

**SXSW[®]
IS LANDING
IN EUROPE**

**SXSW[®]
LONDON**



**INSPIRATION
CAN COME
FROM ANYWHERE.
BUT IT'LL
PROBABLY COME
FROM HERE**

**SXSW ↙
LONDON**

A photograph of Barack Obama sitting in a brown leather chair on a stage, laughing heartily. He is wearing a dark suit jacket over a light blue button-down shirt. The background is a grey wall with the text 'SXSW' and '2016' visible, along with a repeating pattern of the word 'IMAGINATIVE'.

**ENTERTAINMENT
& INSPIRATION
UNDER ONE ROOF**

GLOBAL LEADERS PIONEERS AND THE NEXT GENERATION





1000s OF SESSIONS

**MUSIC
INNOVATION & TECH
SCREEN
ARTISTIC EXPERIENCE**

CREATIVITY & INNOVATION CONVERGE AT SXSW LONDON

SXSW London will host four interrelated festival blocks:



Music

A vibrant line-up of gigs and performances showcasing Europe's best artists creating the soundtrack to the festival



Tech & Innovation

An inspiration set of dynamic forums, creative workshops and panel discussions



Screen

A curated festival celebrating the best of screen and incorporating gaming, immersive technologies (XR/AR/VR) and thought-provoking film premiers



Artistic Experience

A convergence of creativity, from street art and performance, through to immersive experiences.

A CAMPUS OF CREATIVITY

Mon 2nd – Sat 7th June 2025



25K
Badge
holders



1000+
Sessions
across talks,
music, screen
and art



20+
Venues



50+
Spaces



~10MINS
Average
walking
distance

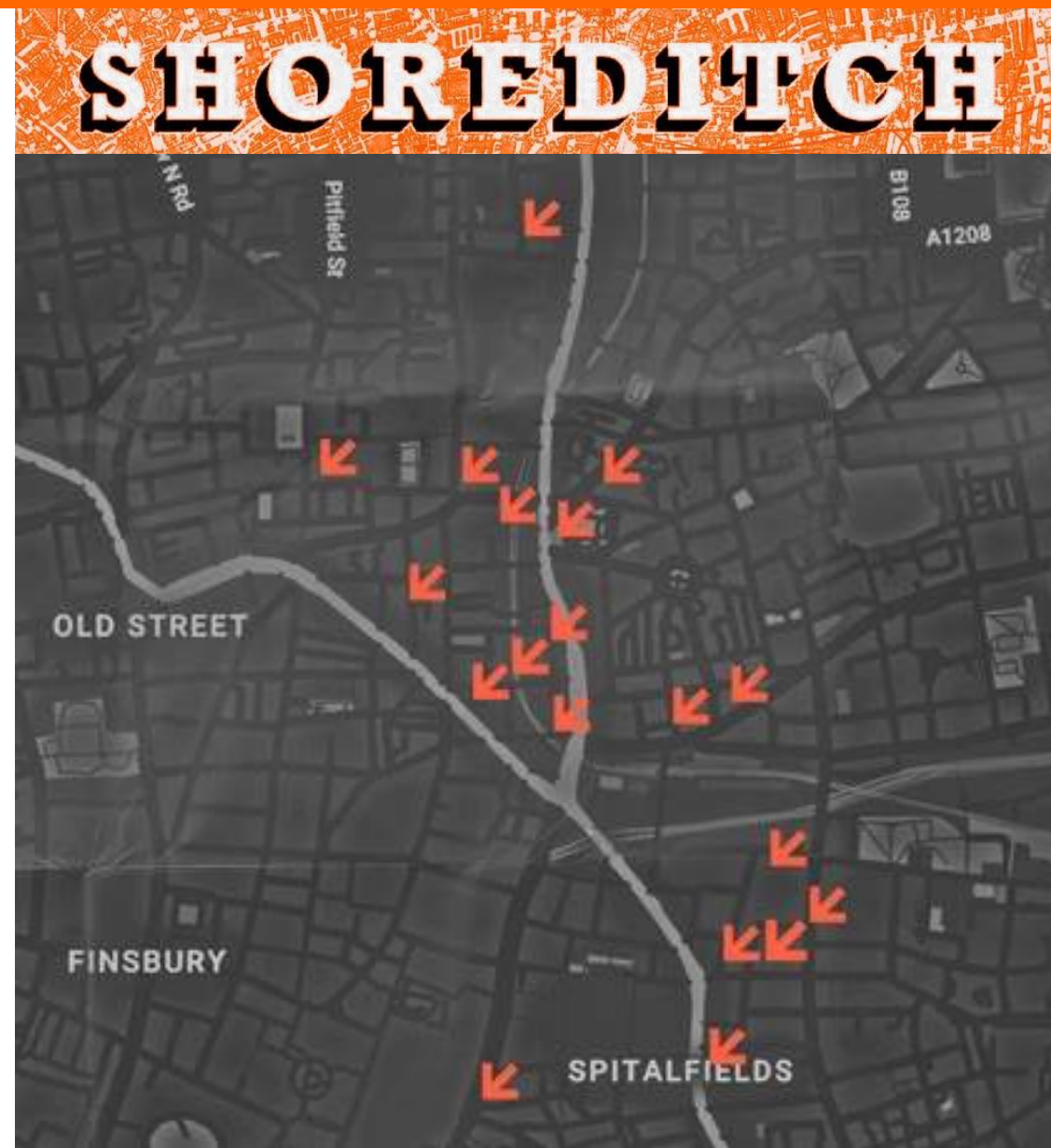


~20MINS
Maximum
walking
distance



**INTEGRATED
BRAND
HOUSES
&
ACTIVATION
SPACES**

**across the
campus**





DELIVERING IMPACT EMPOWERING COMMUNITIES

£76M  Nielsen

Direct Economic Impact

500+

Creative Talents Empowered

20+

Venues Supported

A woman with long blonde hair, wearing a dark jacket and a lanyard with 'Xcel' and '2024' on it, is holding up a large, fluffy pink cotton candy stick on a stick. She is smiling and looking upwards. In the background, there is a large Ferris wheel illuminated with blue and white lights. Other people are visible, including one wearing a dark jacket with 'FC' on the back. The scene is set at night with colorful lighting.

**COME AND SEE
AN AUDIENCE
LIKE NO OTHER**



COMPELLING AUDIENCE DEMOGRAPHIC

85%

**Business
to business**

20K+

**Decision makers will be
present from marketing and
advertising, film and TV,
music, technology and finance.**

52:46

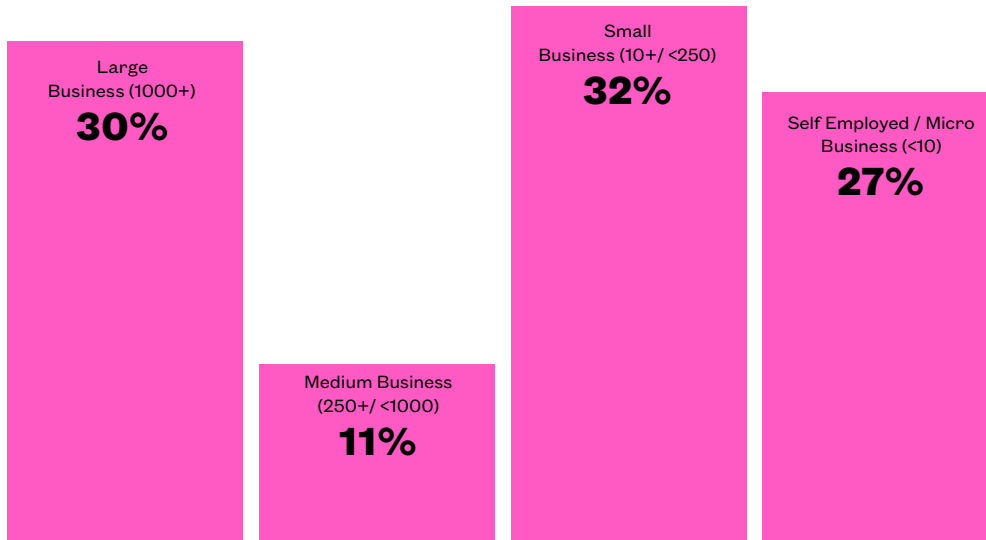
**Female : Male
A unique balance for
a tech event**

AUDIENCE

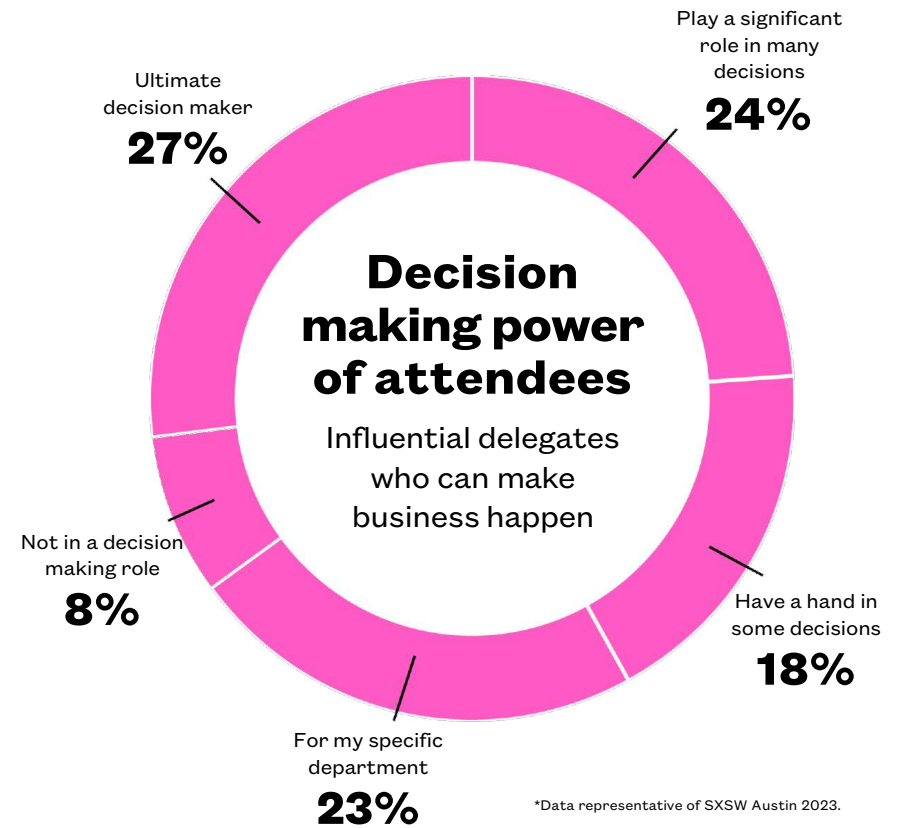
RESETTING THE BALANCE FOR LIVE EVENTS

Size of businesses who attend

A compelling range of scale and maturity



18% of participating organisations identify as a startup



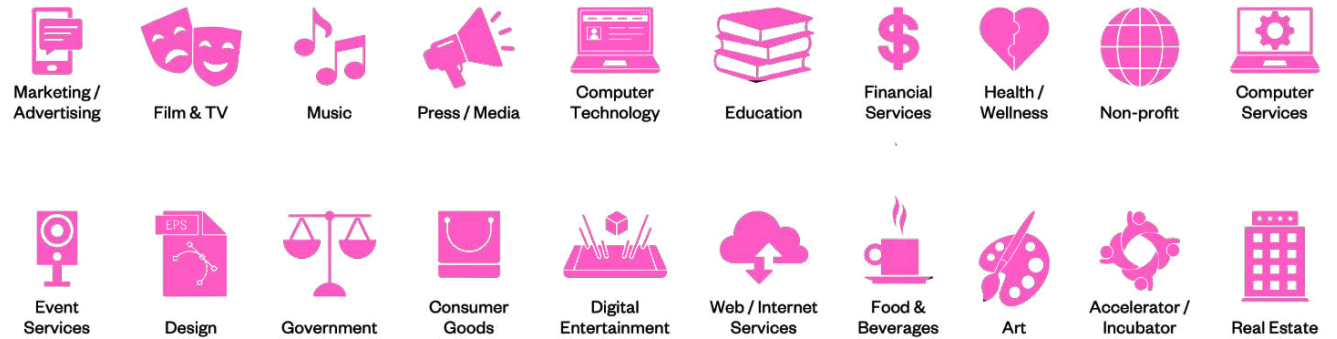
*Data representative of SXSW Austin 2023.

AUDIENCE

WHERE 20,000 DECISION MAKERS COLLIDE

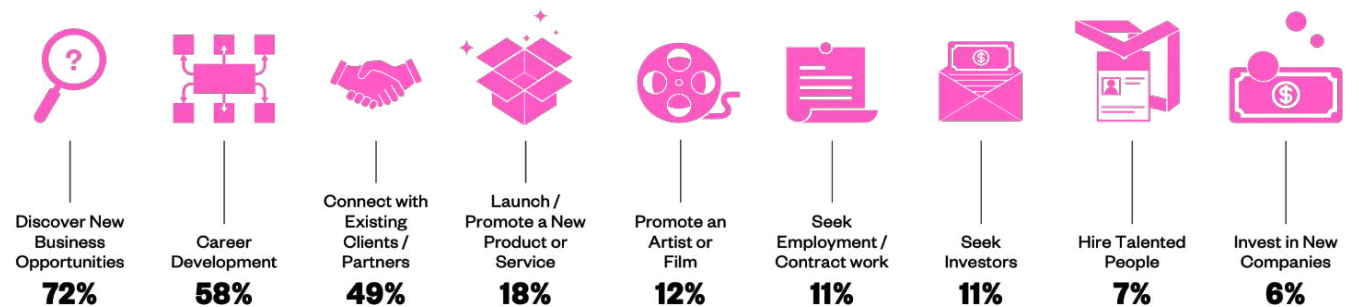
Top 20 participating industries

A spectrum of industries and sectors unlike any other event



Rationale for attending SXSW

Attendees who are actively seeking new opportunities and ready to engage



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