



SXSW FILM FESTIVAL NOW SXSW FILM & TV FESTIVAL

Austin, Texas, Thursday, July 28, 2022 – The South by Southwest® (SXSW®) Conference and Festivals announced the Film Festival will now be called the Film & TV Festival, to reflect the event’s long standing and deep programming of episodics in the screening program, Film & TV tracks, and Keynote and Featured Speaker sessions in the Conference. SXSW was the first festival to program episodics a decade ago with HBO’s *Girls* in 2012, launched an Episodic section in 2014, and subsequently showcased the world premieres of some of television’s most iconic series including *Silicon Valley*, *Mr. Robot*, *Barry*, *What We Do In The Shadows*, and *Search Party*, among 68 other Episodic Premieres and 57 Episodic Pilots.

“We are so proud of our rich history of showcasing both film and television, and wanted the festival name to reflect what we have been doing for a decade,” said Janet Pierson, VP, Director of Film & TV. “Whether in the screening program, the Conference or associated activations on our footprint, SXSW has long been at the epicenter of the best new TV, and in 2023 we will once again thrill our audiences with exciting new work from some of the most talented creators.”

The SXSW Film & TV badge is available at the lowest rate August 2 through September 15, 2022. [Registration](#) opens August 2 to get the best hotel rates and options. SXSW Film, TV, XR submissions open on August 23 through October 18, 2022.

History of SXSW Episodic Programming in the Festival

2012: World Premiere of HBO’s *Girls* by Lena Dunham is the first episodic featured in the festival program.

2013: World Premiere of A&E’s *Bates Motel* and Conference session *Bates Motel: Story to Screen* with Carlton Cuse

2014: Official launch of dedicated Episodic screening section, with six projects in the program: *COSMOS: A SpaceTime Odyssey*, and the world premieres of *Deadbeat*, *From Dusk Till Dawn: The Series*, *Halt and Catch Fire*, *Penny Dreadful*, and *Silicon Valley*.

2015: Five Episodic world premieres: *Angie Tribeca*, *The Comedians*, *iZOMBIE*, *Mr. Robot*, and *UnREAL*

2016: Five Episodic world premieres: *Outcast, Preacher, Search Party, Vice Principals, and You Me Her*

2017: Six Episodic world premieres: *American Gods, Dear White People, I Love Bekka & Lucy, I'm Dying Up Here, Nobodies, and The Son*

2018: Seven Episodic world premieres: *This Is Us* Season 2 Finale Episode (special event), *Barry, Condor, Krypton, The Last O.G., Vida, and Warriors of Liberty City*. This year we launched the Independent Episodics section with 13 titles. The section would be renamed the independent Pilot Competition in 2019: *Beast, Cleansed, Everything is Okay: Robot, First World Problems, Hold To Your Best Self, My Dead Ex, Night Owl, One Eye Small, Otis, Polar, Rapture, She's the Ticket, and Unspeakable*.

2019: Seven Episodic world premieres: *Broad City Series Finale Screening, Love, Death & Robots, David Makes Man, NOS4A2, Ramy, Shrill, What We Do in the Shadows, and [Good Omens: The Nice and Accurate SXSX Event](#)*, which included Conference session and several unique activations. 12 Episodic Pilot Competition titles: *Baby Love, A Cure For Fear, East of La Brea, Hammerhead, M, Maggie, Moderately Put Together, Queering, Rainbow Ruthie, Revenge Tour, Sterling, and Who You Are*

2020: 12 Episodic world premieres were programmed: *Central Park, Chad, Cursed Films, Hightown, Home, Motherland: Fort Salem, Outcry, Snowpiercer, Solar Opposites, Tales from the Loop, Upload, and We're Here*. 14 Episodic Pilot Competition titles were programmed: *Alisa, Beached, Bored, Embrace, Everyone Together, Heart To Heart, This Isn't Me, Bananas, Chemo Brain, Cooper's Bar, The Dream, Homecoming: The Journey of Cardboard, Lusty Crest, and Racist Trees*.

(While the 2020 Festival was canceled due to the Coronavirus pandemic, some titles were screened among the 39 projects in Prime Video presents the SXSX 2020 Film Festival Collection, and all projects remained official SXSX Selections.)

2021: Six Episodic world premieres: *Confronting a Serial Killer, Cruel Summer, The Girlfriend Experience, Made for Love, Sasquatch, and Them*. Six Episodic Pilot Competition titles: *4 Feet High, Dale's House, For the Record, Parked in America, The Position, and Pretend Partners*.

2022: 12 World Premiere Episodics: *Atlanta* Season 3 premiere, *61st Street, The Big Conn, Brené Brown: Atlas of the Heart, DMZ, The Girl From Plainville, Halo, The Last Movie Stars, The Man Who Fell To Earth, Shining Girls, Swimming with Sharks, They Call Me Magic, and WeCrashed*. Six Episodic Pilot Competition titles: *Away, Brownsville Bred, Hidden Kingdom, My Year of Dicks, Something Undone, and We're Doing Good*

Film & TV Conference Highlights: Robust TV programming in the Conference preceded 2012's first Episodic screening in the Festival. Highlights of Conference Keynotes and Featured Speakers, many covering both film and TV topics, include: Bob Odenkirk in Conversation with Fred Armisen, Elizabeth Moss in Conversation with Brandi Carlile, *Silicon Valley* Cast and Creators Panel, *Mr Robot* Cast and Creators Panel, *Veep* Cast and Creators Panel, *The Chi* Cast and Creators Panel, *Game of Thrones* Cast and Creators Panel, *Westworld* Cast and Creators Panel, *The Boys* Cast and Creators Panel. Other Highlights include: Lizzo Keynote, Ava DuVernay Keynote, Barry Jenkins Keynote, Mark Duplass Keynote, Lee Daniels Keynote, Jill Soloway Keynote, Gale Anne Hurd Keynote, A Conversation with Neil Gaiman, A Conversation with Tilda Swinton, A Conversation with Elizabeth Banks and Aidy Bryant, A Conversation with Ethan Hawke and Jason Blum, A Conversation with Olivier Assayas and Richard Linklater, A Conversation with Chris Miller and Phil Lord, Spike Lee Masterclass, A Conversation with Wagner Moura and Alice Braga, A Conversation with Melanie Lynskey, and many more.

Iconic Film & TV Activations: Each year features dozens of inventive, immersive, award-winning installations promoting work in the Festival and Conference, as well as other projects that appeal to the unique SXSW audiences. These include HBO's groundbreaking recreation of [Westworld](#), and subsequent [Bleed for the Throne](#); Amazon's [Good Omens Garden of Earthly Delights](#), A&E's [Bates Motel](#); USA Networks' recreation of Coney Island for [Mr. Robot](#); AMC's [Preacher](#) and Starz' [American Gods](#) Installations, plus [many others](#). 2022 featured Amazon's Superheroes & Superstars Experience featuring *The Boys* and Lizzo's *Watch Out for the Big Grrrls*, FX's *Atlanta* Season 3 Amsterdam style cafe pop up fittingly called The Trip, Disney+'s Outdoor Screening complete with larger than life characters and all day outdoor screenings, the WarnerMedia House, the Peacock Playground and many others.

About SXSW

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of tech, film & TV, music, education, and culture. An essential destination for global professionals, the annual March event features sessions, music and comedy showcases, film screenings, exhibitions, professional development and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2023 will take place March 10 - 19, 2023. For more information, please visit sxsw.com. To register for the event, please visit sxsw.com/attend.

SXSW 2023 is sponsored by White Claw, Porsche and *The Austin Chronicle*.

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