SOUTH BY SOUTH WEST 2014

South By South West (SXSW) is the largest, most influential and important music festival/conference in North America. In 2014, it drew in 27,991 music registrants from 82 foreign countries for panels, industry discussions, demo listening sessions and trade show exhibits and live music. The Canadian showing acts represented 20% of all foreign acts. CIMA worked in conjunction with the Ontario Media Development Corporation, SOCAN, Canadian Heritage, the Department of Foreign Affairs and International Trade (GOA) and Canadian Blast program sponsors.

- **Canadian Presence:** The mission to SXSW 2014 included both a Canada Stand at the SXSW Trade Show and the Canadian Blast showcase (including the high-profile Canadian Blast BBQ, Music Showcase and VIP Reception). The Canadian delegation for 2014 featured 42 companies or associations registered for Canadian Blast. The Canadian Blast BBQ, Music Showcase and VIP Reception featured 6 export-ready artists: The Harpoonist and the Axe Murderer, Andy Shauf, Saidah Baba Talibah, The Darcys, A Tribe Called Red and Grand Analog. Over the course of 3 days at Canada House, 26 artists performed.
- **Marketing & Promotion:** CIMA once again hired Eek! Productions to undertake street marketing initiatives in Austin, including social media, daily blogs and the creation of a specific postcard to distribute around downtown Austin.
- **Outcomes:** Participants made 851 new contacts, met with 981 existing ones and held 510 meetings. In total, 205 deals were started and 31 were finalized, with expected potential revenues reaching $2,158,950 within 36 months.