



Music, technology, and culture converge at **SXSW—Austin’s iconic global gathering of creative minds and industry leaders.** As the festival evolves, Innovation, Music, and Film & TV come together in a more integrated experience across the city.

SXSW IS EVOLVING

What's Changing?

- A **festival schedule** structured to make planning easier and reduce overlap confusion.
- Innovation, Music, and Film & TV experiences aligned within a single, integrated framework.
- Programming hosted across dedicated “**clubhouses**” and venues throughout Austin, replacing the traditional convention center footprint.
- All **badge types** now include session reservations—allowing attendees to secure spots in sessions, screenings, and showcases up to three weeks before the festival begins.

SXSW 2026 BADGE SNAPSHOT

BADGE TYPE	WHAT IT INCLUDES	# OF RESERVATIONS
PLATINUM	All SXSW programming across Innovation, Music, and Film & TV	Up to 3 reservations per day
INNOVATION	Conference sessions, panels, workshops, and exhibitions	Up to 2 reservations per day
FILM & TV	Film & TV screenings, premieres, and related sessions	Up to 2 reservations per day
MUSIC	Music showcases and select programming	Up to 2 reservations per day

All badges include access to SXSW’s new reservation system, allowing attendees to secure spots in popular sessions and events before the festival begins.

Explore SXSW through Three Core Experiences

INNOVATION

The Innovation experience brings together leaders, creators, and thinkers shaping the future of business, technology, and culture. Programming spans keynote sessions, panels, workshops, and exhibitions that explore emerging trends—from artificial intelligence and marketing to sustainability, media, and the creator economy.

Tip: **Innovation** sessions often fill quickly—arrive early for popular speakers and leave time to explore exhibitions and brand activations happening throughout the city.

MUSIC FESTIVAL

The music festival continues to spotlight emerging and established artists from around the world, offering showcases throughout the city. While still deeply connected to the music industry, the festival now unfolds alongside conference programming, creating new opportunities for discovery and connection.

Tip: As the **music festival** lineup is slowly released throughout the winter, you can catch artists and songs on the official SXSW playlist on [Spotify](#).

FILM & TV FESTIVAL

The Film & TV Festival showcases high-profile premieres, independent films, and innovative storytelling across genres and formats. Screenings take place throughout the week across Austin, paired with conversations, panels, and Q&A sessions featuring filmmakers, creators, producers, and industry professionals.

Tip: **Film & TV** screenings often require early arrival or reservations—check the [schedule](#) in advance and allow extra time between venues.

Get Your Badge

