

# **SXSW® 2025**

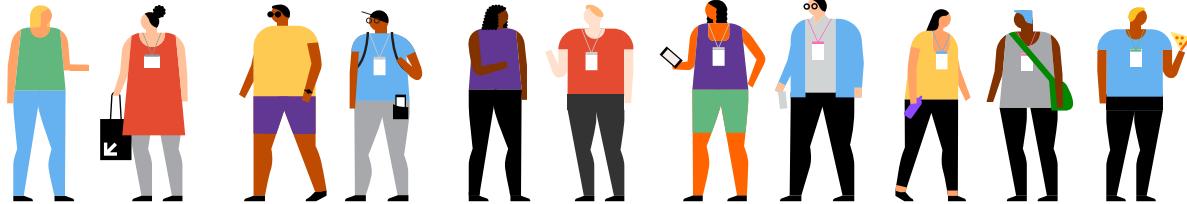
## **EVENT STATISTICS**

# OVERVIEW

Taking place March 3–15, 2025 in Austin, the SXSW Conference & Festivals and SXSW EDU drew participation totaling approximately **309,327**. Our growing online community contributed an additional **383,700** unique views on YouTube.

# SXSW CONFERENCE & OVERALL

Headquartered in the Austin Convention Center, the SXSW Conference featured 23 diverse Tracks across 5 additional campuses. Partner Programming extended this further to 14 satellite venues.



**37,770**

SXSW In-Person Conference Attendees

**383,738**

YouTube Unique Viewers During the Event



**3,409**

Conference Speakers



**1,712**

Conference Sessions

Comprised of 78 Book Signings, 20 Book Readings, 12 CLE, 4 Encore Sessions, 82 Featured Sessions, 110 Fireside Chats, 7 Keynotes, 89 Meet Ups, 509 Mentor Sessions, 507 Panel Sessions, 9 Pitch Events, 21 Podcasts, 167 Presentations, 9 Roundtables, 22 Short Forms, 19 Speaker Connects, 47 Workshops



**37,734**

SXSW Expo 4-Day Attendance



**165**

Official Parties and Special Events

Comprised of Official Parties for specific brands, cities, states and nations, as well as Special Events including: happy hours, lunches, dinners, speaker receptions, and opening, intermission & closing parties



**2,583**

Media/Press Attendance



**400**

Interviews and Photo Shoots  
Across 10 Studios



**97**

Countries Represented by Attendees

# SXSW FESTIVALS: MUSIC & OVERALL

## OVERALL



**203,313**

SXSW Festivals Attendance

The SXSW Festivals were accessible with Interactive, Film & TV, Music, and Platinum Badges, corresponding Music and Film & TV Wristbands, Showcasing Artist Badges, and single admission tickets at designated events

## MUSIC FESTIVAL



**138,062**

SXSW Official Music Showcase 6-Day Cumulative Attendance



**5,284**

Artist Showcase Applications Received



**1,118**

Total Acts Performed

Genres include: Afrobeats, Alt Country, Americana, Avant/Experimental, Blues, Caribbean, Classical, Country, Cumbia, Dance, DJ, Electronic, Folk, Funk, Hip-Hop/Rap, Jazz, Latin, Metal, Pop, Psychedelic, Punk, R&B, Reggae, Reggaeton, Regional Mexican, Rock, Shoegaze, Singer-Songwriter, Soul



**243**

Showcases



**353**

International Acts Performed



**56**

Countries Represented by Showcasing Artists



**52**

Music Festival Stages

**17,129**

Community Concerts Total Attendance

**10,740**

Billboard Concert 3-Day Attendance

**30,000**

Sips and Sounds Concert 2-Day Attendance

**9,230**

Rolling Stone Concert 3-Day Attendance

# SXSW FESTIVALS: FILM & TV

## FILM & TV FESTIVAL



**65,251**

SXSW Film & TV Festival 9-Day Attendance  
55,651 SXSW Film & TV Screenings Attendance



**504**

Screenings  
Screened on 18 screens at 8 venues



**114**

Features Screened  
Comprised of 65 Narrative Features, 49 Documentary Film Screenings



**76**

Shorts Screened  
Comprised of 34 Narrative Shorts, 12 Documentary Shorts, 11 Animated Shorts, 19 Music Videos



**17**

TV Projects Screened  
Comprised of 6 TV Premieres, 4 TV Spotlights and 7 Independent TV Pilots



**42**

Total Countries Represented in the Film & TV Festival



**7,567**

Projects Submitted



**216**

Premieres

163 World Premieres, 10 International Premieres, 12 North American Premieres, 11 U.S. Premieres, 20 Texas Premieres



**28**

Red Carpet Premieres



**52**

Awards Presented

Including Grand Jury, Special Jury Recognition, Special Awards, and Audience Awards



**9,600**

XR Experience Attendance  
31 total XR Projects

# SXSW COMEDY, HOUSING & ACTIVATIONS

## COMEDY FESTIVAL



**60**

Comedians/Performers



**27**

Comedy Showcases

## HOUSING



**39,435**

Hotel Room Nights Booked



**9,086**

Individual Reservations Booked  
6,569 SXSW + 2,517 SXSW EDU



**75**

Official Hotels

## ACTIVATIONS & SPONSORED EVENTS



**300**

Onsite Activations



**175**

Brand Partners



**80**

Venues

**22**

Countries Represented by Partners

# SXSW EXHIBITIONS

## SXSW EXPO

**37,734**

SXSW Expo 4-Day Attendance

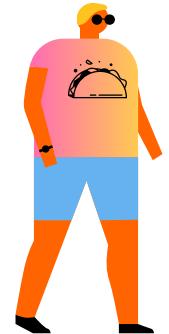
10,572 SXSW Exhibition 1-Day Public Attendance

**213,000**

SXSW Expo Square Feet Exhibit Space

**14**

Countries Represented on the SXSW Expo Floor



## FLATSTOCK

**14,952**

Flatstock 3-Day Attendance

**35,000**

Flatstock Square Feet Exhibit Space

**4**

Countries Represented on the Flatstock Exhibition Floor

## XR EXPERIENCE



**9,600**

XR Experience Attendance

**14**

Countries Represented at XR



# SXSW EDU CONFERENCE & FESTIVAL

SXSW EDU® took place March 3–6, 2025.



**10,849**

SXSW EDU Attendees

7,697 In-person and 3,152 Unique YouTube viewers



**1,032**

Speakers



**41,580**

Square Feet Exhibit Space



**353**

Sessions



**14,901**

3-Day SXSW EDU Expo Attendance

5,298 SXSW EDU Expo 1-Day Public Attendance



**78**

Exhibitors



**48**

Countries Represented by Attendees



**246**

Media/Press in Attendance

**6**

Countries Represented at the  
SXSW EDU Expo