

# SXSW 2014

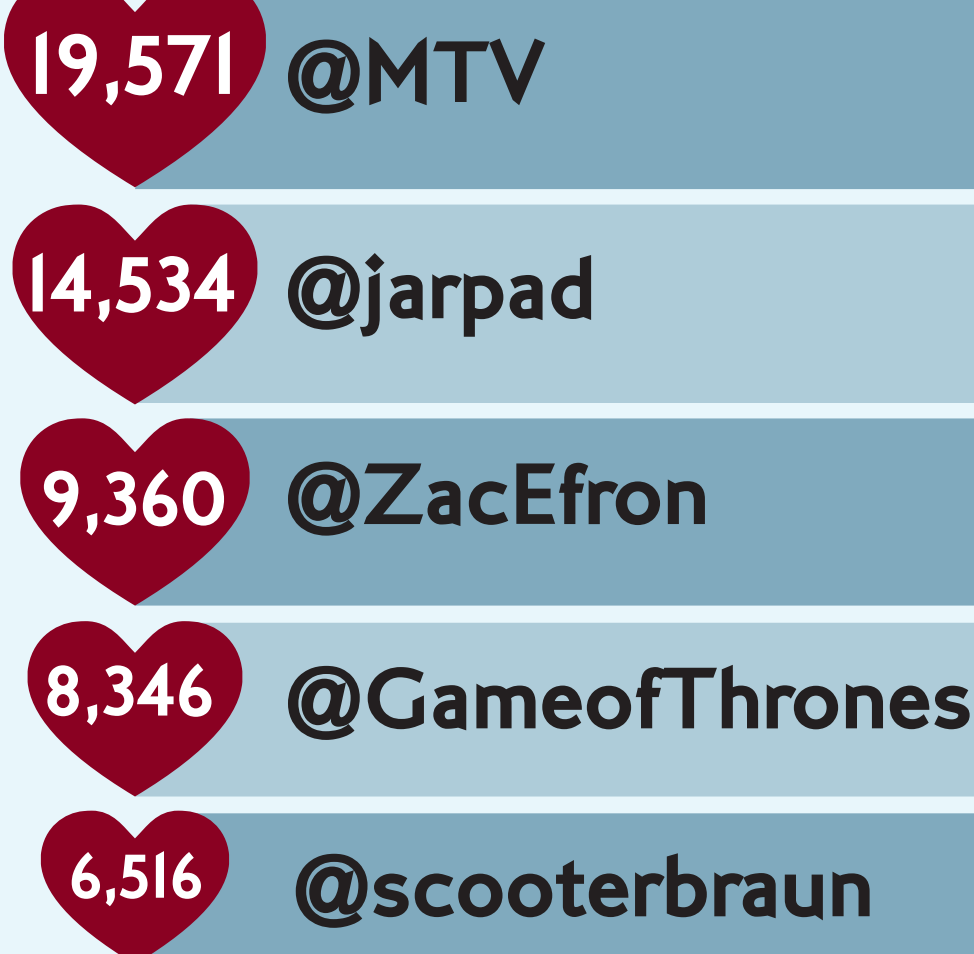
## South by Southwest on Twitter

March 7<sup>th</sup> - 16<sup>th</sup> 2014 · Austin, Texas



Austin's South by Southwest finished up last Sunday. We tracked #SXSW over the course of the week to see who and what was influencing the conversation at the festival.

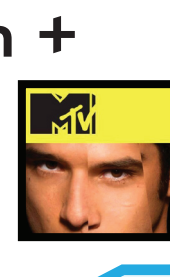
### Top Influencers



\*Top influencers by number of retweets

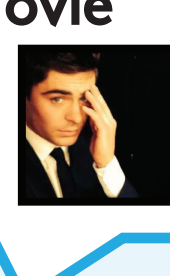
### Top Tweets

@JustinBieber + @ToriKelly + @RixtonOfficial + @CodySimpson + @DanAndShay + #SXSW = Perfection: <http://t.co/6FSNGP>



**19,186 retweets** @MTV

Coming to a small screen near you soon! Zac filming @NeighborsMovie shenanigans with @funnyordie crew. #FODxFB #sxs



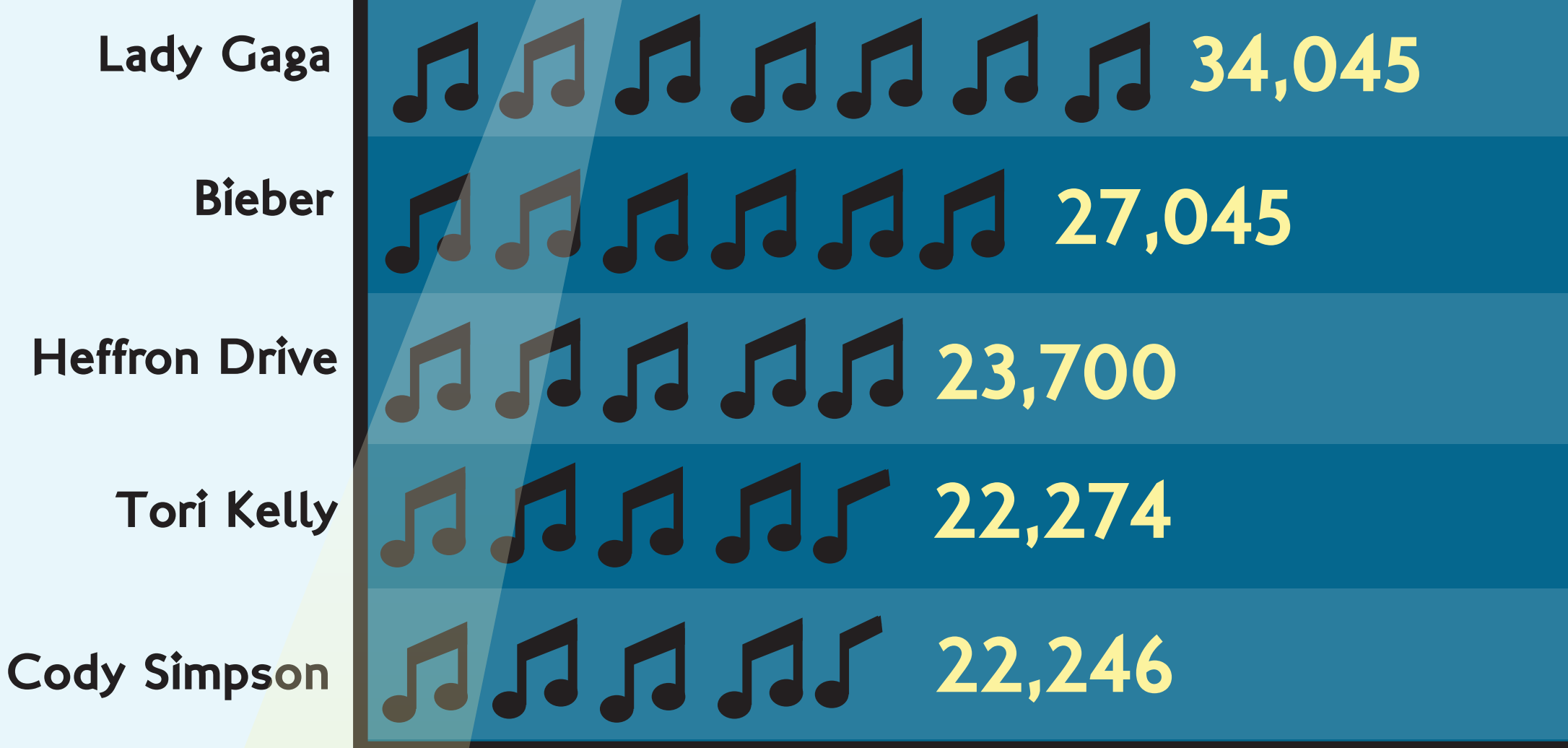
**3,280 retweets** @ZacEfron

Tyler, The Creator's APD mugshot. Charged with inciting a riot during #SXSW show. <http://t.co/DaG5AKyIIH>



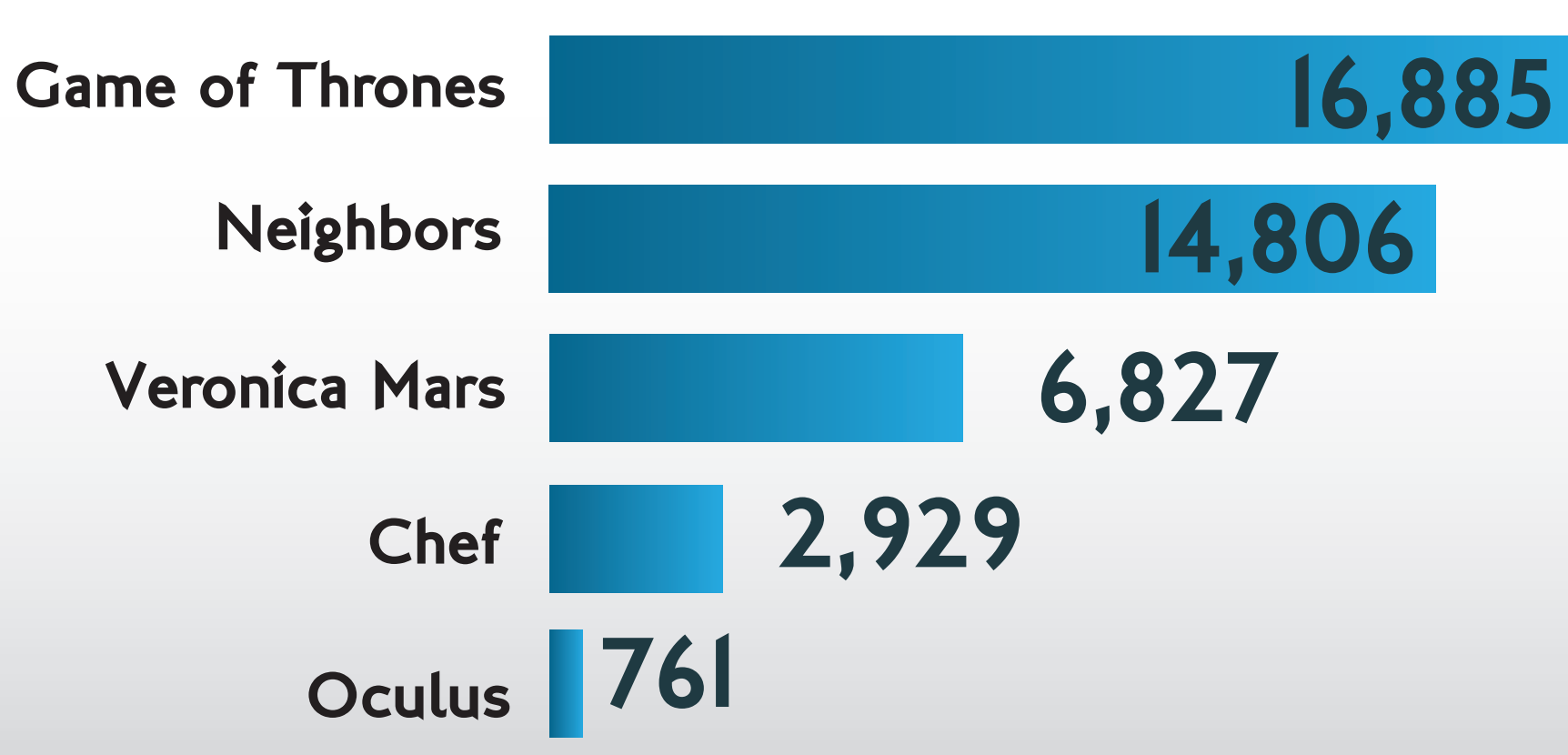
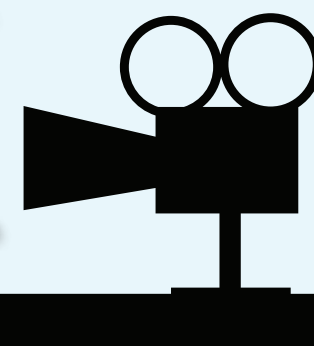
**2,755 retweets** @KXAN\_News

### Top in SXSW Music



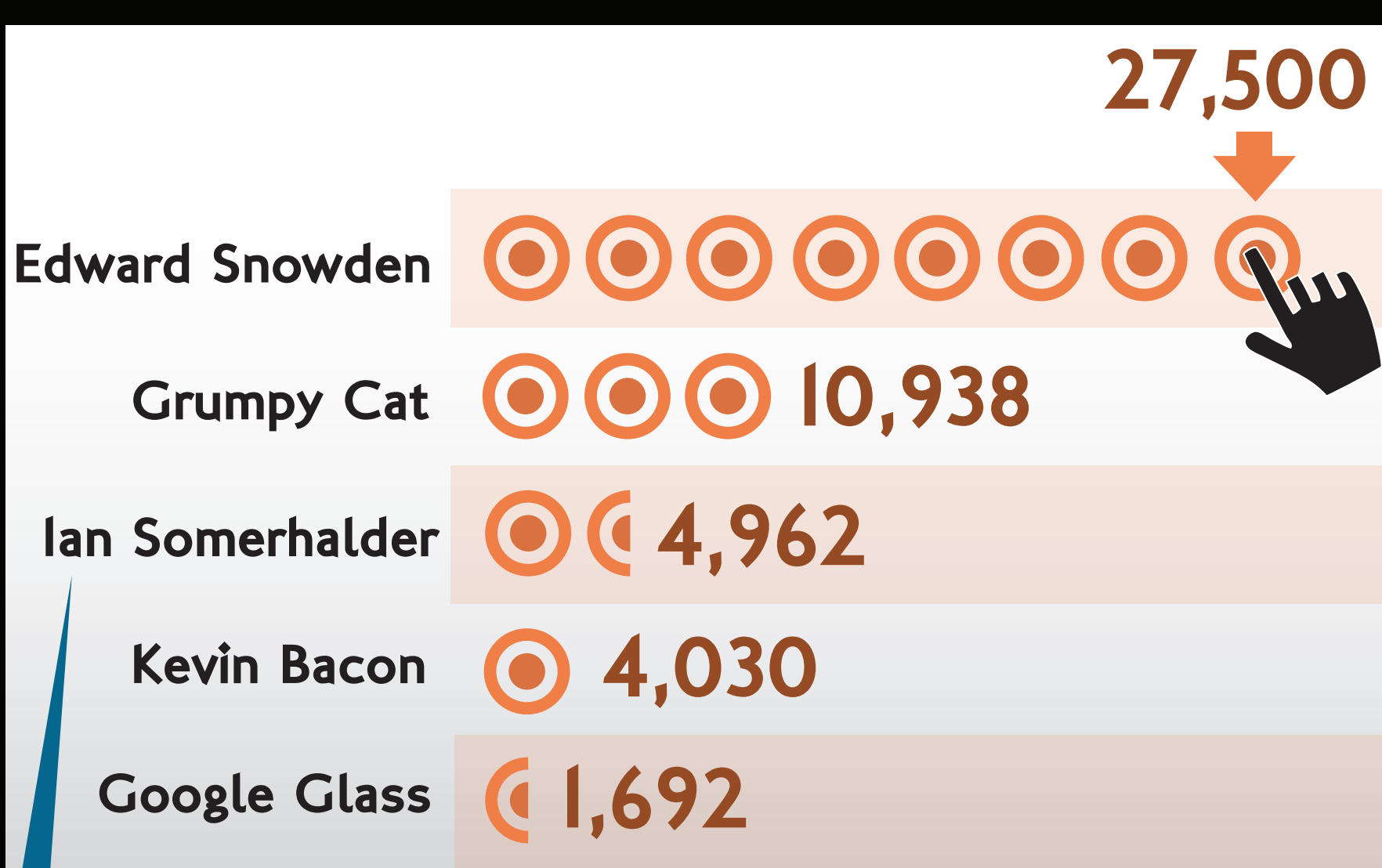
Lady Gaga's vomit act stole the show while the Biebs, Tori Kelly and Cody Simpson got a leg up from the @MTV tweet above but Heffron Drive was the surprise entry in the top five.

### Top in SXSW Film



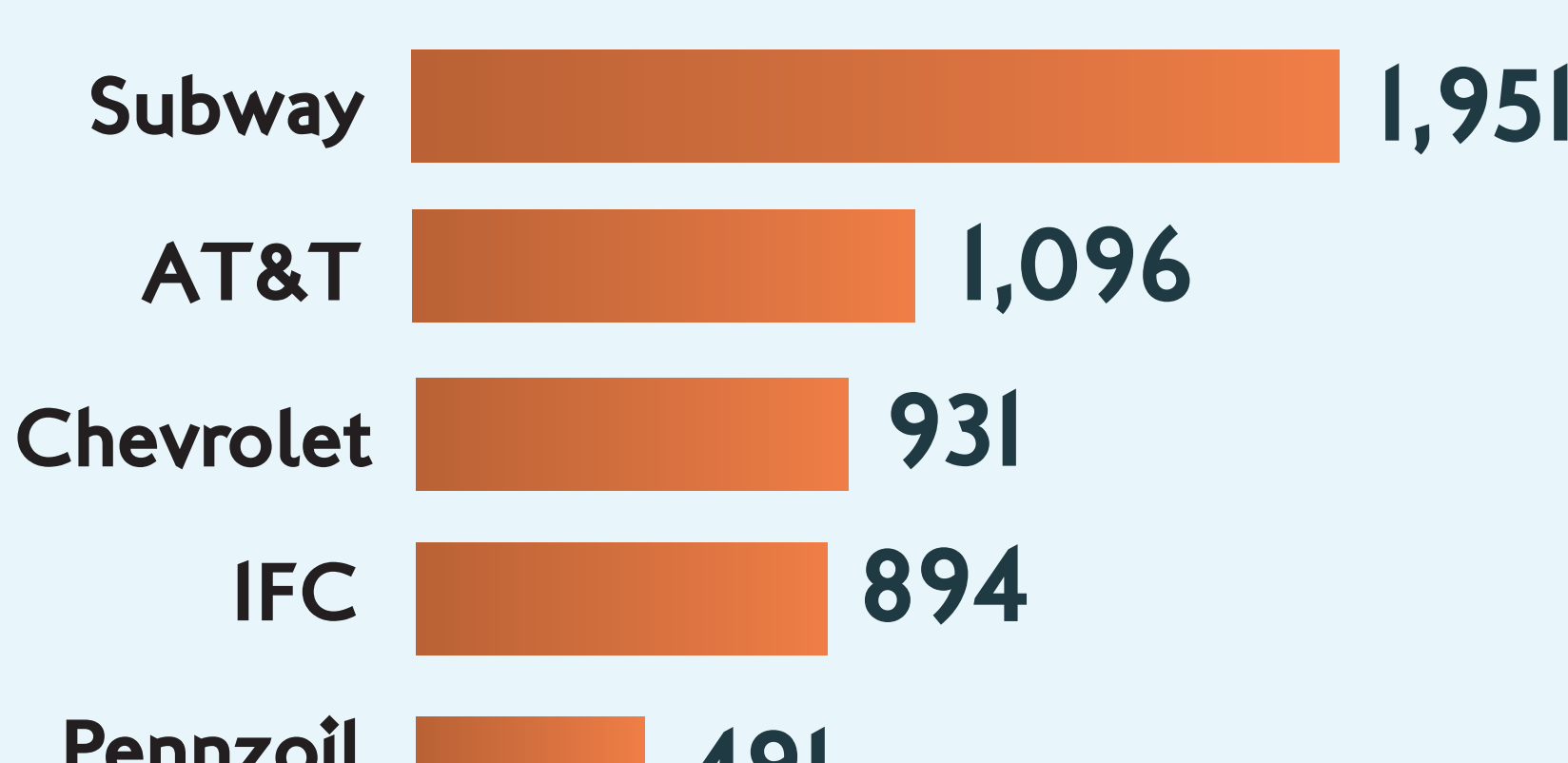
While not really a film, the Game of Thrones Exhibit took centre stage and Neighbors got a big boost from star Zac Efron.

### Top in SXSW Interactive



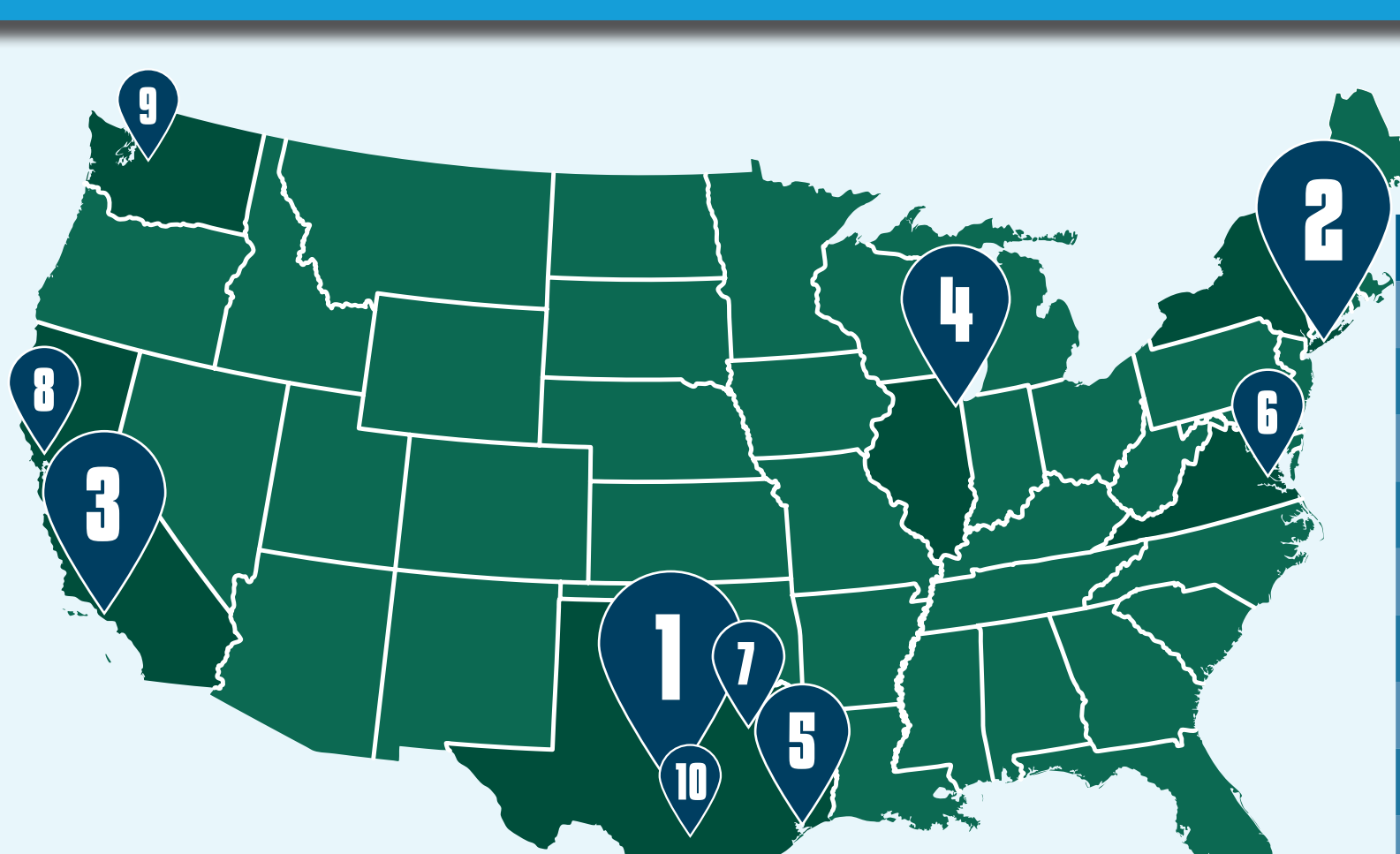
The Snowden panel got people talking, but so did meme-star Grumpy Cat and Vampire Diaries Ian Somerhalder, who was talking about his charity work.

### Top Sponsors



AT&T got plenty of mentions, but many of them were complaints about service. Pennzoil squeaked into the top five due to their real-life Mario Kart exhibit.

### Top 10 Locations



Location	Tweets
1. Austin	115,711
2. New York	67,519
3. Los Angeles	31,641
4. Chicago	14,786
5. Houston	9,853
6. DC	9,244
7. Dallas	8,889
8. San Francisco	7,216
9. Seattle	5,830
10. San Antonio	5,655

SXSW might be a big national and international draw but locals still dominated the scene – and none of the top ten cities were outside the US.



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