

# **SXSW Newsletter**

## **LATEST NEWS**

UKTI Sectors Group have engaged PR services both in the UK and the US to help promote the UK presence at SXSW this year. The relevant PR companies are; Kream Gavin Anderson in the UK and Makovsky in the US.

## **INTERACTIVE**

This year sees the UK's delegation to SXSWi reach record numbers. There's a host of things going on including;

### **Panel Session: Digital Britain: How to launch into Europe**

The UK's thriving digital sector has been boosted by the Digital Britain initiative overhauling the country's Internet infrastructure and legislation. The (mostly) shared language between the US and UK makes Britain a natural starting point for US firms to tackle Europe. Quiz the expert panel on how to set-up, find partners, make in-roads with large corporates and understand the digital landscape, whilst keeping your expansion trouble-free. Taking place on Monday 15<sup>th</sup> March.

Speakers include: Sam Michel – Chinwag/Digital Mission/Social Media Week, Jemima Kiss – Digital Media Reporter, Guardian.co.uk, Joe Stepniewski – Skimlinks, Richard Titus – Northcliffe Digital, Mike Teasedale – Harvest Digital

<http://my.sxsw.com/events/event/7586>

**Great British Breakfast (Tuesday 16<sup>th</sup> March 9.30 – 11.30)** - The Great British Breakfast is a networking event organised by Digital Mission for 250 international digital practitioners, press and investors working in the Interactive space. This is an opportunity for international delegates at SXSW to meet the top innovative digital entrepreneurs and companies from the UK, discover the British scene by meeting people at the heart of it.

### **Panel Session: Pervasive Games and Playful Experiences**

UKTI's Creative Industries team are also sponsoring a panel at SXSWi led by Bristol-based company iShed discussing "Pervasive Games and Playful Experiences" on Tuesday 16<sup>th</sup> March. The most photorealistic, networked environment you can play in is real life". Mobile internet, pervasive gaming and sensor-enriched public spaces enable new possibilities in game-play, distributed storytelling and immersive events. Building on previous SXSW events, leading practitioners will explore the ethics, design challenges and business potential of this new form.

<http://my.sxsw.com/events/event/629>

### **Content, New Technologies and the Consumer Experience**

The flyer for this event is attached to the main e-mail. Please see the draft schedule and confirmed speakers list attached here. Please promote this event to any suitable companies you are in touch with. The event takes place on Tuesday from 10.30am to 6pm.



SXSW event Interim  
Report 24th Feb.doc

## **SXSW MUSIC**

### **Business Speed Dating**

UKTI will be partnering with SXSW to hold a UK Music Managers Speed Dating event (Friday 19<sup>th</sup> March at 12.30). This is open to all UK managers who will be receiving an invitation shortly. There are 10 spaces only and will be allocated on a first come first serve basis. Interested parties should e-mail [creative@uktradeinvest.gov.uk](mailto:creative@uktradeinvest.gov.uk). AIM and AZIM (their American counterpart) will be hosting a Label Members Speed Date on the British Music at SXSW Stand (Friday 19<sup>th</sup> March 12 to 2). This is open firstly to AIM label members and UK labels who are working with a UKTI regional adviser. Interested parties should contact Judith Govey at [judith@musicindie.com](mailto:judith@musicindie.com)

### **Panel Session: Get Your Share Of Music Licensing**

Friday March 19 from 11 am to Noon

Room 11 A of the Austin Convention Centre

Subtitle: The global revenues of songwriter and performer licensing royalties surpassed \$10 billion last year and rising, making them worth almost the same as CDs. *PRS for Music* and PPL explain to performers and songwriters what you need to know to ensure you get your share.

Panelists:

*PRS for Music*

Chris Carey – Economist

Jules Parker - Member Development and PRS for Music Foundation

*PPL*

Keith Harris – Director of Performer Affairs

Laurence Oxenbury – Head of International

Tbc – Trevor Gale of SESAC

<http://my.sxsw.com/events/event/6642>

### **Panel Session: Where Goes English Folk?**

Thursday March 18 from 12.30

Austin Convention Center

English folk music has been used as a rich source of material for everyone from Bob Dylan to Devendra Banhart. But it has been frequently written off as dowdy and irrelevant. What place do old, anonymous ballads, passed down over the centuries, have in the modern pop pantheon? An exciting panel addresses a controversial, forever contested subject: what is the future of English folk music? Ballads will be sung.

Chair: Will Hodgkinson

Panelists: Rachel Unthank, Jim Moray, Judy Collins, Trembling Bells

<http://my.sxsw.com/events/event/5857>

There will also be a showcase of the best artists from the new English Folk scene "Looking for a New England" on Friday 19<sup>th</sup> March at St. David's Church, 301 E. 8<sup>th</sup> St

### **SXSW Featured Speaker – Feargal Sharkey**

Thursday March 18 from 2.00pm

Feargal Sharkey, the former lead singer in The Undertones who, as Chief Executive of UK Music - the umbrella organisation that brings together the collective interests of the UK's commercial music industry ' will argue that tech businesses, ISPs and music companies must urgently establish new partnerships to unlock digital's true potential. Alongside his views on the future of music, Sharkey will also share tales of his time in the rock 'n roll trenches.

<http://my.sxsw.com/events/event/669>

### **British Music Embassy Schedule**

British Music Embassy @ Latitude 30, 512 San Jacinto

#### **Monday 15<sup>th</sup> March**

8pm – 2am

#### **Strummerville/Jail Guitar Doors presents**

Billy Bragg

Chris Schiflet

Get Cape Wear Cape Fly

Beans on Toast

Smokey Angle Shades

Nat Jenkins

Supernovas

The Good The Bad

#### **Tuesday 16<sup>th</sup> March**

8pm – 1am

**UKTI@SXSWi**

Fenech Soler  
One Night Only  
Unicorn Kid  
Stricken City  
Viva City

### **Wednesday 17<sup>th</sup> March**

12pm – 3pm

#### **Belfast Rocks**

Fighting With Wire  
And So I Watch You From Afar  
General Fiasco  
Strait Laces

5pm – 7pm

#### **Huw Stephens (BBC Radio 1) presents British Music @ SXSW Launch Party (sponsored by AIM, PPL, PRS for Music and UKTI)**

Band of Skulls  
Everything Everything  
Smoke Fairies

9pm – 2am

#### **Transgressive / Rockfeedback presents in association with PRS for Music**

Chew Lips  
Johnny Flynn  
The Invisible  
Banjo Or Freakout

### **Thursday 18<sup>th</sup> March**

12pm – 3pm

#### **Yorkshire SXSW Party**

One Night Only  
Pulled Apart By Horses  
Slow Club  
Middleman

3pm – 6pm

#### **Music from Wales**

Polly Mackey  
Cate Le Bon  
Sweet Baboo  
Straight Lines

8pm – 2am

#### **Ras Kwame (BBC Radio 1 & 1Xtra) presents in association with UKTI**

Estelle  
Ras Kwame  
VV Brown  
Master Shortie  
Bubbz

### **Friday 19<sup>th</sup> March**

2pm – 5pm

#### **Showcasing Scotland**

Broken Records  
Twin Atlantic

Young Fathers  
Fangs  
The Law

8pm – 2am

**NME presents**  
**in association with PPL**

The Drums  
Everything Everything  
Smith Westerns  
Chapman Family  
Grave Babies  
Active Child

### **Saturday 20<sup>th</sup> March**

12pm – 2pm

**PRS for Music Foundation / British Music Abroad Brunch**

The Crookes  
Broadcast 2000  
Allo Darlin'

3pm – 6pm

**Liverpool Sound City – The Best of the Northwest**

Wave Machines  
Everything Everything  
John Smith  
Suzukis  
The Lovely Eggs  
Ten Bears

8pm – 2am

**Moshi Moshi presents**  
**in association with AIM**

Still Flyin'  
Slow Club  
The Wave Pictures  
Best Fwends  
Cate le Bon

Guest lists for daytime events are available at;

<http://www.britishguestlist.info/>

[www.britishmusic.biz](http://www.britishmusic.biz)