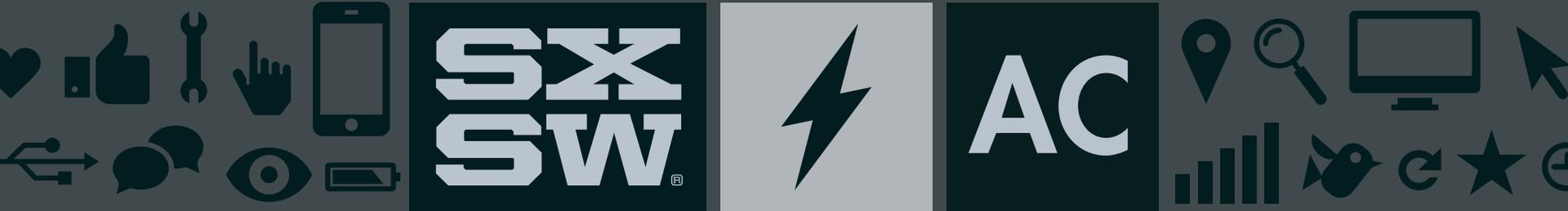


THE SOCIAL PULSE OF



FROM ACCESS COMMUNICATIONS

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Based on the data for this reporting period, the following insights have been provided:

A total of 1.3 million mentions were captured related to SXSW from March 7-12, 2013.

- Mentions generally contained topics from the SXSW events in Austin, Texas as well as the planned SXSW V2V event slated for August 2013 in Las Vegas, Nevada

Of the three topics studied, Hardware and Wearable Technology had the highest volume of mentions with 11,146, or a 57% share of voice.

- This was primarily caused by the introduction of MakerBot's "Digitizer" at SXSW Interactive, as well as Google Glass mentions

Location-based technology conversations produced the smallest volume of content with only 3,773 mentions.

- Discussions for the topic were mainly focused on Foursquare's business model and future, the app and its benefits, as well as a Hip Hop dance party at the Hype Hotel sponsored by Foursquare

- Somewhat surprisingly, Highlight, which was a festival "darling" in 2012 and rolled out updates to its app just before SXSW 2013 was not widely discussed

Twitter was the dominant source for mentions of SXSW overall as well as for the three topics examined during the reporting period.

- Tweets comprised 96% of content for the event, while Twitter produced 81% of the total mentions for the three topics that were analyzed
- Mobile and Social Commerce was the only topic to generate any significant volumes of content from channels other than Twitter, with News and Blogs accounting for 14% and 12% of all mentions, respectively

With 1,249 mentions, Oreo had the highest volume of mentions among the SXSW brands measured.

- It's interesting to note that a number of brands saw declines in their Twitter and Facebook Fan following, with Pizza Hut seeing the biggest drop (on Twitter) with a .46% drop



LAUNCHING AT SXSW OR MAKING A BIG SPLASH IS EXTRAORDINARILY DIFFICULT

The signal to noise ratio around SXSW each year is off the charts. In 2013, we tracked upwards of 1.3 million social media conversations around the Interactive portion of the festival — any brand looking to dominate in such a noisy environment faces a major uphill battle. Mashable’s editor-in-chief Lance Ulanoff told us that brands looking to break out at SXSW need to “do something that connects emotionally to people, but also connects to your brand and product.” That’s certainly easier said than done. TIME editor-at-large Harry McCracken observed that several big brands had a smaller presence at SXSW this year compared to last, speculating that perhaps the sizable investments didn’t deliver the expected ROI.



IF YOU HAVE NEWS TO SHARE, GET IT OUT EARLY

Despite a general belief that several past “winners” of SXSW (Twitter, Foursquare, Highlight) launched at the festival, the fact is most launched before the annual pilgrimage to Austin. What SXSW provides is a unique opportunity to get a product or service in the hands of an incredibly tech savvy crowd — brands should think of it as a test bed rather than a media launch pad.



IF YOU'RE NOT ON TWITTER, YOU'RE SIMPLY NOT PART OF THE CONVERSATION

A whopping 96 percent of the more than 1.3 million conversations tracked occurred on Twitter. While a significant portion of those tweets were likely driven by “live tweeting” from panels and keynote sessions, the fact is that if you’re at SXSW and not engaged on Twitter, you’re simply not part of the conversation. At a bare minimum, brands and communicators should be actively listening and observing the discussions taking place around SXSW on Twitter.



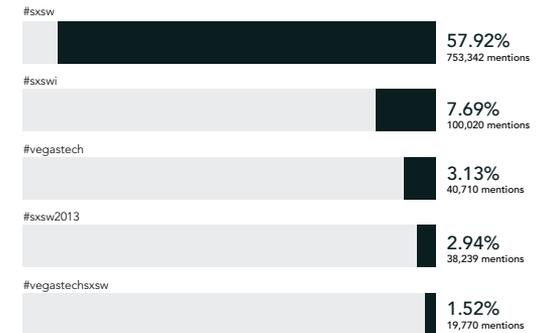
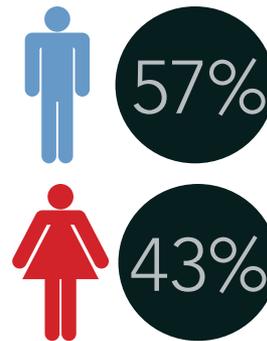
BIG ON-SITE PROMOTIONS DON'T NECESSARILY TRANSLATE INTO EQUALLY BIG FAN AND FOLLOWER GROWTH

We tracked a diverse set of brands to determine if we could identify any trends around their activities on the ground at SXSW and the impact they had on their Facebook and Twitter communities. Interestingly, several of the brands that were monitored saw slight declines in their Twitter or Facebook followings during SXSW.

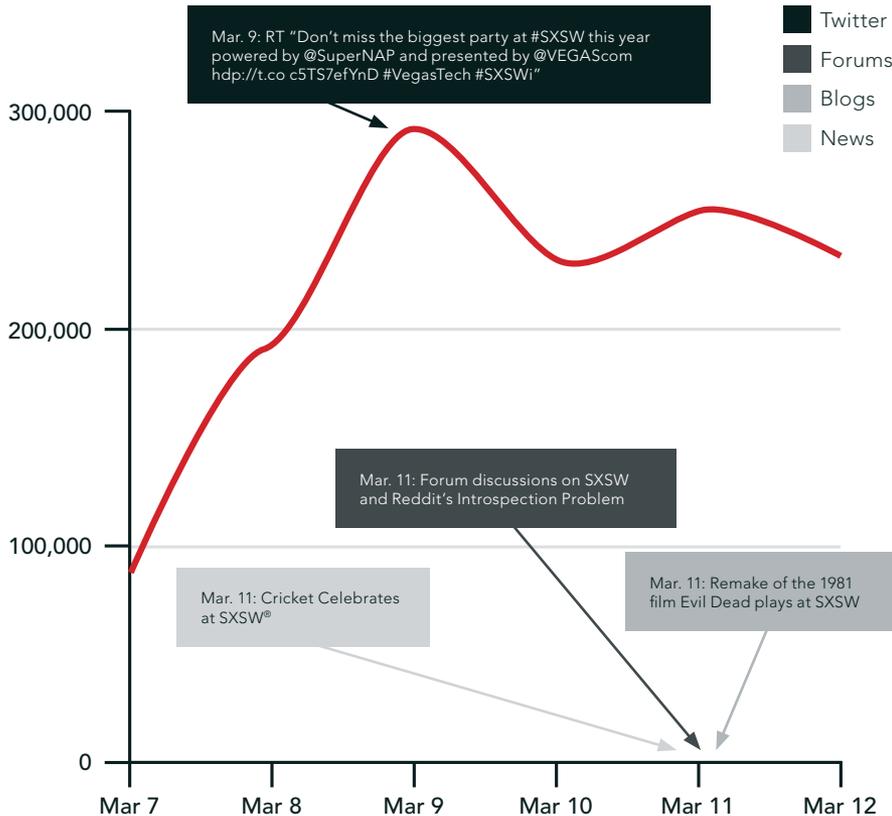
Below is a competitive overview of mentions related to SXSW captured between March 7-12, 2013.

SXSW MENTIONS		LOCATION-BASED TECHNOLOGY	HARDWARE & WEARABLE TECH	MOBILE & SOCIAL COMMERCE
Total Collected Mentions	1.3 million	3,773	11,146	4,682
Blog Mentions	20,921 (2%)	29 (1%)	909 (8%)	576 (12%)
Twitter Mentions	1,300,660 (96%)	3,736 (99%)	9,043 (81%)	3,205 (68%)
News Mentions	22,659 (2%)	8 (0.2%)	1,114 (10%)	647 (14%)
Forum Mentions	6,347 (0.5%)	0 (0%)	80 (1%)	254 (5%)

Of the three topics analyzed, Hardware and Wearable Technology was the most discussed via social channels thanks largely to buzz related to Google Glass and MakerBot. Meanwhile, Social and Mobile Commerce and Location-Based Technology were significantly less discussed in 2013, despite being hot topics in years past.



The graph below highlights the volume of mentions by source for SXSW from March 7-12, 2013. Context for the boosts in mentions is provided below.



INSIGHT

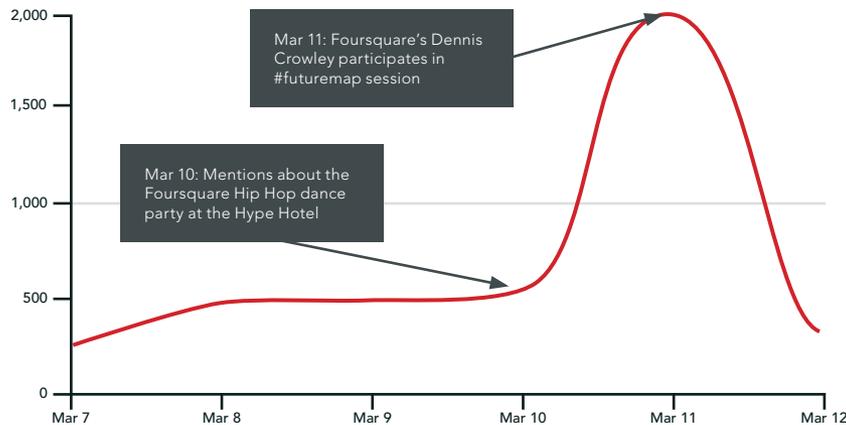
For the monitoring period, SXSW collected a total of 1.3 million mentions, with Twitter producing 96% of the share of voice. More than half (57%) of all tweets were produced by males.

Social media conversations peaked on March 9 (day two of the event) with volume dipping slightly thereafter before holding steady for the remainder of the Interactive portion of the festival.

Rather than release news into such a high volume conversation where it can quickly get lost, most brands are better off sharing news a couple weeks or even a month prior to SXSW. Generating solid pre-SXSW buzz via traditional and social media is what can propel a company or service into being the 'hot' item at the show that everyone checks out.

LOCATION-BASED TECHNOLOGY

TOTAL MENTIONS	3,773
BLOG	29 (1%)
TWITTER	3,736 (99%)
NEWS	8 (0.2%)
FORUM	0 (0%)



INSIGHT

SXSW 2013 conversations about location-based technology generated a total of 3,773 posts during the reporting period, with Twitter contributing a whopping 99% of the total content (3,736 mentions).

The highest single-day spike (1,984 mentions) was recorded on March 11th. On that day, Foursquare CEO Dennis Crowley participated in a featured session on the "Future of Location" using the hashtag #futuremap. On March 10th the main conversation driver was the Foursquare Hip Hop dance party at the Hype Hotel (446 mentions).

Based on these findings Foursquare emerged as the brand most associated with location-based technology at SXSW 2013.



HARDWARE & WEARABLE TECHNOLOGY

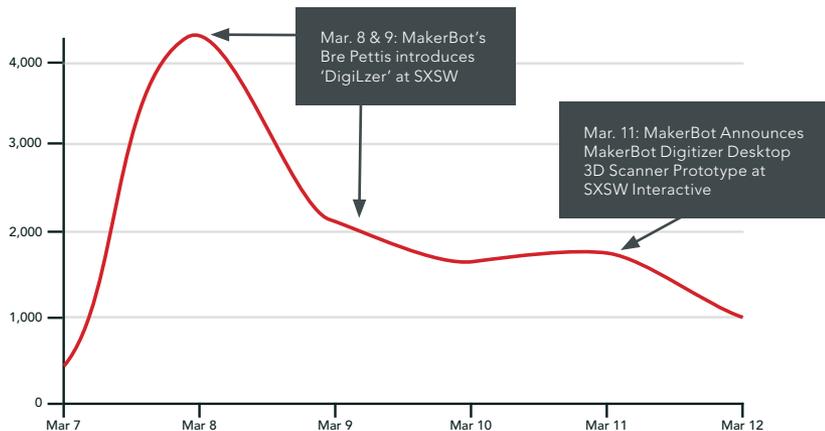
TOTAL MENTIONS	11,146
BLOG	909 (8%)
TWITTER	9,043 (81%)
NEWS	1,114 (10%)
FORUM	80 (1%)

INSIGHT

From March 7-12, 2013, conversations about Hardware and Wearable Technology accumulated a total of 11,146 mentions, the highest among the three topics analyzed. The topic contributed 57% share of voice overall and Twitter was the leading source of mentions, accounting for 81% of its overall content.

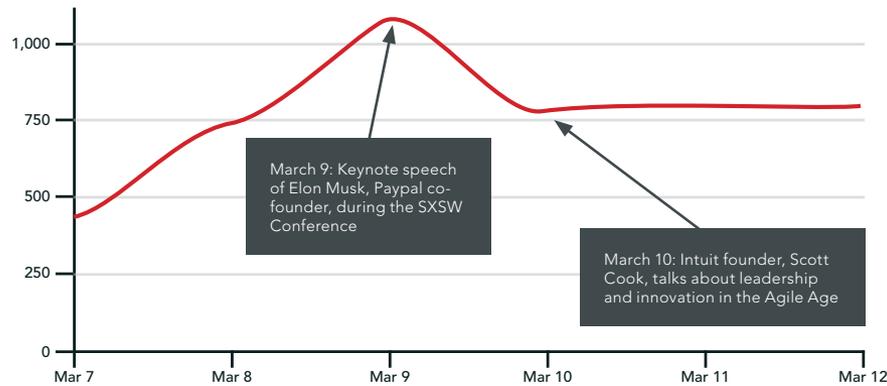
The primary content driver was the announcement of Makerbot's "Digitizer", which influenced 19% of the overall content. Google Glass also trended quite frequently in mentions about Wearable Technology as the company spotlighted its Google Glass Mirror API during a session on March 11th and attendees examined its "Smart Shoes" that track physical activity and communicate with the wearer's cell phone contacts.

Sentiment favorability (Positive + Neutral content) towards Hardware and Wearable Technology was highly favorable at 90%.



MOBILE & SOCIAL COMMERCE

TOTAL MENTIONS	4,682
BLOG	576 (12%)
TWITTER	3,205 (68%)
NEWS	647 (14%)
FORUM	254 (5%)



INSIGHT

Posts about Mobile and Social Commerce during SXSW generated a total of 4,682 mentions. This represented only 0.35% of the total SXSW-related content. As with the other topics, Twitter emerged as the prevailing source, though with the smallest share of mentions by source with only 68% of all content.

Twelve percent of the Social and Mobile Commerce discussion played out on blogs — the highest of the three categories tracked. This could be due to the fact that the social and mobile commerce conversation is likely the most mature of the three topics monitored and is therefore more likely to resonate with a wider variety of business and technology blogs.

Intuit founder Scott Cook participated in a featured session entitled “Innovation & Leadership in the Agile Age” on March 10th, which contributed to the bulk of mentions on that date (834 mentions).



The following influencers were responsible for posting the most content (per source) related to SXSW between March 7-12, 2013. The sources listed here are ranked by total number of mentions (provided beside each user/source), not Authority.

		MENTIONS
BLOGS	mashable.com	74
	techcrunch.com	47
	consequenceofsounde.net	35
	engadget.com	32
	forbes.com/business	28

		MENTIONS
FORUMS	reddit.com	1,242
	yelp.com	99
	imdb.com	85
	absolutejunk.net	65
	forum.channelnewsasia.com	59

TWITTER	@jaredleto	18
	@mashable	16
	@afairweather	12
	@cameronatsxsw	11
	@rsvpster	10

NEWS	bizjournals.com	1,249
	yahoo.com	517
	i4u.com	224
	alphatrade.com	161
	tmcent.com	157

Brands should not overlook local Austin angles, as the regional print and broadcast outlets all cover SXSW extensively. In fact, the Austin Business Journal published multiple stories from SXSW 2013, which were widely syndicated to other Business Journals throughout the country. But keep in mind that local outlets will be flooded with pitches, so make sure yours is strong, unique and genuine.

Brands should back up a Twitter engagement strategy with a strategic blog program. Not only should companies be **self-publishing via their owned blog platforms**, they should also seek ways to secure coverage from the top technology, startup and social media blogs (Mashable, TechCrunch, Engadget, etc.) whose stories generate hundreds, if not thousands, of shares on Twitter and tend to set the agenda for SXSW.



BRANDS	TWITTER IMPRESSIONS	●	●	●	TWITTER FOLLOWERS			FACEBOOK		
					PRE-SXSW	POST-SXSW	SHIFT	PRE-SXSW	POST-SXSW	SHIFT
AMEX	10.3 MILLION	4%	75%	21%	625,067	624,221	+ 0.02%	2,706,915	3,706,559	- 0.01%
GROUPME	1.2 MILLION	8%	90%	2%	26,256	26,229	- 0.10%	9,582	9,606	+ 0.25%
KLOUT	238 MILLION	2%	98%	0%	581,532	581,683	+ 0.03%	367,024	367,003	- 0.01%
OREO	17.9 MILLION	8%	86%	6%	78,989	78,737	- 0.32%	32,309,965	32,355,549	+ 0.14%
PIZZA HUT	11.5 MILLION	13%	82%	5%	167,211	166,448	- 0.46%	10,151,882	10,157,348	+ 0.05%
SALESFORCE	41.1 MILLION	5%	93%	2%	110,745	110,452	- 0.26%	212,962	213,242	+ 0.13%

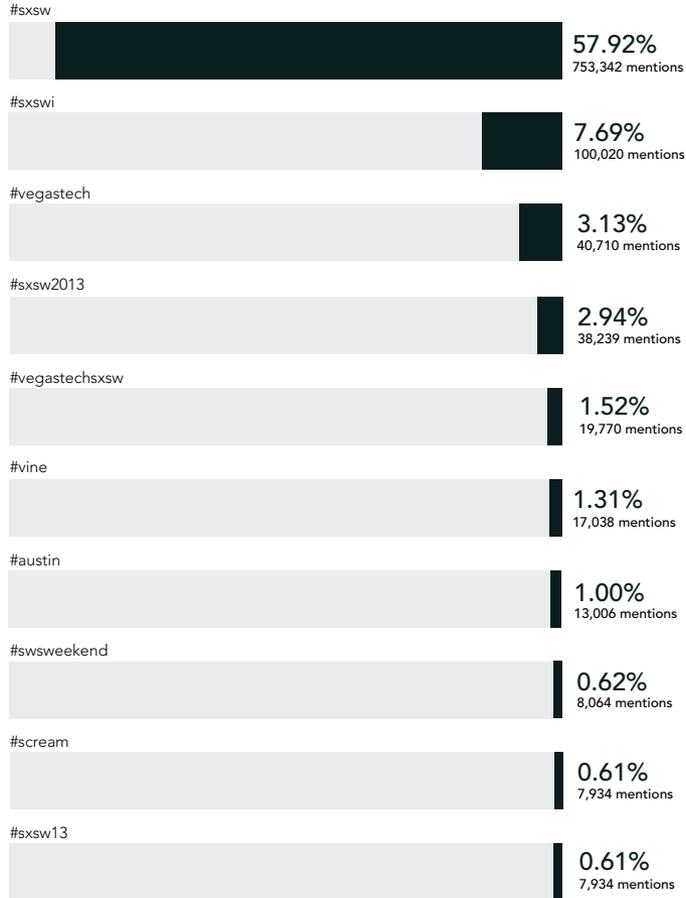
INSIGHT

Among all brands, Oreo generated the highest number of mentions associated with SXSW during the reporting period (1,249 mentions). On the other hand, AMEX generated the least with just 232 mentions.

fans will care about promotions happening in and around Austin. Companies must either find a way to make their SXSW-related promotions relevant to their global fans bases or better leverage targeted updates in order not to spam existing fans with irrelevant content.

While it cannot be confirmed that the declines in fans/followers noted in the table above were a direct result of brand involvement at SXSW, they should provide a warning to brands that not all

TOP HASHTAGS



MOST MENTIONED

