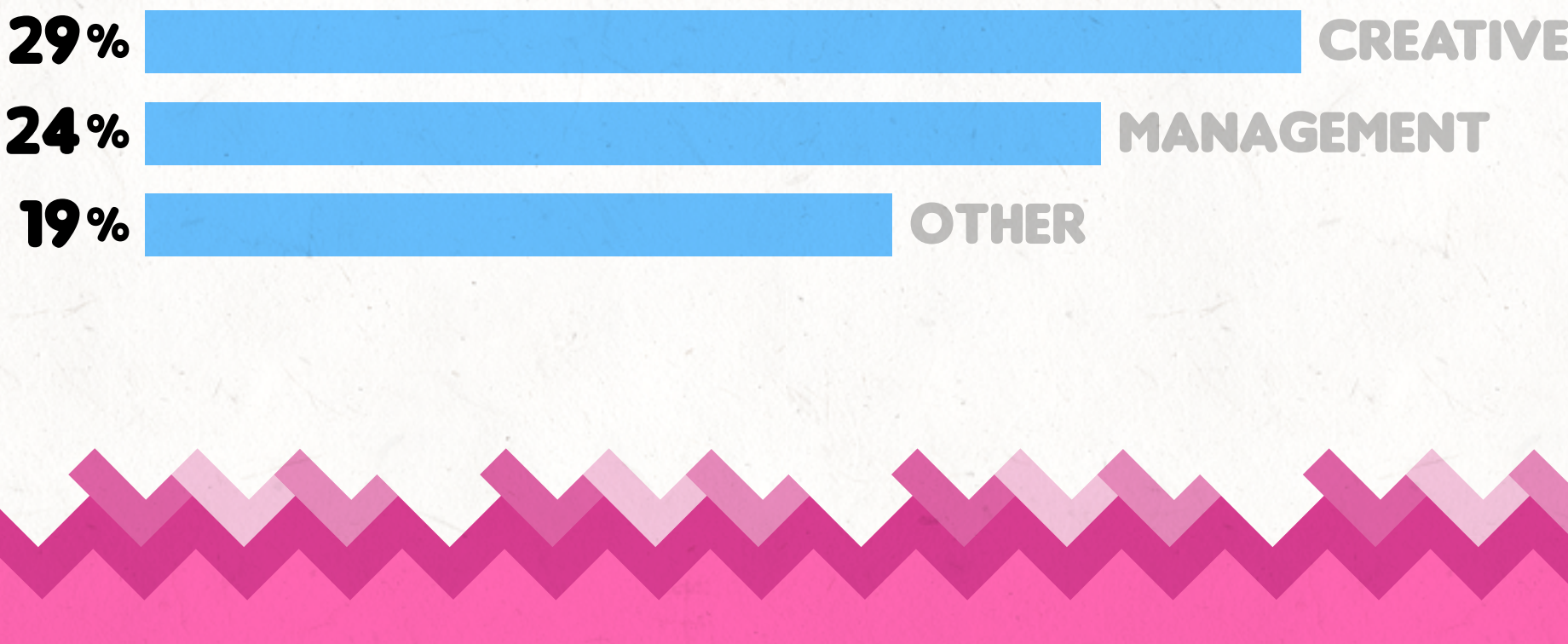
GENDER



COMBINED HOUSEHOLD INCOME



JOB FUNCTIONS



FOURSQUARE
TWITTER
GAMESALAD
PHONEBOOTH
FOODSPOTTING

SXSW SUCCESS STORIES

SOURCES

HTTP://SXSW.COM/SITES/DEFAULT/FILES/ATTACHMENTS/SXSW_MARKETING_DECK.PDF
 HTTP://SXSW.COM/SITES/DEFAULT/FILES/ATTACHMENTS/2012_SXSW_ECONOMIC_IMPACT_ANALYSIS_FINAL.PDF
 HTTP://MASHABLE.COM/2011/03/05/SXSW-LAUNCHES/
 HTTP://IMPACTNEWS.COM/ARTICLES/STUDY%3A-SXSW-GENERATED-\$190.3M-ECONOMIC-IMPACT-IN-2012
 HTTP://GREYHILL.COM/REPORTS/SXSW_ECONOMIC_IMPACT.PDF

DESIGNED BY

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CHECK OUT OUR BOOTH AT SXSW INTERACTIVE 2013!