



CISION®

South by Southwest 2019  
Impact and Media Insights

March 29, 2019

**SXSW** ↙



# Key Takeaways



## Seize opportunities to optimize daily views.

- Share content at later event stages
- Leverage user interest in negative headlines
- Share more real time Business news
- Take advantage of high reach/view Gaming news
- Engage users central to the social network



## Go where the fish are.

- Don't expect audiences to come to you.
- Choose media outlets and topics that already engage your target audience
- Discuss multiple topics to engage divers reader/user interests



## Do your research, know your audience.

- Entertainment media reach a younger audience
- Tech and Politics Spokespeople drive daily views
- Brand conversations engage Gen X, male professionals
- Entrepreneur topics reach female readers
- Security and Mobility topics reach male readers

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# South by Southwest

Leverage high content views at later stages of events.

## Traditional Media

4.8 K

Volume

470 M

Gross Reach

## Social Media

109 K

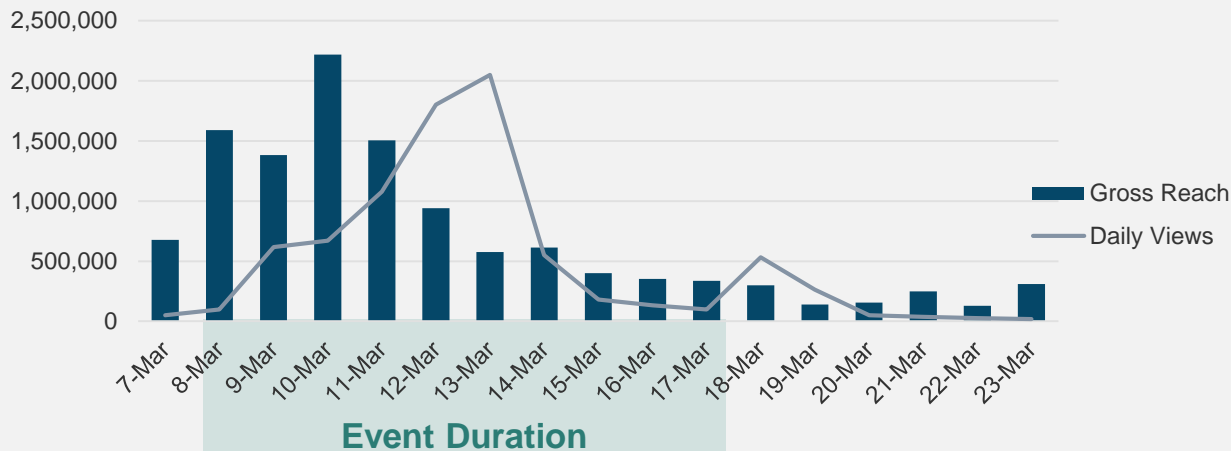
Volume

168 K

Shares

10.9 M

Gross Reach



## Stand out from the Crowd

Opportunity to drive highly viewed coverage with announcements mid- and post-event.

- Strong traditional and social media buzz around South by Southwest.
- Traditional media drives majority of Gross Reach (potential reach) with high impact coverage
- Gross Reach spikes at start of SXSW with launches and event announcements.
- Validated views of content trend more slowly with spikes half way through and immediately after the event.
- Companies should consider waiting to share news later in the event so new content coincides with highest viewer activity.

# SXSW | Events

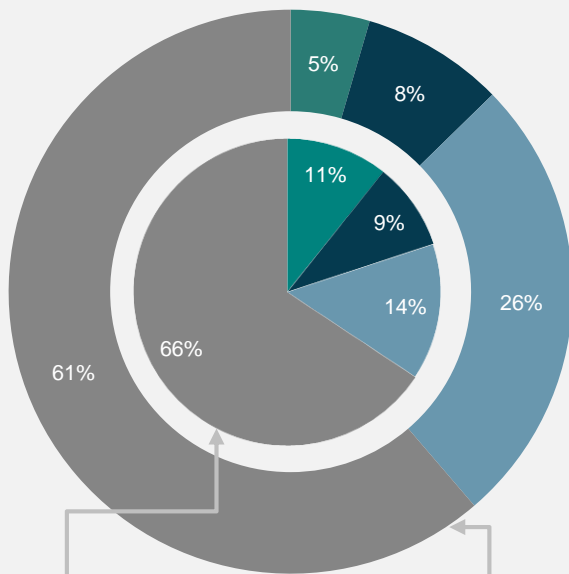
Discuss gaming news for highest reach and views across SXSW.

## Awards

- Awards earn significantly higher share of daily views vs. gross reach, indicating higher share of readers actually read Awards news vs. other Event news
- Strong social engagement around Film Awards recipients.
- Extensive online news discussion of celebrities promoting SXSW films.
- High coverage of God of War's top honors at Gaming Awards.

## Expos

- Gaming Expo generates almost 2x as much coverage as all other Expos combined.
- God of War and new Netgear router lead conversations.
- Media discuss how gaming has moved beyond VR and AR.



Daily Views

Gross Reach

■ Awards ■ Expos ■ Festivals ■ Speakers

## Festival

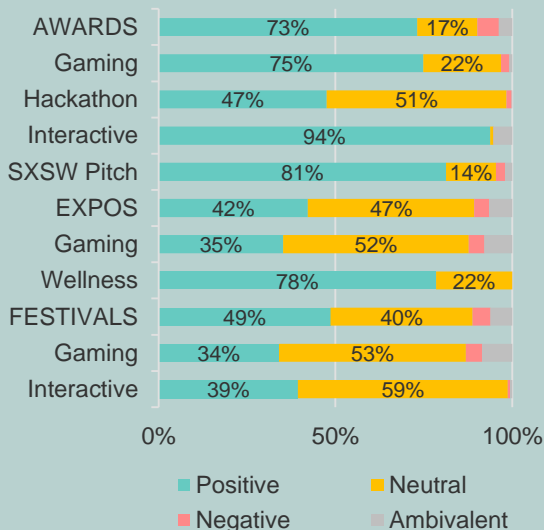
- As with other SXSW Events, Film and Gaming Festivals drive majority of reach.
- Festival news driven by extensive coverage of celebrity activities and debuts.

## Speakers

- Keynote and Featured Speakers drive highest reach and views with ongoing media coverage of speaker panels and announcements.
- Leading speakers include: Instagram co-founders Kevin Systrom and Mike Krieger; journalist Kara Swisher; actress Olivia Wilde; William Morris Endeavor CMO Bozoma Saint John; and venture capitalist Roger McNamee.

## Events Deep Dive

Awards topics and Wellness Expo generate most positive response, limited negative news at SXSW.

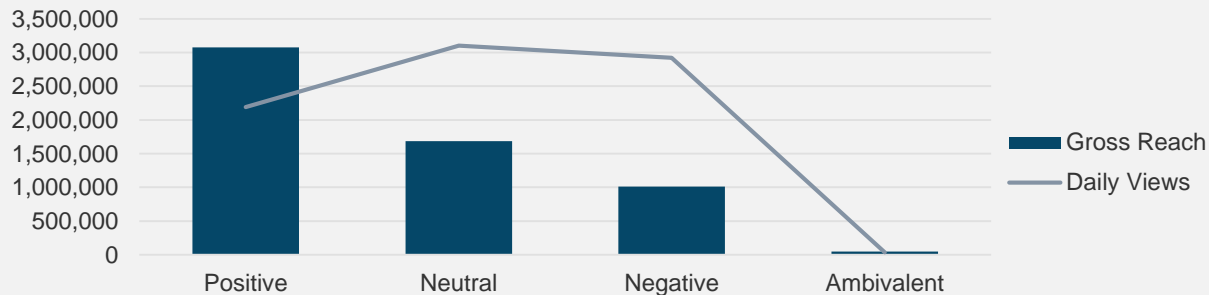


# SXSW | Sentiment

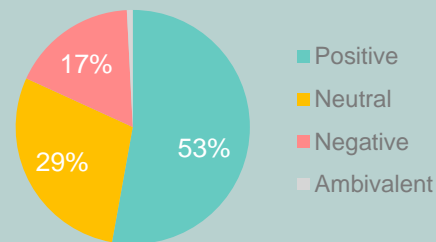
Audiences find negative news more tempting than positive.

Negative content shows significantly larger share of daily views to gross reach, indicating readers are more likely to click through to negative news around SXSW.

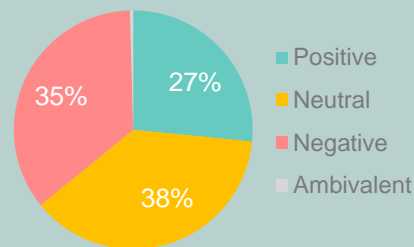
While shares of positive sentiment account for over half of media gross reach, only a quarter of daily views are on positive stories. More viewers are reading neutral and negative content, which may be more trustworthy (factual neutral news) or attention grabbing (big negative headlines).



## Sentiment by Gross Reach

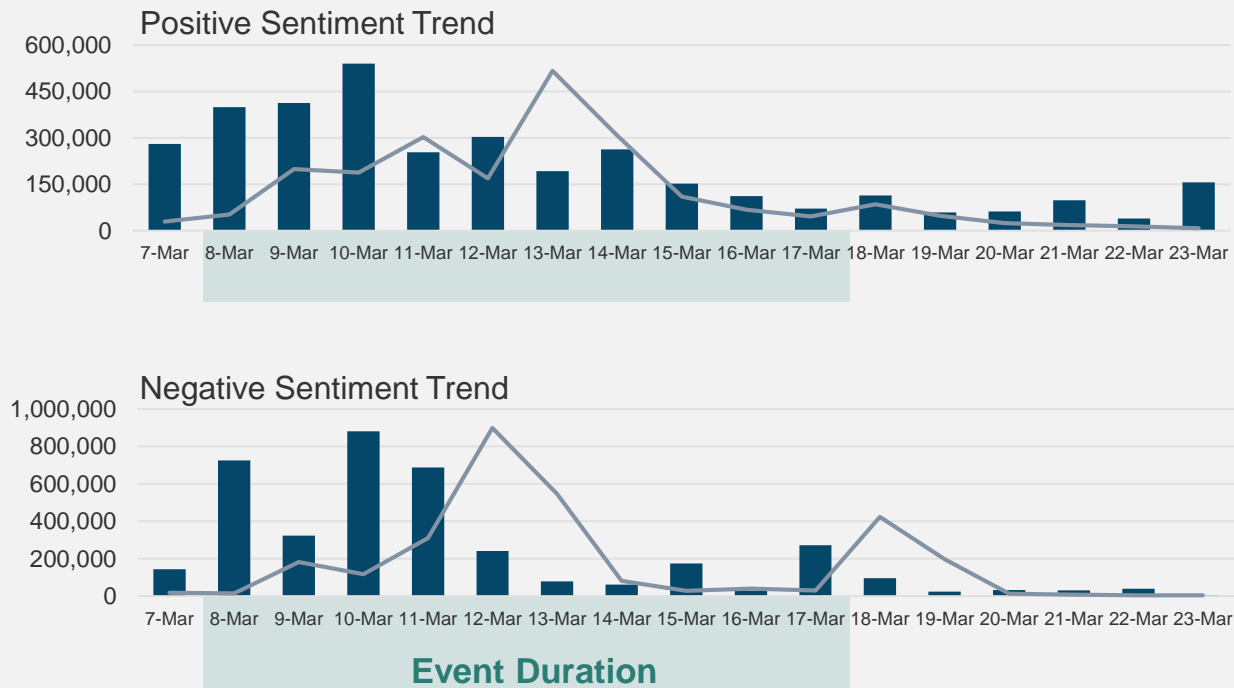


## Sentiment by Validated Views



# SXSW | Sentiment Trend

Negative coverage more likely to drive daily views.



SXSW readers may prefer negative news over positive news.

Strong growth in gross reach of positive news only shows minimal return with small spikes in daily views.

In comparison, any increase in negative gross reach eventually drives a spike in daily views.

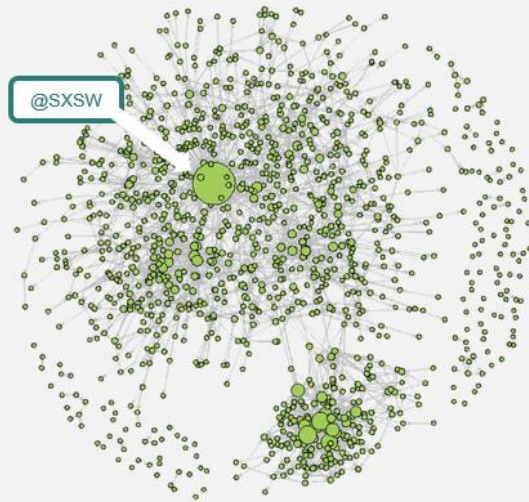
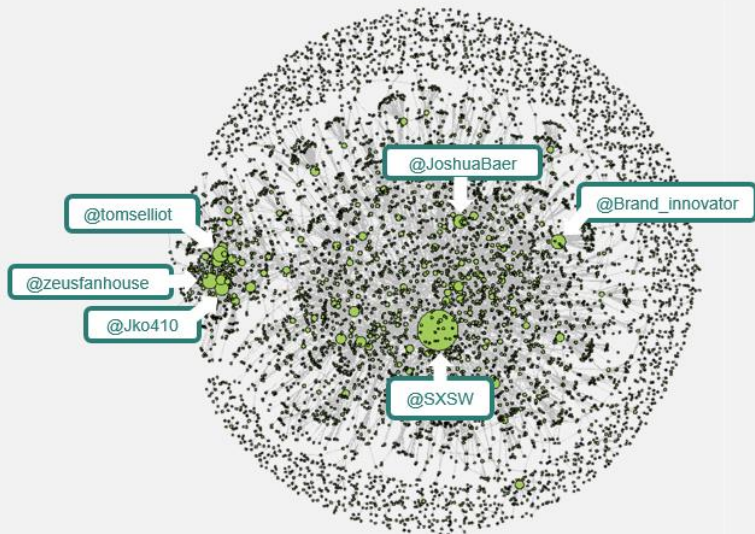


# SXSW | Buzz

Engage central users in the SXSW social network to generate high engagement.

Over 10,000 Twitter users (with a threshold of at least 30,000 followers) shared content around SXSW.

The network maps of the event highlight @SXSW's central role in the discussion, with @brand\_innovator (leader of the Brand Innovators Summit) and @JoshuaBaer (Austin area entrepreneur) also playing central roles in social conversations.



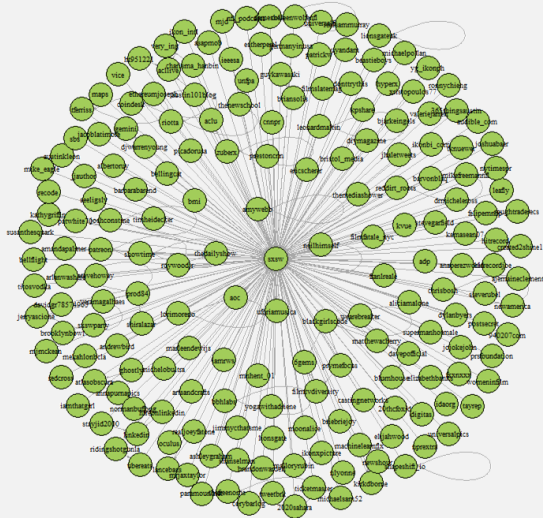


# SXSW | Buzz | Top Influencers

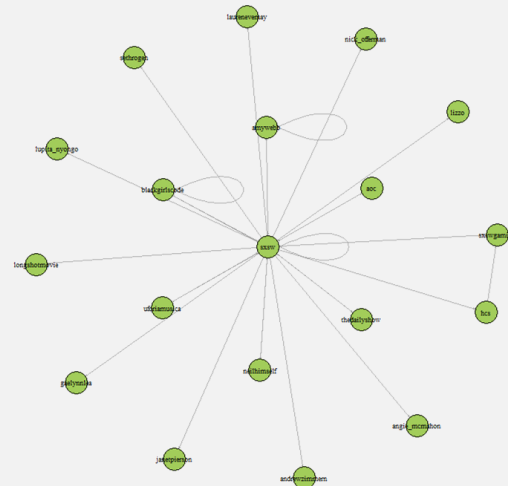
Engage generous influencers (who are willing to retweet) for maximum return on social activity.

While @SXSW was directly retweeted by 189 users, the account only retweeted 18 other users (all with a 30K+ follower threshold). This indicates that while @SXSW is active and central to the social network, there is a low likelihood that the account will engage and retweet others. Target social media activity toward accounts that are influential as well as generous with their engagement activities.

Retweets of @SXSW



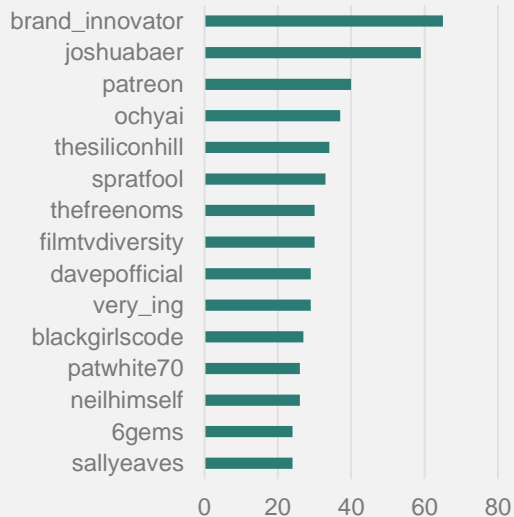
@SXSW's Retweets



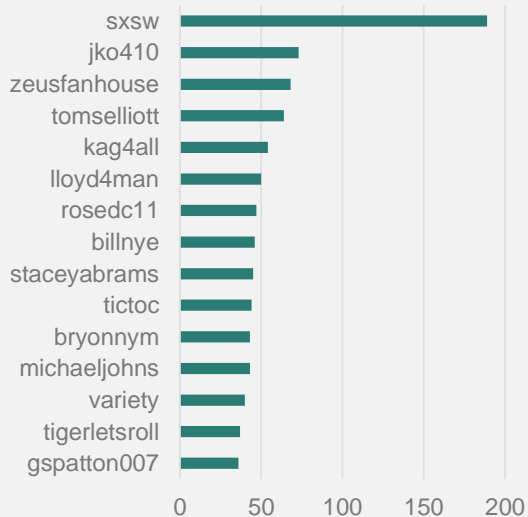
# SXSW | Buzz | Top Influencers

Maximize reach through Tech/Marketing consumers (social media) and General News.

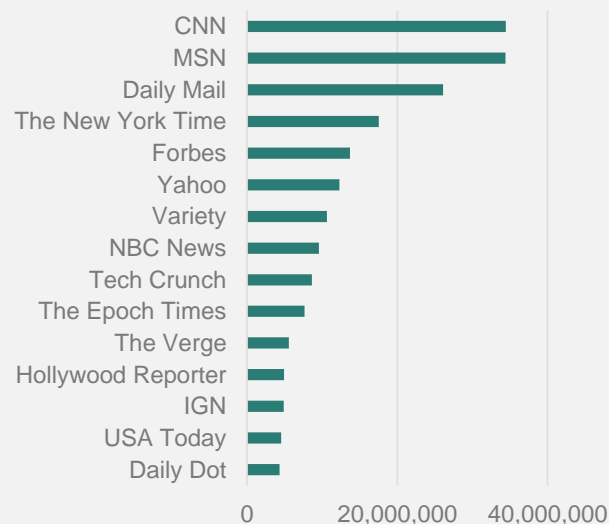
## Most Active Social Users



## Most Retweeted Social Users



## Top Media by Gross Reach

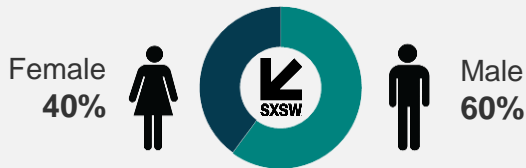


# Deep Dives | Media

Choose the right media for your target demo; Fashion for women, Sports for men.

- Fashion media show strongest female demographic, followed by Entertainment
- Sports media most skewed toward male demographic, followed by Financial and Tech
- Daily views of SXSW content heavily male across media types

US gender ratio: 51% Female : 49% Male



## General News



## Entertainment Media



## Fashion Media



## Financial Media



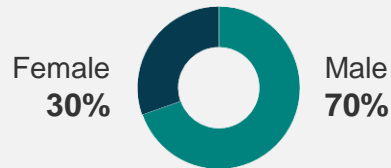
## Political Media



## Sports Media



## Tech Media



# Deep Dives | Media | Demographics

Reach a younger audience with Entertainment Media.

The Demographics Benchmark sets an average Age baseline, based on the overall SXSW event, of 1.0. The size of the circle represents the total number of daily views. The higher a media set scores against the index, the higher the likelihood of reaching a particular demographic.

Articles in Entertainment Media (one of the few outliers) are far more likely to reach younger audiences (under 34), particularly the 18-24 age group. They also have a lower likelihood of reaching senior audiences (over 45).

General News, Financial Media and Political Media have a slightly increased chance of reaching seniors. General News also has a below average probability of reaching 18-24 year olds, whereas Sports, Tech and Fashion Media are more likely to reach 18-24 year olds.

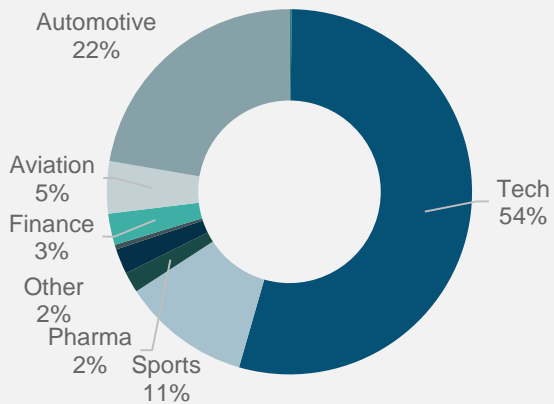


# Deep Dives | Speakers

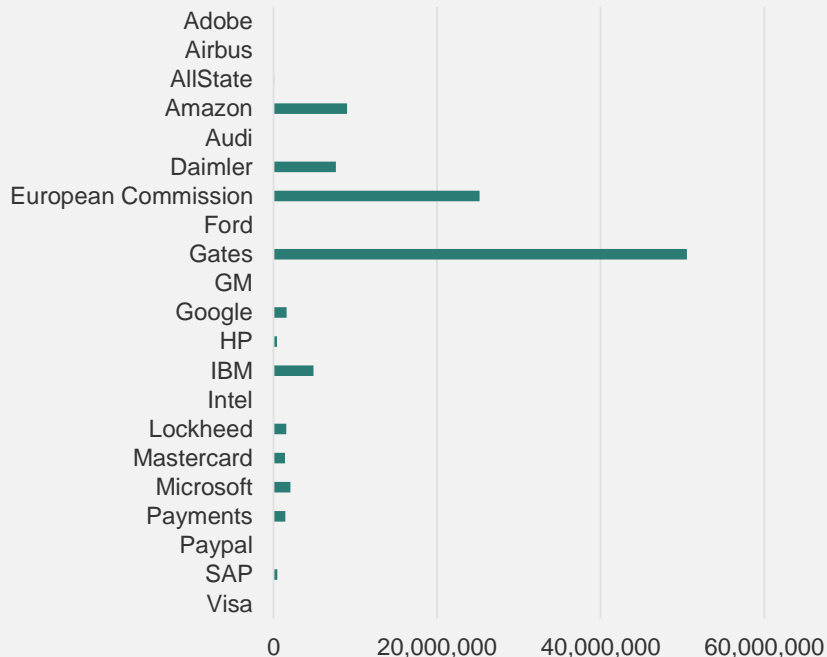
Grow reach with spokespeople on Tech and Political topics.

Technology speakers led SOV at SXSW, followed by Automotive and Sports speakers, which correlates with the event's slightly more male demographic. Speakers from the Gates Foundation and European Commission also saw high reach, largely driven by joint mentions through political leaders participating in the same panels.

Speaker Gross Reach by Industry



Speakers Gross Reach by Brand



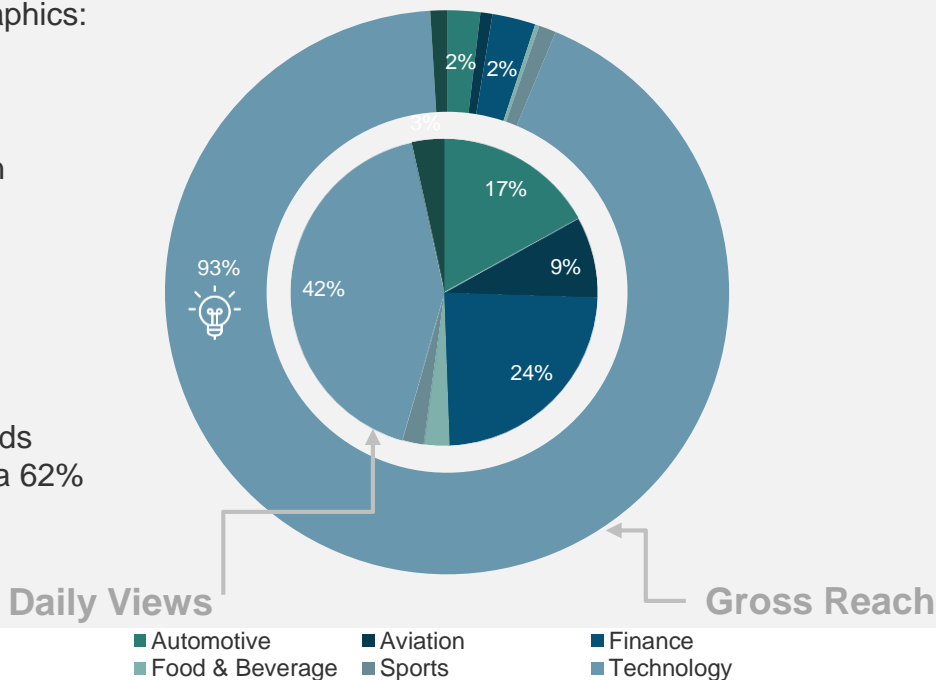
# Deep Dives | Brands

Discuss Brands to engage successful, Gen X, male professionals.

Industry brand groups shared similar audience demographics:

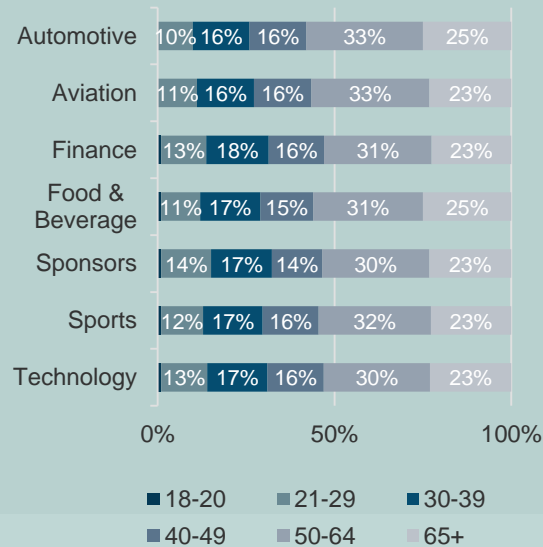
- 60% Male
- 34% Gen X (27-42)
- 60% Income \$100k+
- 18% Finance Decision Makers
- 22% Manager Role
- 18% in Business & Professional Services Industry

Financial Consulting brands were the one outlier with a 62% female audience.



## Brands Deep Dive

Brands see similar shares across age groups, but all brands fail to reach 18-20 year olds. May be that this age group is not accessing news via online news outlets.



# Topics | Target Segments

Leverage topics of interest to your target audience segments.

***If you want to reach....***



## Decision Makers

Discuss

1. Sports topics
2. CSR and Diversity
3. Entrepreneurs, Startups and Technology

*Topics that are more likely to reach decision makers have a higher than average number of daily views among: IT, sales and small business decision makers; roles of VP level or above; and companies of 1,000+ employees.*



## High Net Worth Individuals

Discuss

1. Diversity topics
2. Sports
3. Technology Innovations

*Topics that are more likely to reach high net worth individuals have a higher than average number of daily views among: Income of over \$100,000; high income groups; estimated net worth over \$500,000; and wealth decile of 7, 8, 9 or top.*



## Working Moms

Discuss

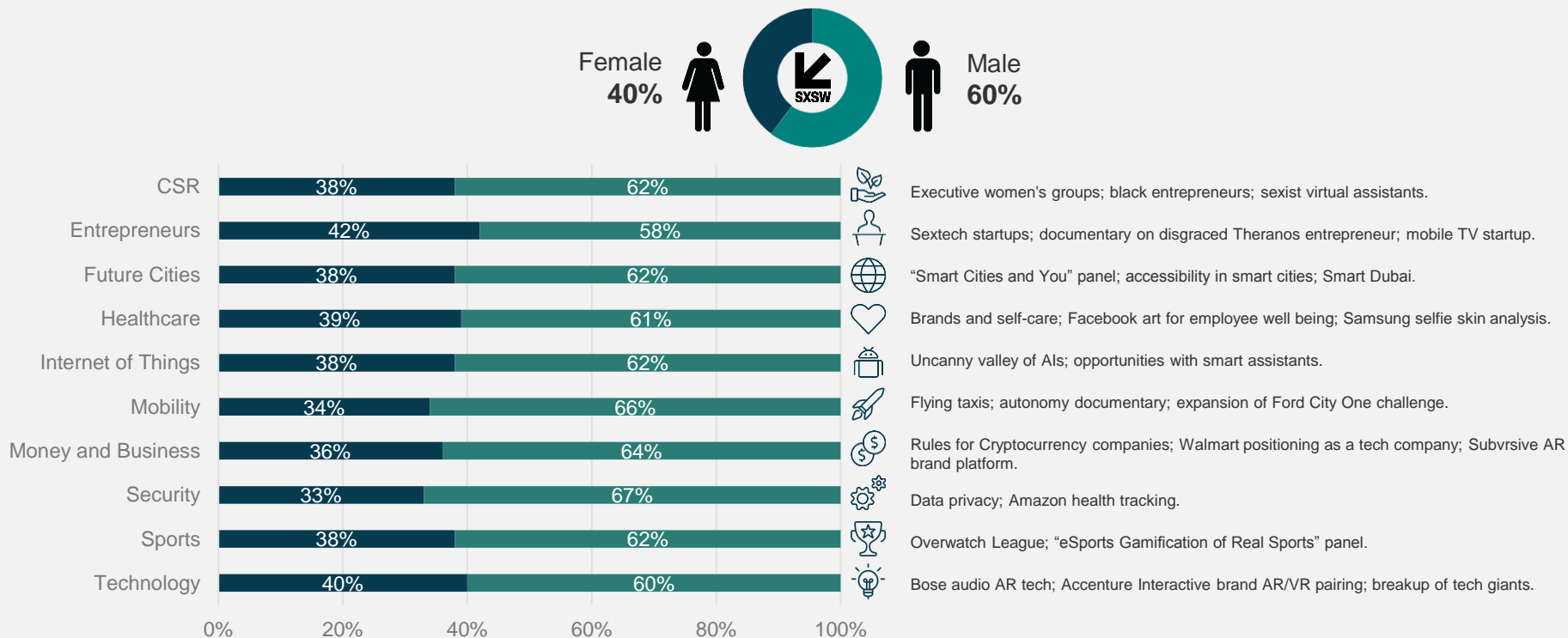
1. Wearables and Air Mobility
2. Virtual Reality
3. Female Entrepreneurs and Cannabusiness

*Topics that are more likely to reach working moms have a higher than average percentage of daily views among: Female gender; employed work status; and children in household.*



# Topics | Demographics


Engage female demo with Entrepreneur topics, male demo with Security and Mobility topics.




# Topics | Audiences

Discuss a topic that reaches your ideal audience instead of trying to attract a brand new audience.

## CSR

- **Age:** Sustainability news generates close to even share of views across all age groups 
- **Roles:** Diversity topics of most interest to Board Members
- **Decision Makers:** CSR reaches highest share of Small Business Decision Makers

## Entrepreneurs

- **Age:** News on Female Entrepreneurs reaches the largest share of 40-49 year olds 
- **Employment:** Largest share of job seekers interested in entrepreneurial topic
- **Decision Makers:** Topics around female entrepreneurs slightly more likely to reach Finance Decision Makers

## Future Cities

- **Age:** Highest share of seniors (65+) 
- **Roles:** Half of audience is Manager level
- **Decision Makers:** Content read by highest share of Small Business Decision Makers


## Healthcare

- **Age:** Reaches twice as many 50-64 year olds as all other ages 
- **Employment:** Over half of audience is employed
- **Roles:** Half of audience is Manager level


## Internet of Things

- **Age:** Most interest from 21-39 year olds 
- **Employment:** Views from higher share of homemakers and job seekers vs. other topics
- **Decision Makers:** Wearables news interests Finance and Sales & Marketing Decision Makers

## Mobility

- **Age:** Air Mobility popular with 21-29 year olds; Autonomous Driving reaches slightly older group (30-39 year olds) 
- **Roles:** Higher than average share of Managers read Air Mobility topic news
- **Decision Makers:** Mobility highest interest topic for IT Decision Makers

## Money & Business

- **Age:** Strong interest from 50-64 year olds 
- **Employment:** Ecommerce news reaches higher than average share of Homemakers
- **Decision Makers:** Reaches wide range of Decision Makers— Cannabusiness engages Finance; Blockchain engages IT and Ecommerce engages Small Business

## Security

- **Age:** Reaches most 65+ year olds among all topics 
- **Employment:** Highest share of homemakers
- **Decision Makers:** Security topics most engaging to Finance Decision makers; Biometrics engages high percentage of Small Business Decision Makers

## Sports

- **Age:** Reaches highest share of 50-64 year olds 
- **Employment:** Almost 1/3 of readers are retired
- **Roles:** Half of audience is Manager level

## Technology

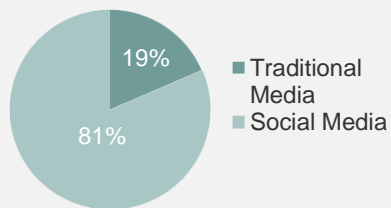
- **Age:** Most views from 50+ year olds 
- **Employment:** Tech topics most likely to reach Retirees
- **Roles:** More Board Members view Virtual Reality content
- **Decision Makers:** Virtual Reality news more likely to reach Sales & Marketing Decision Makers

# Topics | Business

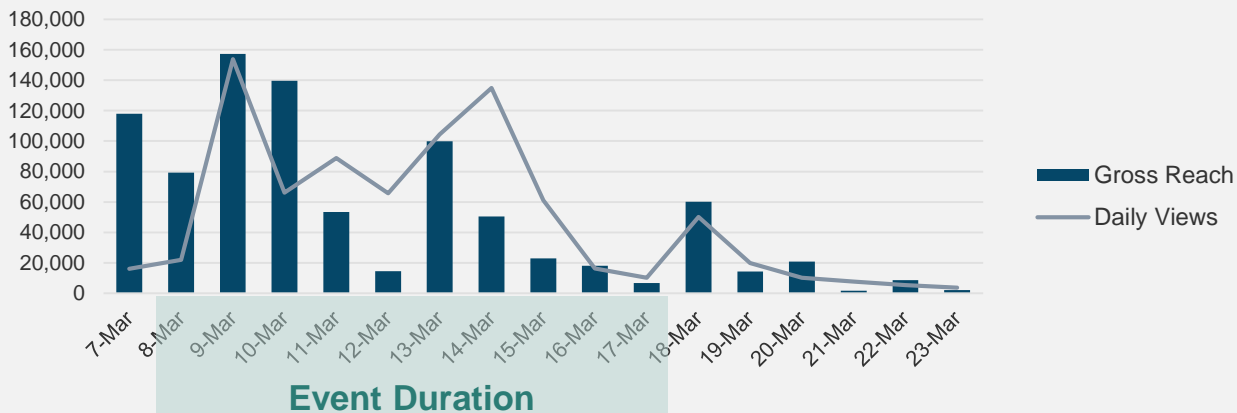
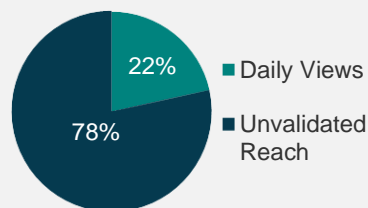
Consistently share business news to leverage real time interest.

Business Topics generated almost 4x the reach in social vs traditional media with high engagement around blockchain and entrepreneurs. In online news almost a quarter of the Gross Reach consisted of Daily Views – a higher share than most topics – indicating strong readership of Business news. The event trend shows a generally close correlation between spikes in Reach and Views, demonstrating reader interest in Business news as it is published.

### Gross Reach by Source

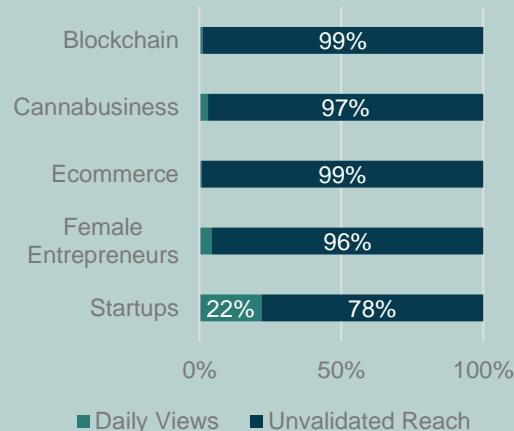


### Views by Type



## Earn a higher share of Daily Views with Startup news.

- Most Business topics have a high potential Gross Reach, but yield less than 4% Daily Views.
- Startup topics stand out with Daily Views counting toward 22% of Gross Reach.



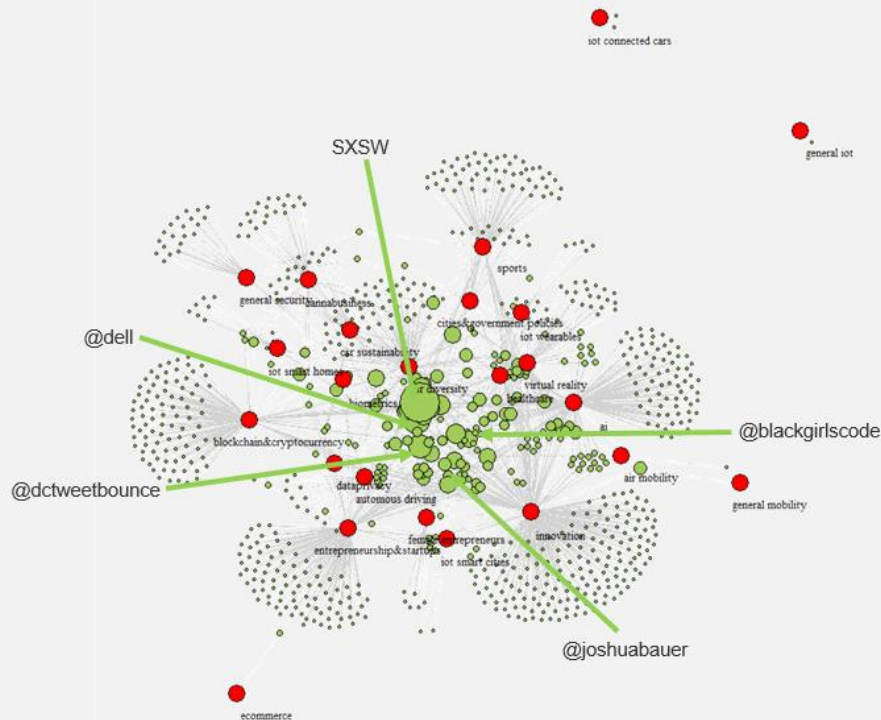
# Topics | Social Media

Discuss multiple topics to take advantage of diverse user interests.

SXSW topics (red nodes) were discussed in over 3,000 tweets and retweets (using a 30k+ follower threshold).

Many users (green nodes) engaged in multiple topics, highlighting an opportunity to increase engagement by diversifying content. Social media users @Dell, @DCTweetBounce and @BlackGirlsCode were involved in the highest number of topics.

IOT, Connected Cars, Mobility and Female Entrepreneurs were outliers in the network, resulting from a lack of overlap with other topics. It could be a risk to engage in these more isolated topics as discussion may be minimal, but there could also be an opportunity to connect these topics to others in the network and increase overall engagement.



# Topics | Social Media

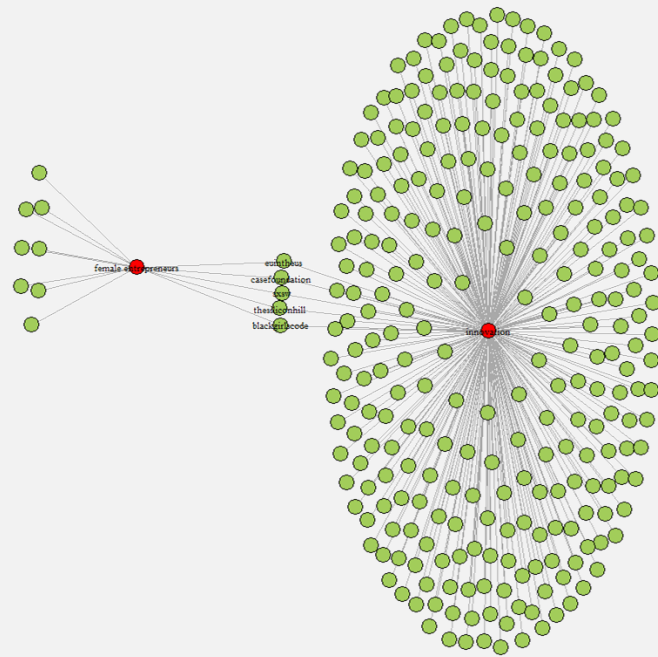
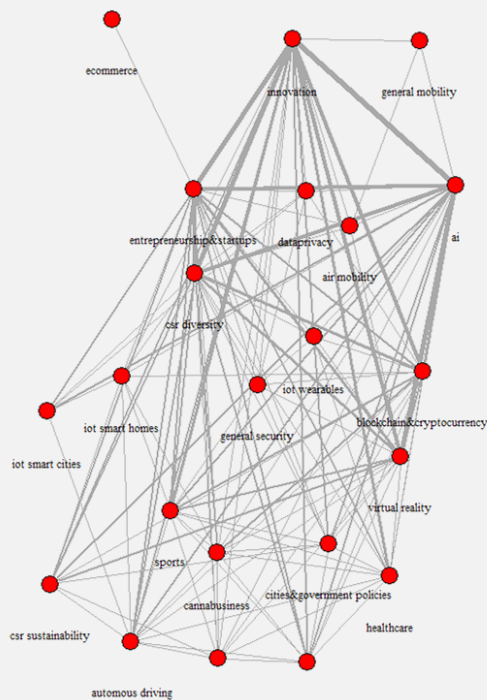
Leverage shared users to bridge the gap to new topics.

A closer look at the connections between topics (thicker lines indicate topics have more users in common) shows the strongest connection between Artificial Intelligence and Blockchain/ Cryptocurrency. Much of the joint discussion was driven by high volume social media users (@groovyhooman 600x; @brand-innovator 157x.)

Innovation was also a highly connected topic with many users in common with almost every predefined topic, while Blockchain shared a strong relationship to Entrepreneurs, perhaps driven by news around new blockchain startups.

Overall, these close topic connections represent an opportunity for brands to identify new high impact topics as well as social users who can bridge the gap.

For example, the network on the right (green nodes) show how Female Entrepreneur topics connect to Innovation. The social connectors bridging the two networks could be leveraged to potentially draw users interested in Innovation to Female Entrepreneur topics.



# Methodology

## **STUDY OVERVIEW**

The SXSW Impact and Media Insights study analyzes event coverage and conversations across 78 Automated, Natural Language Processing topics.

Topics span SXSW Events, Speakers, Brands and Industry Topics.

## **TIMEFRAME**

Analysis: March 7-23, 2019

Event: March 8-17, 2019

## **SCOPE**

Traditional Media: U.S. Online News

Social Media: Twitter posts from users with at least 30,000 followers

## **ANALYSIS TOOLS**

iSuite

Cision Impact



## Key Contact

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