

WUNDERBAR

GERMANY AT SXSW 2017

Press Release

WUNDERBAR—Germany at SXSW 2017

Germany shows a strong presence at the South by Southwest creative conference

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- Joint presentation with German Haus and the joint stand attracted 10,000 visitors
- Holoplot wins the SXSW Interactive Innovation Award and Guzz.io the SXSW Hackathon
- High-caliber program from Germany with more than 100 speakers inspires international attendees
- SXSW Music Festival with 18 bands from Germany

Austin / Berlin, March 20, 2017

The five days of presentations and appearances from the German culture and creative industries at SXSW in Austin came to a fantastic finish with ARTE Concert's live broadcast of the PxP Allstars concert with Patrice, Y'Akoto, Frank Dellé and Fetsum. With the record-breaking participation of 970 attendees, Germany once again had the second-largest European delegation at SXSW, the leading digital, film and music conference. German Haus attracted 2,500 guests on its first day alone. Well over 10,000 guests visited German Haus and the German joint stand during the conference.

One of many German success stories at the 2017 SXSW was the Interactive Innovation Award for Holoplot. In the Music and Audio Innovation category, this Berlin start-up impressed with its system that can direct sound like a beam of light, thus breaking new pathways in handling sound. Furthermore, Tom Brückner and his team from Guzz.io out of Karlsruhe won the SXSW Hackathon in the category of Music with an augmented-reality based music controller. Synthesizers and other virtual instruments can be controlled with the use of a holographic cube to interact with the audience. Young companies from Germany managed to win coveted SXSW prizes for the third year in a row, which just underscores the importance and significance of Germany's culture and creative industries in an international context.

The high-caliber, joint program in German Haus and at the joint stand offered keynote talks and panels with more than one hundred outstanding national and international movers and shakers—from recently founded start-ups to leading corporations, including SAP and Daimler AG. During the panels on the five themed days, German stakeholders discussed with international disseminators and business entrepreneurs on a wide array of topics. For instance, during the Live Video Panel, Mirta Gilson of make.tv from Cologne spoke with Deborah Acosta of *The New York Times*, Darian S. Harvin of BuzzFeed and Mark Jones of the World Economic Forum among others about the shift in significance and newest developments in livestreams for journalistic coverage and reporting.



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German Haus once again was able to demonstrate why it has earned the reputation for being one of the “places to be” in Austin. It also hosted various networking events such as Digital Journalism Rocks, which was overwhelmingly popular and well received by delegates from around the world. The German-X pitches in German Haus attracted almost thirty start-up participants, and the winners included Toposens (Munich), Holoplot (Berlin), Stagelink (Berlin), Deoxy (Munich), and Antelope (Nuremberg). Our media partners Heise Medien and t3n awarded media packages to the winners with a total value of 55,000 euros. After being inspired by the start-ups, during the German Haus evening programs it was the bands from Germany that really thrilled audiences, including Lilly Among Clouds from Würzburg and Gurr from Berlin.

The German presence at SXSW is an Initiative Musik project and an integral part of the Foreign Trade Fair Participation Program of the German Federal Ministry for Economic Affairs and Energy. Other German Haus participants included the German Federal Government’s Culture and Creative Industries Initiative and the federal states of Baden–Württemberg, Bavaria, Berlin/Brandenburg, North Rhine–Westphalia, and Rhineland–Palatinate as well as the cities of Hanover and Munich. Additional contributors were the German Consulate General in Houston, the Austrian export organization Außenwirtschaft Austria, and the German/French cultural broadcaster ARTE. “High5—The Startup Booster,” another German Haus partner, sponsored the SXSW participation for four start-ups: Antelope/Wearable Life Science (Nuremberg), evopark (Düsseldorf), Grammfy (Stuttgart), and Holoplot (Berlin). The production was realized in cooperation with IHM, Sound Diplomacy, and Openers.

The German joint presentation in Austin is the largest presence of Germany’s culture and creative industries abroad. SXSW has been taking place in Austin, Texas, since 1987 and brings together festivals, conferences, and exhibitions in the fields of music, film and interactive. About 35,000 attendees take part in the SXSW Interactive digital conference, which presents the newest trends. SXSW Music, with more than 30,000 industry representatives from 80 countries and more than 2,200 bands, is one of the world’s leading conferences and showcase festivals for the music industry.

Statements A–Z

Michael Brink, LAVAlabs, Düsseldorf

The mix of film, music, interactive and games at SXSW generates an impressive innovative power at the intersections of these fields that really inspired us.

Alain Le Diberder, ARTE program director, Strasbourg, France

At this, our first appearance at the SXSW Festival, our focus was representing the European view of creative technologies and culture, and we attracted a great deal of interest in the process.

Fabian Ewenz, founder, Quizblix, Cologne

SXSW was a wonderful experience! I met a slew of interesting people and collected tons of inspiration for my start-up.

Christian Grosser, MEDICA deputy director, Trade Fairs in Düsseldorf

Trade Fairs in Düsseldorf successfully introduced its FTR4H (Future for Health) brand at this year's SXSW. Every year a who's who from the tech and creative scenes gathers at this digital mecca in order to discover the next big thing. This environment offers an ideal platform to advance our global Digital Health Initiative.

Victoria Hellmeister, Ministry of Economic Affairs, Transport, Agriculture and Viniculture of Rhineland-Palatinate, Mainz

SXSW is the ideal platform for businesses from the creative economy in Rhineland-Palatinate to successfully enhance their name recognition and deepen their networks on the international stage.

Michael Kaes, WDR Westdeutscher Rundfunk, Cologne

What I liked about SXSW was that they present trends and developments that aren't quite so clearly recognized in Germany and flesh them out. It also shows where the digital journey is going from many perspectives. Artificial intelligence and automation, for instance with social bots, are some of the central topics as far as I'm concerned.

Natascha Klotschkoff, Grammofy, Stuttgart

It isn't until you start thinking about the past days that it first really becomes clear how much you experienced, saw and heard: people honing their ideas, talking about challenges and problems, dreaming up what the future will bring together. We're definitely heading back to Stuttgart with a suitcase full of new ideas and inspiration. We received a lot of valuable feedback about our streaming app and won new clients, not just through the showcase of our app in German Haus but also by way of the various pitch sessions and networking events.

Karsten Kuchenbecker, German Federal Ministry for Economic Affairs and Energy, Berlin

The German presentations at South by Southwest are once again a true success story in 2017: a substantial increase in accreditations, six federal state delegations meanwhile, and in the end a full and exciting program both in German Haus—downtown for the first time in Barracuda—as well as at the stand in the convention center. An outstanding part of it was certainly the panel discussion with Daimler CEO Dr. Dieter Zetsche on the first day in German Haus as well as the short visit of the EU Ambassador to the United States

David O'Sullivan. The first, very cordial cooperation with the delegation of Austria's Chamber of Commerce was also especially gratifying.

Reanne Leuning, Sector Manager Creative Industries, Außenwirtschaft Austria, Vienna

The cooperation with German Haus gave us the opportunity to present the crème de la crème of the Austrian music industry to an especially large audience of professionals and investors. The decision to join forces with Germany was just the thing from the Austrian perspective—we hope that this marked the kickoff of long-term, bilateral cooperation in the field of creative industries.

Jörg Mühle, member of the management board of Heise Medien, Hanover

We were able to make countless new national and international contacts at SXSW and particularly in German Haus. The range of topics discussed ran the gamut from publishing to journalism to trend and tech topics such as artificial intelligence and its importance for development over the coming years. The start-up pitches in German Haus in particular were interesting but also inspiring to a great degree. Heise Medien awarded prizes of media packages to the pitch winners with a total value of 50,000 euros.

Nikolas Schriefer, Stagelink CEO & founder, Berlin

The unsurpassed composition of the audience made SXSW one of our most important events of the year so far. There aren't many opportunities to meet so many high-profile creative minds and decision-makers in one place. Since Stagelink has now expanded with another office in the US, it made the conference that much more relevant for us. The focus of the successful Music Tech Get Together at German Pavilion with Audiotool and winning the German-X Media Pitch were just a few of the highlights for Stagelink. We're already looking forward to SXSW 2018.

Josef Schmid, deputy mayor of the state capital of Munich and director of the Department of Labor and Economic Development

The EU Commission ranks the culture and creative industries in the greater Munich metropolitan area as one of the most powerful clusters for the creative economy in Europe. Munich is represented at SXSW in Austin for the third time running with almost one hundred entrepreneurs. In the sector we have interesting start-ups including Toposens, Bohème and Pictor, which presented at the world's most important creative industries show. Not to mention the band Sepalot, who thrilled international audiences on the stage at German Haus. These sorts of successes benefit the creative thinkers and Munich as a place to do business.

Siegfried Schneider, president of the Bavarian Regulatory Authority for New Media (BLM), Munich

This year has proven yet again the increasing international importance of the SXSW Festival in Austin. Bavaria as a place for media business, the further

development of which BLM and our Media Lab Bavaria substantially contribute to, presented itself in German Haus as a strong partner. Whoever misses the current digital trends at SXSW can easily lose touch with what's going on. Whether virtual reality or social bots—at SXSW we always have the right overview very early on about those trends that are decisive for media developments.

Jonas Seetge, Feel Festival, Lichterfeld-Schacksdorf

SXSW has been a great adventure so far. The offerings of fantastic artists is sheer overwhelming and the amount of valuable contacts that come together here at the conference is simply amazing. It was an awesome opportunity for us, not only to represent Brandenburg in German Haus and to demonstrate the amount of potential that can be found for the creative and start-up scene in Brandenburg, but also making international contacts with long-term value.

Philipp G. Schwarz and Kay Rathschlag, Antelope, Nuremberg

One-on-one meetings with superstars such as best-selling author Tim Ferriss and *Shark Tank* star Chris Sacca. Besides which, Antelope won the Wearables pitch session in German Haus. We cannot thank the Bavarian SXSW delegation enough for the sensational accommodations and networking opportunities in the start-up houses. We'll definitely be here again next year.

Roman Sick, CEO, Holoplot, Berlin

Winning the SXSW Interactive Innovation Award was something really special for us—it was a smashing success to be able to prevail as the sole German company against very many and very good international competitors.

Lina Timm, program manager, Media Lab Bavaria

Media Tech as an emerging start-up cluster worldwide is becoming increasingly important at SXSW. That's why we're particularly pleased to be able to offer our Bavarian media start-ups Bohème, picter and Holodeck VR the opportunity to present themselves in Austin. SXSW connects the topics of media, technology, and start-ups like no other, and so offers perfect access to investors and industry contacts.

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