

SXSW LONDON 2025



In collaboration with
Creative UK

INTRODUCTION & FOREWORDS



Max Alexander

SXSW London, Chief Executive Officer

SXSW London's mission is to be a platform for convergence bringing together technology, creative industries, leadership and culture and thanks to the passion, creativity, and energy of our speakers and delegates, we truly believe SXSW London delivered on that vision on its inaugural year.

We are proud to have partnered with Creative UK and Counterculture on our initial Impact Report. We hope it not only captures what we have accomplished together but also acts as a springboard for the continued growth of SXSW London in years to come.

A heartfelt thank you to our exceptional speakers, musicians, screen professionals, creatives, founders and innovators who brought this year's event to life and, of course, to our delegates. This report is dedicated to YOU. Together, we are building a vibrant global community of creators and changemakers right here in London.

We are deeply grateful to the Department for Business and Trade, Mayor's Office, Hackney Council, and Tower Hamlets Council for their invaluable support in showcasing the UK's rich landscape of creative industries and amplifying the vibrant spirit of the East End. See you in 2026! .



Caroline Norbury

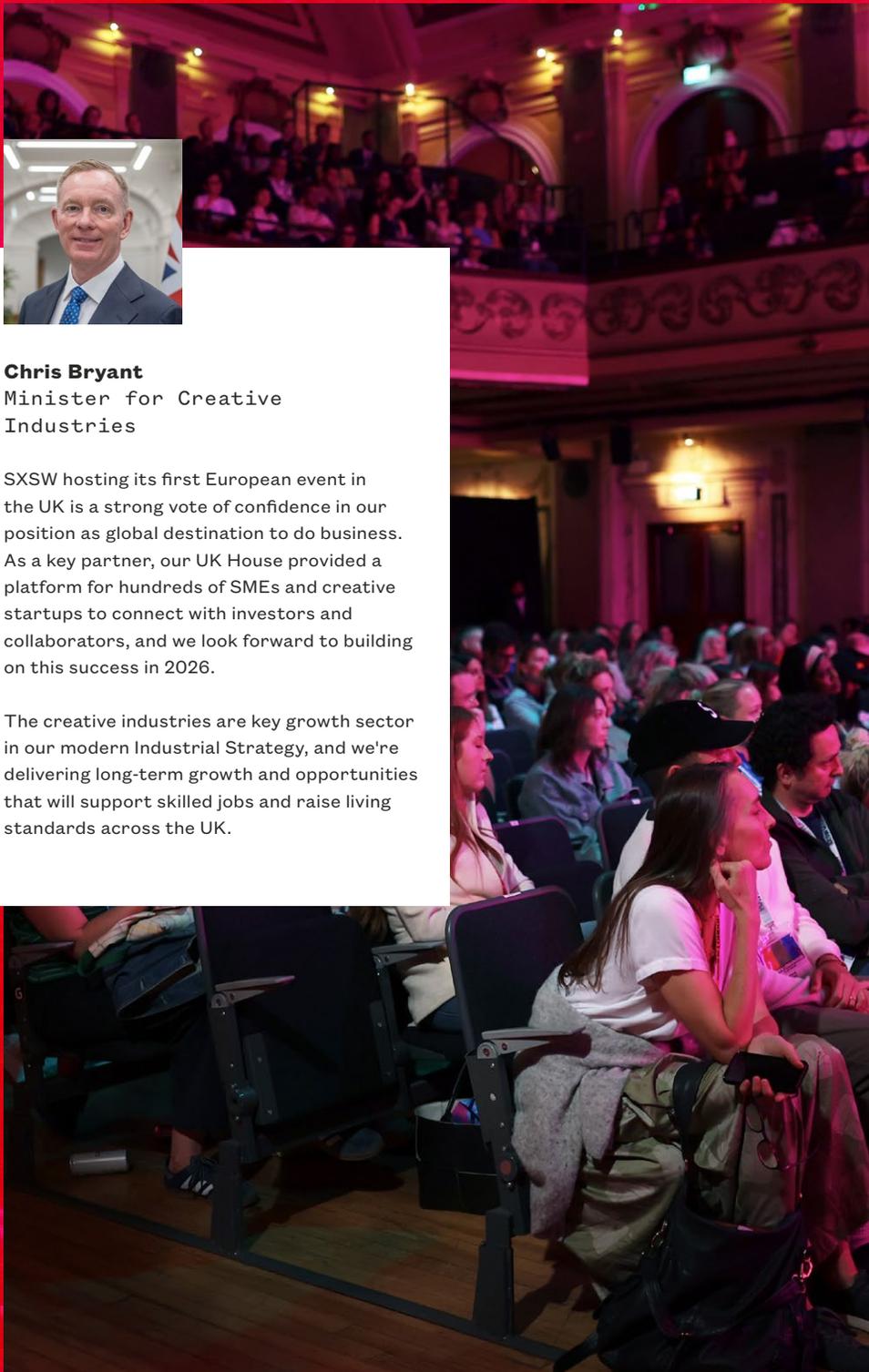
Creative UK, Chief Executive Officer

Connecting creatives and championing innovation is at the heart of everything we do at Creative UK – and it was truly inspiring to see SXSW London bring this same vision to life in Shoreditch this summer.

Throughout this unique venture, over 20,500 leaders from across the creative industries, tech and business came together in 34 venues: rightly cementing London – and indeed the UK as a whole – as a leader when it comes to creativity as a driver for growth.

We're delighted to have teamed up with SXSW London on this report, which offers insight into the kinds of changemakers, creatives, business leaders and talent who were on the ground in June, building networks and bringing new ideas to life.

Real magic happens when we work together in new ways, and what this data really shows is the seeds of new ideas that will have begun. At this intersection of tech, creative industries and business - how many new artistic endeavours, business opportunities or creative platforms were born? What perspectives were shifted, and how will that feed our shared cultural narrative in the months and years to come? I look forward to watching the seeds grow for many years to come – and continuing to connect the creative dots for the foreseeable.



Chris Bryant
Minister for Creative
Industries

SXSW hosting its first European event in the UK is a strong vote of confidence in our position as global destination to do business. As a key partner, our UK House provided a platform for hundreds of SMEs and creative startups to connect with investors and collaborators, and we look forward to building on this success in 2026.

The creative industries are key growth sector in our modern Industrial Strategy, and we're delivering long-term growth and opportunities that will support skilled jobs and raise living standards across the UK.

ABOUT SXSW LONDON

Powered by the dynamism and diversity of Shoreditch, SXSW London has become the preeminent global platform for the convergence of business, technology and creativity. Stretched across the streets of East London, the festival is unapologetically progressive and provocative.

Contemporary life moves faster and faster. SXSW London fearlessly embraces the growing landscape at the intersection of technology and culture to connect speakers, delegates and performances beyond any single industry. The SXSW London community seeks provocative debates that resonate in a global city, known for its openness to opposing voices.

Our inaugural edition of SXSW London brought 20,500 visionaries together across 34 venues. It was officially opened by the Mayor of London, Sadiq Khan and honoured by a visit from His Majesty, King Charles III.

Sharing his reflections on SXSW London, Mayor Sadiq Khan said, “I saw first-hand the electric atmosphere of innovation that the festival creates.”

From agentic AI to biotech breakthroughs, space tech to storytelling, the programme stretched across 500+ sessions, 100+ screenings and 600 live performances over six days of connection and discovery.

On stage, musicians including TEMS, Sasha Keable, Mabel and Nao shared the bill with bold new voices from every continent. Premieres included STANS (Eminem’s fandom documentary), The Institute (Micky Flanagan’s TV horror debut), and Amazon’s Deep Cover starring Orlando Bloom. Two thirds of the Screen festival featured foreign language films. But the magic also happened between the lines — at music industry dinners, post-screening meetups, and gallery rooftop sessions where ideas turned into action.



CONTEXT & METHODOLOGY

SXSW London are working with Creative UK and Counterculture to conduct an evaluation of SXSW London 2025, exploring its outcomes and impact. This brief report offers initial insights from our research work to illustrate the immediate impact and influence of the festival on those who attended. The data presented below is drawn from three sources. Firstly, the figures presented in the first section exploring delegate demographics have been drawn from the ticket data collected by SXSW London. In the succeeding sections, data and insights have been gained from research commissioned by SXSW London and conducted by Counterculture and Creative UK. This includes a survey which collected the views and experiences of 1,216 delegates across all pass types, alongside a selection of interviews conducted by Counterculture with key SXSW London 2025 stakeholders.

WATCH OUR BIG
MOMENTS FROM 2025



DELEGATE DEMOGRAPHICS AT SXSW LONDON: A WHO'S WHO OF CREATIVITY AND INNOVATION

Over 20,500 delegates attended SXSW London, from a wide range of professional backgrounds and industries.

OVER 50% OF DELEGATES CAME FROM THE CREATIVE INDUSTRIES

SXSW London 2025 was a hub for creativity, culture and innovation. Over 50% of delegates were from sectors which make up the Creative Industries. SXSW London was also an event for industry leaders to exchange, discover and network: a third of delegates were senior stakeholders and decision makers across the Creative and Tech Industries.

There was a strong UK presence, with around two thirds of delegates based in the UK, while SXSW's global profile continued to attract a vibrant mix of international participants. Delegates came from over 85 countries, not only from Europe and the USA, but also notable delegations from Asia and Latin America.

"SXSW LONDON HAS A UNIQUE CULTURAL CACHET ON THE CREATIVE LANDSCAPE, FULL OF COOL INTERESTING CREATIVES, AND THE UNIQUE BACKDROP OF LONDON MADE IT REALLY STAND OUT."

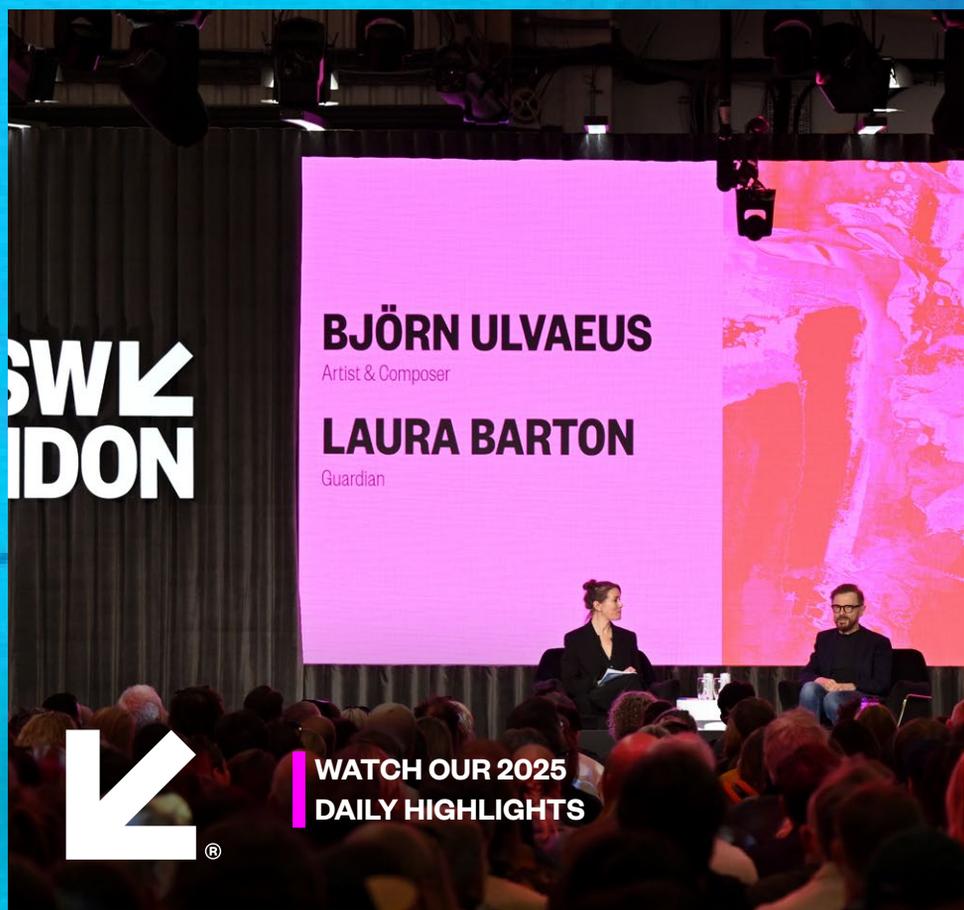
[GAMING INDUSTRY DELEGATE]

Just over half of all SXSW London delegates were under 35, with the festival attracting a diverse audience of emerging professionals and young creatives seeking out cultural experiences and building new insights and networks – all of which SXSW is renowned for. Complementing this younger audience was a significant presence of established professionals, with 40% of delegates aged 36-55, bringing with them valuable creative knowledge and networks, and fostering positive energy and deep insight at SXSW London 2025.

SXSW LONDON ATTRACTED DELEGATES FROM OVER 85 COUNTRIES

Importantly, SXSW London 2025 was a festival where diverse voices were heard and explored. Across the wider attendance, speakers and performers, men and women were equally represented. Amongst the significant number of Creative and Tech industry leaders at the festival, this balance was close to being achieved, despite the structural gender gap within the Tech and Creative Industries, demonstrating the power and role of SXSW London in amplifying underrepresented voices.

This year's conference programme included leading voices in AI and DeepTech including; Sir Demis Hassabis (Co-Founder & CEO, Google DeepMind), Dr. Katie King (CEO, BioOrbit), Bianca Cefalo (Founder and CEO, Space DOTS), Alex Kendall (Co-founder & CEO, Wayve), Victor Riparbelli (Co-founder & CEO, Synthesia.io) and Ben Lamm (Co-founder & CEO, Colossal Biosciences).

The SXSW logo is displayed in white, bold, sans-serif capital letters. The 'S' and 'X' are partially cut off on the left side of the frame.A photograph of a stage presentation. A large screen in the background displays the names and titles of two speakers. In the foreground, two people are seated on a stage, facing each other. The audience is visible in the lower foreground, mostly in silhouette.

BJÖRN ULVAEUS

Artist & Composer

LAURA BARTON

Guardian



**WATCH OUR 2025
DAILY HIGHLIGHTS**

The Rt Hon Peter Kyle, MP, at the time Secretary of State for Science, Innovation and Technology, shared in his keynote findings of a landmark trial undertaken by 20,000 civil servants where AI significantly reduced time spent on government tasks - freeing up staff capacity, boosting productivity and evidencing the opportunity to save nearly two weeks of time across the year for each individual.

**“THERE’S A REAL
PSYCHOLOGICAL EFFECT
ARRIVING AT SXSW, IT’S AN
EXCITING, INTOXICATING
FEELING.”**

[FILM & TV INDUSTRY DELEGATE]

PANELS, TALKS, PERFORMANCES & SCREENINGS: DELEGATE ENGAGEMENT AT SXSW LONDON 2025

From panels and exhibitions to gigs and screenings, delegates took full advantage of the broad range of activity on offer with Platinum, Conference and Festival delegates attending around five distinct activities on average.

96% OF PLATINUM, CONFERENCE AND FESTIVAL DELEGATES ATTENDED TALKS AND PANEL SESSIONS WITH THE LIKES OF IDRIS ELBA AND DR JANE GOODALL

Talks and panel sessions were particularly popular, with 96% of Platinum, Conference and Festival delegates attending at least one session in this category. Idris Elba, Björn Ulvæus, Dr Jane Goodall, Letitia Wright and Lucy Guo all spoke as part of this year's programme – which explored everything from AI adoption to the changing face of conservation.

59% OF PLATINUM DELEGATES TOOK THE CHANCE TO SEE MUSIC PERFORMANCES FROM THE ARTISTS SUCH AS TEMS AND MABEL

Visual art exhibitions and tech demonstrations were also a priority with delegates from across the Creative Industries – with over 40% of Platinum, Conference and Festival delegates seeking out these experiences. As part of this, the Visual Arts

programme 'Beautiful Collisions,' explored the vital role of Caribbean diaspora artists in London's cultural scene, and Denzil Forrester's vibrant paintings captured East London's reggae and dub nightclub scene during the 1980s and 90s.

SXSW has long been renowned for its bold music programme, and last Summer, the stages in Shoreditch belonged to the likes of TEMS, Sasha Keable, Mabel and Nao – sharing the bill with emerging voices from every continent. This strand of the programme showed wide appeal, with 59% of Platinum delegates and just shy of half of all Festival and Conference delegates attending a Showcase, Performance or Music Event.

“TO BE ABLE TO INVITE SENIOR MEMBERS OF BRITISH GOVERNMENT TO OUR EVENT AND THEN GET SUCH POSITIVE FEEDBACK WAS A HUGE ADVANTAGE OF THE FESTIVAL BEING HOSTED IN LONDON.”

[UK GOVERNMENT DELEGATE]

Music and Screen delegates also demonstrated deep cross-sector engagement with what SXSW London had to offer, with each delegate exploring on average 3 different activities hosted by the festival. Over 80% of delegates attended Music Showcases, Performances and Events, and almost half of these same delegates engaged with the extensive array of talks and panel sessions.

“THE SXSW STARDUST - THE GLAMOUR OF COMBINING ENTERTAINMENT WITH TECH - WAS A REALLY UNIQUE THING FOR US TO BE INVOLVED WITH.”

[SOFTWARE INDUSTRY DELEGATE]

Music and Screen Parties, and Networking Meetups and Mixers, were also well attended, with 37% and 27% of delegates engaging with these events, respectively. These figures show that Music and Screen delegates at SXSW London were not only consumers looking to see their favourite artists and filmmakers, but also industry decision makers and creative leaders seeking to discover and expand their networks. The significant presence of delegates from music companies at sold-out Music Showcases, Networking Mixers, and Music and Screen Parties (where they represented around 1 in 5 in attendance), combined with the strong draw of these activities for artists, creators, and those from film and media organisations, illustrated this perfectly. Through these events SXSW London 2025 brought the UK's Creative Industries together to discuss, connect and collaborate.

“[SIMILAR EVENTS] HAVE BEEN AROUND FOR A LONG TIME, BUT SXSW HAS A MUCH BROADER AUDIENCE. IT SPANS SO MANY DIFFERENT VERTICALS. I LOOK FORWARD TO EXPERIENCING IT AGAIN NEXT YEAR TO FULLY UNDERSTAND ITS POTENTIAL.”

[UK GOVERNMENT DELEGATE]



“OUR PROGRAMMING AS PART OF DEPARTMENT FOR BUSINESS AND TRADE'S UK HOUSE AT SXSW LONDON ENABLED MIDLANDS UNIVERSITIES TO ENGAGE DIRECTLY WITH GLOBAL CORPORATES, SHOWCASING THE DEPTH OF THE REGION'S R&D STRENGTHS AND CAPABILITIES.”

[INVEST IN UK UNIVERSITY R&D - MIDLANDS CAMPAIGN]

GOALS AND OBJECTIVES: WHAT DELEGATES AIMED TO ACHIEVE AT SXSW LONDON 2025

SXSW London is a global hub for collaboration across industries – and for the majority of delegates, the opportunity to grow and strengthen their network was a key driver for attendance. Over 80% of Platinum, Festival and Conference delegates identified this as a key reason for attending, while 90% of these delegates sought to leverage SXSW London 2025 to acquire new insights and knowledge.

OVER 80% OF PLATINUM, FESTIVAL AND CONFERENCE DELEGATES SAW SXSW AS A VALUABLE OPPORTUNITY TO GROW THEIR NETWORKS

Importantly, the festival delivered. Nearly 80% came away feeling they had achieved their objective to secure the deep new and exciting industry insights SXSW is globally known for. Two thirds realised their goal of actively expanding their networks and meaningfully interacting with industry peers.

**“SXSW LONDON MAKES
US LOOK WAY MORE
SLICK, WE’RE COOL BY
ASSOCIATION...OUR SECTOR
PARTNERS ARE JEALOUS
THAT WE WERE THERE, AND
THEY WEREN’T.”**

[SOFTWARE INDUSTRY DELEGATE]

More than half of Platinum, Conference and Festival delegates met their aim to meet and build new relationships with potential clients and collaborators, and of the Platinum delegates looking to discover a new company/product 68% did so thanks to the expansive

array of brand experiences hosted by the festival.

TWO THIRDS OF PLATINUM DELEGATES DISCOVERED NEW BRANDS AND COMPANIES AT SXSW LONDON

Discovering new talent was a key draw for many Music and Screen delegates, driven by the strong attendance from the music and broader media industries. 75% of delegates seeking to discover talent did exactly this, establishing SXSW London as a hub for showcasing emerging creative talent to key industry stakeholders.

75% OF MUSIC AND SCREEN DELEGATES DISCOVERED NEW TALENT THROUGH THE BOLD MUSIC PROGRAMME AT SXSW LONDON

SXSW London 2025 was not only a hub for talent discovery, but also a catalyst for networking, business development, and creative profile building for those who attended with exactly these goals. Over two thirds of Music and Screen delegates achieved their goals of building their profile, and three quarters met their expectation of expanding their networks and connecting with new industry peers at SXSW London.

“OUR PROJECT WAS PRESENTED AS EDGY, COOL AND ACCLAIMED, AND OUR SXSW LONDON LAUNCH WAS INTEGRAL FOR US THEN LAUNCHING TO THE WORLD.”

[FILM & TV INDUSTRY DELEGATE]



“PARTICIPATING IN UK HOUSE AT SXSW LONDON 2025 FAR EXCEEDED MY EXPECTATIONS IN TERMS OF NETWORK BUILDING AND BUSINESS DEVELOPMENT. BEING ABLE TO HOST AN INDUSTRY NETWORKING EVENT AT UK HOUSE RAISED THE LEVEL OF OUR BRAND SIGNIFICANTLY RESULTING IN A HOST OF NEW STRATEGIC PARTNERSHIPS ACROSS THE UK AND EMEA. WE ARE IN THE FINAL STAGES OF AN INTERNATIONAL LIVE EVENT DEAL AS A DIRECT RESULT OF OUR SXSW ACTIVITY AND I HAVE BEEN INUNDATED WITH DIRECT APPROACHES FOR BILD LIVE EVENTS, MARS VOLUME BOOKINGS AND MARS ACADEMY TRAINING COURSES.”

[UK HOUSE PARTNER,
BILD STUDIOS]



OUTCOMES AND INSIGHTS: THE IMPACT AND OPPORTUNITIES OF SXSW LONDON 2025

SXSW London 2025 was a festival which generated significant impact and opened up unique opportunities.

OVER 2,000 PLATINUM, CONFERENCE AND FESTIVAL DELEGATES BUILT NEW BUSINESS CONNECTIONS

Over a fifth of Platinum, Conference and Festival delegates came away with potential new business partners, and nearly 1 in 10 with sales leads and new clients. While these figures may seem small what they represent is not. SXSW London 2025 has provided the platform for over 2,000 delegates to build new business relationships which will drive long-term growth and innovation within the UK's Creative Industries.

The festival was not only a driver of business network building for these delegates but also vital knowledge exchange and acquisition. 42% of Platinum, Conference and Festival delegates gained key insights into the current use and future potential of emerging digital tools and technology and their application across creative and tech industries. Meanwhile 49% of these same delegates gleaned valuable new understanding and insight into industry trends and emerging developments.

**“SXSW LONDON WAS
THE CATALYST FOR OUR
ONGOING HIGH PROFILE.
PEOPLE HAVE TAKEN US
MORE SERIOUSLY.”**

[FILM & TV INDUSTRY DELEGATE]

**“[OTHER LONDON-BASED
EVENTS ARE A] GREAT
PLATFORM, AND OUR TEAM
DID A HUGE AMOUNT [AT
THEM], BUT [THEY'RE]
NOT QUITE THE RIGHT
MOMENT FOR THE CREATIVE
INDUSTRIES...WITHOUT
SXSW LONDON, WE
WOULDN'T HAVE HAD THAT
LONDON MOMENT.”**

[UK GOVERNMENT DELEGATE]

For Music and Screen delegates, SXSW London 2025 fostered promising creative collaborations, with 1 in 4 coming away having built new connections with filmmakers, musicians and other creatives for future collaboration.

It was also a vital space to spread the word on important new policy initiatives for the sector, with Culture, Media and Sport Committee Chair, Dame Caroline Dinenage MP, launching a fan-led review of live music at SXSW London. Speaking at the festival, Dinenage said of the Select Committee Review: "It's time to put the power in the hands of those who truly understand and love live and electronic music – the fans, artists, DJs and festival goers, as well as those who work behind the scenes."

The festival's power to bring industry voices, experts, and businesses together in a melting pot of discussion and exchange also led to over 1 in 5 Music and Screen delegates gaining invitations to further unique and specialist industry events; a vital part of industry profile and network building for those in the Creative Industries, and who made up the majority of Music and Screen delegates.



"SXSW LONDON ENABLED ACCESS TO A VIBRANT, CULTURALLY RICH EXPERIENCE THAT DELIVERED REAL VALUE TO EARLY-CAREER TALENT."

[FILM & TV INDUSTRY DELEGATE]

On top of these direct outcomes from the festival and its activities, SXSW London 2025 generated wide reaching influence unconfined to the festival's moment, creating a spillover of connections, insight, inspiration and impact that will help to underpin and drive creativity and innovation across the UK.

Over 50% of all delegates came away from the festival inspired to explore new ideas and projects, highlighting the creative and innovative power of bringing together such a diverse array of delegates, speakers, musicians and filmmakers in London.

SXSW LONDON INSPIRED OVER HALF OF DELEGATES TO EXPLORE NEW IDEAS, INNOVATE AND COLLABORATE

44% of Platinum, Conference and Festival delegates highlighted SXSW London 2025 as a space which explicitly fostered cross-sector innovation and collaboration, creating the conditions for new ideas, conversations and endeavours to be exchanged, formulated and pursued both at the festival and into the future.

For Music and Screen delegates, 50% actively engaged in deep exchanges with those outside of their industry, developing new links with other delegates, especially those within the music, film, advertising and visual arts industries, to be taken forward in new projects and collaborations.

"IT EMBRACES CULTURE AS A WHOLE. AUSTIN STARTED WITH MUSIC AND THEN GRABBED OTHER BRANCHES OF ART AND CULTURE, I FEEL LONDON HAS STARTED ON THE SAME PATH. SXSW LONDON PROVIDES CREATIVES WITH MULTIPLE OPPORTUNITIES TO EXPLORE AND DIVERSIFY. IT TRANSCENDS OTHER USUAL CREATIVE FESTIVALS IN THIS WAY. MOST OF ALL IT KEEPS ARTISTS AT THE FOREFRONT, AND DRIVES THE ART FORWARD."

[FILM & TV INDUSTRY DELEGATE]

DISCOVERIES & LOCAL IMPACTS: PLATFORMING SHOREDITCH, LONDON AND THE UK AT SXSW LONDON 2025

With 34 venues programmed over six extraordinary days - SXSW London created an unparalleled opportunity to showcase Shoreditch on the world stage - while putting UK-based creators, artists, venues, communities and small businesses at the centre of the conversation.

“SXSW LONDON PROVIDED AN IMPRESSIVE AND UNIQUE SPOTLIGHT ON WHAT LONDON AND THE UK HAS TO CONTRIBUTE TO THE INTERNATIONAL CREATIVE AND TECH LANDSCAPE.”

[GAMING INDUSTRY DELEGATE]

GAMING INDUSTRY DELEGATE As the first European city to ever host SXSW, London was afforded opportunities that its Mayor, Sadiq Khan spoke to in a Metro article dedicated to the festival. Khan said: “SXSW London is a significant opportunity to generate new ideas, promote our capital and help inspire the next generation.” He also highlighted the socio-economic importance of the creative industries, stating “These vital industries generate more than £63bn for the UK economy, having significantly surpassed pre-pandemic levels. They help define how London is perceived around the world, and provide young people with positive opportunities and access to training and jobs.”

OVER HALF OF DELEGATES FELT SXSW LONDON WAS A VITAL CHAMPION FOR GRASSROOTS VENUES AND UK TALENT

45% of Music and Screen delegates discovered new UK talent, and 44% of these same delegates encountered East London venues that were totally new to them. The scale of new talent discovery, within the context of the substantial presence from creative industry experts and decision makers at SXSW London, is a testament to the festivals’ efforts to showcase and support grassroots creative talent.

A quarter of Platinum, Conference and Festival delegates were able to explore and uncover for the first time these very same East London Venues. SXSW London 2025’s aim to promote grassroots venues to the diverse and international audience which it attracted was clearly recognised - 59% of delegates felt that the festival effectively brought these important local spaces to the forefront of the experience.

“[FOR THOSE IN THE CREATIVE INDUSTRIES IT WAS REFRESHING TO SEE EAST LONDON SHOWCASED, RATHER THAN] THE USUAL SOUTH BANK...IT ALL HAPPENED ON THE DOORSTEP FOR ME AND MY FRIENDS, WHICH FELT REALLY FRESH AND EXCITING.”

[FILM & TV INDUSTRY DELEGATE]

“I’VE NOTED THE REVOLUTION OF SHOREDITCH, IT HAS A CERTAIN ARTS IDENTITY NOW. I REMEMBER WHEN GILBERT AND GEORGE WERE THE ONLY ARTISTS THERE. I REALLY APPRECIATE THE MULTI-CULTURAL INFLUENCES IN THE AREA, THE WAVES OF IMMIGRATION. IT’S THE IDEAL PLACE TO DO IT.”

[FILM & TV INDUSTRY DELEGATE]

“SXSW LONDON BOUGHT CREATIVITY, INNOVATION AND EXCITEMENT TO VENUES ACROSS EAST LONDON.

“FROM INSPIRING TALKS TO ELECTRIC PERFORMANCES, THE INAUGURAL EUROPEAN EDITION OF THIS WORLD-RENOWNED FESTIVAL BROUGHT TOGETHER SOME INCREDIBLE TALENT AND SHOWED WHY OUR CAPITAL IS THE LEADING CITY FOR CREATIVITY AND BUSINESS. “IT’S A FANTASTIC ADDITION TO OUR CULTURAL CALENDAR AS WE BUILD A MORE PROSPEROUS LONDON FOR EVERYONE.”

[THE MAYOR OF LONDON, SADIQ KHAN]



WATCH WHY LONDON IS LEADING THE WAY - MAYOR SADIQ KHAN



SXSW
LONDON 2025

IN COLLABORATION WITH



Creative UK



SUPPORTED BY
MAYOR OF LONDON



Department for
Business & Trade