



# Event Recording & Licensing

## PROGRAMMING

If you plan to record, live-stream, photograph, or otherwise reproduce or distribute any audio, video, or still images from your official SXSW EDU Programming, you must first obtain written permission from the SXSW Event Recording & Licensing department.

These guidelines are intended to provide you with SXSW's processes for reviewing and approving Event Recording & Licensing Plans and are not a recitation of all applicable laws or best practices related to recording at live events. Please be aware that compliance with such requirements is the sole responsibility of the Presenter or Presenter's Representative.

## DEADLINE – FEBRUARY 17, 2025 | [APPLICATION LINK](#)

**Please Note – Your application is not approved until you receive formal, written notice from the Event Recording & Licensing department. No other representative of SXSW or SXSW EDU has the authority to approve your application.**

## Licensing Audio and Video Recordings

Audio will be recorded at most SXSW EDU sessions, excluding formats such as workshops, meet ups, and mentor sessions. Some SXSW EDU sessions, primarily Keynotes and Featured Sessions, will also be video recorded. These recordings may be posted online to the [SXSW EDU Schedule](#) following the event, assuming there are no issues with the recordings and all speakers and presenters have signed their releases.

To obtain a copy of the audio recording (or video recording if applicable), please use the Application Link above and select the "License Recordings" option.

## Insurance Requirements

You are responsible for procuring and maintaining adequate insurance coverage, in accordance with industry standards and commensurate to the scope of the event recording plan. As necessary, SXSW may require additional insurance coverage, in SXSW's sole discretion, in proportion to the scope of the event recording plan, which shall be procured and maintained at your sole expense.

## Event Recording

Start by filling out the form at [www.sxsw.com/event-recording-licenses](http://www.sxsw.com/event-recording-licenses) prior to the deadline of **February 17, 2025**. Applications submitted after this date may not be approved in time and you will not be permitted to record content at your SXSW EDU Programming. To complete the form, you will need to have the following information ready:

- Contact Information Including Physical Address for Content End User
- Telephone Number for On-Site Point of Contact
- Programming Details – Title, Location, Date, and Time
- Intended End Usage of Content
  - Note: The Presenter Release details pre-approved end usage and use of the SXSW EDU trademarks. Please be sure to refer to and comply with the terms of the Release. Anything exceeding the scope of the rights set out in that Release will likely require a separate license agreement.
- Number of Cameras to be Used
- Number of Crew and Their Roles
  - Individual crew names and contact information are not required for the application phase but will be required for final approval.
- All Other Equipment Needed

**Please Note – SXSW has a strict policy prohibiting jibs, overhead booms, or the use of any other equipment that may pose a safety hazard to attendees.**

You will receive an automated response with an Application number – please keep this number and reference it in any future correspondence.

Your Application will be forwarded to an Event Recording & Licensing coordinator for review. They will contact you if any additional information is needed.

If your intended end use for the content exceeds non-sponsored, non-monetized video-on-demand (not live-streamed) social media and website promotional use, it should be noted in your Event Recording & Licensing Application. A separate license agreement will be required and a fee may apply.

SXSW reserves the right to reject any part or all of your Event Recording & Licensing Plan.

Presenter is responsible for the clearance of any and all rights associated with its recorded content.

## Live-Streaming

SXSW EDU is first and foremost a live event. As such, SXSW considers live-streaming to be commercial use of the live event content. Live-streaming of content to any platform must be noted in the Event Recording & Licensing Application and may be approved by SXSW on a case-by-case basis, pending a license agreement and requisite fees.

## Crowd Releases

Recording devices cannot be concealed. If your production plan includes recording audience reactions or other footage where attendees are prominently featured and/or identifiable, “Notice of Filming” signage must be displayed at entrances of the room to inform attendees their likeness may be used in the content.

## Event Recording & Licensing Plan Approval

If your Event Recording & Licensing Plan is approved, you will receive an approval email from SXSW Event Recording & Licensing confirming your equipment and crew details along with a room diagram of your programming venue with designated camera placements. **These camera placements are dictated by the SXSW Planning department to comply with Fire Marshal and Venue safety requirements and cannot be changed.** Please note the distance between the camera placement and the stage. We suggest sharing placement diagrams with your videographer to choose a camera and lens that gets you the shots you want.

If SXSW learns that you altered your Event Recording & Licensing Plan from what was approved and failed to obtain additional approval, your approval will be revoked and your crew removed from the event.

## Event Recording & Licensing Credentials

Each crew member will require a special credential informing SXSW EDU staff they are allowed to record. The credential must be worn on the body, clearly visible at all times, and will be valid for the approved programming date, time, and location only.

Credentials will be available for pickup from the **Event Recording & Licensing Help Desk at the Registration Annex in the Austin Convention Center**. These may be picked up by the person who submitted the request, or each approved crew member may pick up their credential individually. Please have a valid photo ID ready when you collect your credentials.

## Conference Session Procedures

The attendee experience is one of SXSW's top priorities, and these Conference Session Procedures are intended to reflect that priority. Failure to comply with any of these policies will result in removal from the session and suspension of your credential.

Plan to arrive 30 minutes in advance of your session to check in with the door attendants at the front of the line. Be prepared to show your Event Recording & Licensing credential. Once the audience from the previous session begins to clear the room, you will be permitted to enter. Please be considerate of attendees exiting and entering the session and do not block rows or walkways with equipment while setting up.

All video cameras must be set up in the designated camera placement positions, which will be marked off with floor tape. Again, **these camera placements are dictated by the SXSW Planning department to comply with Fire Marshal and Venue safety requirements and cannot be changed.**

- The maximum number of cameras is dictated by SXSW based on room size and in no circumstance may exceed three (3) cameras
- All cameras must be manned by an operator and mounted on stationary tripods
- No additional lighting, microphones, or other camera support (slider, dolly, etc.) allowed in conference sessions
- No filming or photography may impede the ingress or egress of a room
- No cameras allowed onstage or directly in front of stages
- No cable runs will be permitted for power or audio
  - All equipment must be battery operated.
  - If you would like a live audio feed, you must provide a recording device (Zoom H5 or similar) and a cable to connect to the audio board. Board connections vary by room; we recommend bringing both ¼" and XLR compatible cables (unless otherwise specified).

## Conference Session Procedures (cont.)

Flash photography is only allowed as follows:

- During the first four (4) minutes of any session from the front of the room
- After four(4) minutes, cameras will need to be removed from the front of the room and no flash photography will be allowed
- If your photographer is staying after the first four (4) minutes, they must have a seat in the audience

If your production plan exceeds the above specifications, SXSW may permit additional equipment rented through SXSW-approved vendors on a case-by-case basis, pending a license agreement and requisite fees. Any additional production equipment must be included in your Event Recording & Licensing Application to be considered.

Once the session concludes, please strike and remove all equipment as quickly as possible to allow for the next crew to set up. There are generally 30 minutes between sessions and you must clear the room before the next session begins. Please be considerate of attendees exiting and entering the session and do not block rows or walkways with equipment while striking.

### Sessions With Multiple Applications

The session venues have limited space for camera placements. If a session has multiple Event Recording & Licensing applications, only one crew will be allowed to film. This may occur when:

- There are multiple Presenters – if there are multiple Presenters who would like to record content, we suggest sharing the footage
- When SXSW plans to film the session - a request can be made to obtain a copy of the footage using the same Event Recording & Licensing Application

Members of the press may be present in the room but will have different camera placements and do not count towards the crew maximum.

### Mentor Sessions, Roundtables, and Meet Ups

Mentor Sessions, Roundtables, and Meet Ups are not eligible for recording and will not be approved.

### Solo Sessions

The procedures for Solo sessions are the same as standard conference sessions with a break of 30 minutes between sessions. Please be considerate of attendees exiting and entering the session and do not block rows or walkways with equipment while setting up or striking.

### Film Screening Q&As

The procedures for Film Screening Q&As are the same as standard conference sessions except that you will need to set up prior to the screening and capture is limited to the Q&A portion after the film screening has concluded.

### Competitions

The procedures for Competitions are the same as standard conference sessions except that you will need to set up prior to the start of the competition and capture is limited to the segment you have been approved to capture, not the entire competition.

## **Workshops and Performances Procedures**

- All cameras must be manned by an operator and may be mounted on stationary tripods or handheld, provided that they do not disturb attendees' enjoyment of the event
- When handheld, cameras may be mounted on a gimbal stabilizer (Ronin, MoVI, etc.) operated by one person
- No additional lighting
- No filming or photography may impede the ingress or egress of a room
- No cable runs will be permitted for power or audio
  - All equipment must be battery operated
- No audio feeds will be provided
- No mic'ing of individuals attending the event
- No interviews with attendees within the event location OR in hallways
- "Notice of Filming" Signage must be prominently displayed within the room

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## **B-Roll, Interview, and "Behind-the-Scenes" Recordings**

Your production plan, if approved, will specify session venue, room, date, and time. It does **not** permit you to record in public areas of the Austin Convention Center, exhibit halls, or any other SXSW EDU venue. We are unable to approve requests to record in green rooms, backstage areas, or in the room before or after a session.

**IF YOU HAVE QUESTIONS OR NEED ADDITIONAL ASSISTANCE, PLEASE CONTACT [RECORDINGLICENSES@SXSW.COM](mailto:RECORDINGLICENSES@SXSW.COM) FOR MORE INFORMATION.**