

Embargo: 9:00am GMT, 22 September 2025

SXSW LONDON CONFIRMS ITS SECOND YEAR IN THE CAPITAL AS IT OPENS 2026 SUBMISSIONS

- Programme submissions for SXSW London 2026 - the leading European platform of convergence - open today
- SXSW London will return to East London between 1st – 6th June 2026, with tickets set to launch on 20th October 2025
- Fifteen forward-thinking Conference tracks announced – including AI and human interaction, startup innovation and immersive realities

LONDON – 22 SEPTEMBER 2025 – The leading European platform for the convergence of cross-industry collaboration [South by Southwest® \(SXSW®\) London](#), today opens submissions for session proposals across Conference, Music and Screen verticals for its 2026 programme.

This comes as the dates for SXSW London's return to the capital are confirmed for 1st – 6th June 2026, with tickets set to go live from 20th October 2025.

Alongside the expert curation of the SXSW London programming, the open submissions process plays an integral role in the festival, and in year one received an outstanding 9,868 submissions across its three verticals (screen, conference, music) 40,000 public votes across the Conference strand alone.

Reiterating its 'open-door policy' on submissions as it enters its second year, SXSW London is encouraging thought leaders, entrepreneurs, artists, creatives, community representatives and industry professionals to submit their bold and unexpected ideas for 2026.

After an inspiring and impactful inaugural programme featuring over 400 talks, 1067 speakers, 562 trailblazing music performances and 114 pioneering film and TV screenings, SXSW London will again adopt its unique philosophy of combining a curated programme with public voting. Submissions can be put forward via the submission portal and the winning selection for the conference is reviewed by the public before being considered by an advisory group and editorial team for inclusion in the festival. The music festival & screen festival public submissions are managed by industry jury votes.

Building on its reputation a platform for industry convergence and discovery, this year's Conference will feature 15 thought-provoking strands, designed to sharpen conversation, spotlight emerging ideas and focus on content that resonates most.

Topics will include:

- AI and The New Human Experience – the transformative impact of AI on business, creative ecosystems and human experience
- Frontier Technologies - will play host to the latest advancements redefining industry landscapes and human potential
- Unreal Realities – where the IRL and virtual intersects in the immersive and intangible
- Society Rewired – the convergence of technology, geopolitics and society to shape a new era of global connectivity and engagement
- London 2050 – an exploration of innovation, policy and technology shaping the future of the host city

Driven by a spirit of unexpected discovery, the intersection of Conference, Music and Screen, provides a unique environment for imaginative and innovative content. Detailed programming will be announced in the coming months.

In addition to Conference, SXSW London 2026 will include:

- **Music:** SXSW London's Music programme will spotlight international cutting-edge music, culture and creativity highlighting iconic moments where music and technology collide with culture coming from diasporic communities and underground movements.
- **Screen:** The Screen Programme build on the distinctively European and uniquely London flavour from the 2025 launch event featuring a heavy European focus pulling in UK premieres from neighbouring countries.

Katy Arnander, Director of Programming for SXSW London – *"Bringing SXSW to London has always been about creating a platform for convergence across technology, business and creativity. Now in our second year, that mission is more alive than ever and the SXSW London open submissions allows us to build the Festival around what is most current and vital in these sectors"*

"SXSW London 2026 will build on the momentum of our debut, expanding the scope of ideas, voices and disciplines we convene. We want our attendees to encounter unexpected perspectives and foster bold conversations, and we're creating an environment for groundbreaking ideas to flourish in one of the most important capital cities in the world."

Submissions for the Conference Programme will close on 7th December, and ~~then~~ from 8th December the public will be able to view and vote on them. Submissions for Music and Screen will close on 24th November, and 31st December respectively.

For more information and to access the session submission portal, please visit: [**sxswlondon.com**](https://sxswlondon.com)

Follow us on:

Instagram: [@sxswlondon](#)

X: [@sxswlondon2025](#)

Facebook: [/sxswlondon](#)

YouTube: [@SXSWLondon](#)

Threads: [@sxswLondon](#)

TikTok: [@sxswlondon](#)

ENDS

+++ Notes to Editors +++

Contact: sxswlondon@freuds.com

Conference tracks

AI & The New Human Experience

Will the humanities survive artificial intelligence? Will your business still exist if you choose to

ignore it? Explore how AI is disrupting industries at scale. From predictive analytics to immersive storytelling, learn how next-gen tools are keeping businesses agile and competitive.

Creator Economy

Creators are transforming into mini studios and IP owners. Discover how new revenue streams are emerging, and hear from platforms shaping the creator economy.

Design

Explore fresh ideas across design disciplines, from architecture to UX. Join experts as they share best practices for world-class design in physical, virtual, and digital spaces.

Fintech & Digital Commerce

Discover how fintech and digital commerce are reshaping finance and retail. Hear from leaders, innovators, and regulators about emerging trends.

Frontier Technologies

Dive into groundbreaking advancements in robotics, quantum computing, space, and biotech. Explore how frontier technologies are redefining industries and human potential.

Gaming & Interactive Worlds

Explore how gaming is redefining entertainment and connection. Learn from developers and studios shaping immersive experiences and building lasting IPs.

Healthtech & Medtech

Uncover innovations in drug development, personalized medicine, and healthcare delivery that are transforming wellbeing and the future of healthcare.

Innovation & Transformation

See how companies are reinventing themselves to thrive in a rapidly evolving landscape. Join leaders and entrepreneurs shaping corporate innovation and organizational design.

London 2050

Look ahead to how technology, policy, and innovation will shape the future of London. Hear from tech founders, policymakers, and philanthropists transforming the city.

Marketing & Advertising

Discover how brands break through the noise in the attention economy. Learn from culture hackers and algorithm experts on building brand loyalty and relevance.

Screen, Story & Sound

Explore the future of film, TV, and music. Hear from innovators shaping the craft, technology, and business of entertainment.

Society Rewired

Examine how technology, geopolitics, and society intersect to reshape global interconnectedness. Hear from experts and lawmakers about the profound societal shifts.

Startup Academy

Aspiring founders and investors collide at Startup Academy. Get insider strategies, hacks, and funding tips for building the next big thing.

Unreal Realities

Explore the fusion of the real and virtual worlds. Hear from creators on the art and tech behind immersive storytelling across mediums.

Venture

Navigate the evolving landscape of finance and investment. Join investors, founders, and leaders exploring trends in funding and financial innovation.

About SXSW London

SXSW London is the leading European platform for convergence and cross-industry collaboration, celebrating the intersection between business, tech, creativity and culture. It's 2026 edition will take place between 1st and 6th June.

Welcoming over 20,500 delegates from 77 countries in its inaugural year, it will once again take over dozens of venues, galleries, clubs and spaces in Shoreditch, east London, including independent and community-led spaces. The European edition SXSW London builds on the brand's decades of success in Austin and Sydney and established reputation as a global platform of discovery.

About SXSW

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of tech, film and television, music, education, and culture. An essential destination for global professionals, the annual March event features sessions, music, and comedy showcases, film and television screenings, exhibitions, professional development, and a variety of opportunities to meet and connect with people. SXSW proves that the most unexpected discoveries happen when diverse topics and individuals come together. SXSW 2026 will take place March 12 – 18 in Austin. Learn more at sxsw.com. To register for the event, please visit sxsw.com/attend.

SXSW's expansion into the Asia Pacific region, with SXSW Sydney starting in 2023 and Europe with SXSW London in 2025, provides new possibilities at this iconic experience. These events, each with their own distinct flavour, make South By an indispensable three-stop tour for the global creative community.