Step into Web3 at SXSW!

Blockchain Creative Labs, FOX Entertainment’s NFT studio, is taking over 5th & Trinity and hosting a series of Web3 experiments, parties, decentralized discussions and immersive installations.

We’re inviting festival-goers to create, innovate and interact with NFTs, Blockchain, and the Metaverse. Spend three days in the future, witnessing the World’s Largest Co-Created NFT, claiming tokens, and being dropped free digital collectibles from SXSW artists.

Discover, support, and launch careers through the power of decentralization with Blockchain Creative Labs – the bridge between traditional and Web3 fandom.
Speakers
For the first time since the dawn of the corporation, DAOs will enable a fundamentally different form of and relationship to work. This will take the form of x-to-earn activities: play-to-earn, contribute-to-earn, etc. In this piece, Ben Schecter explains how DAOs will bring about this future and where roadblocks may lay. THE X-TO-EARN ECONOMY

WEB3 FOR THE REST OF US

As the Web3 revolution continues to integrate the internet’s potential into nearly every aspect of human life, there are segments of the population that could benefit but aren’t being included: underserved communities (including BIPOC, rural, urban, etc). Web3 innovation can enable opportunities to transform key aspects of life in these communities, but there is a lack of awareness and education.
ENTREPRENEURSHIP IN WEB3: LEADING THROUGH INNOVATION

Web3 has empowered new forms of entrepreneurship. So what does a trailblazing leader look like in this new landscape? How has entrepreneurship changed from Web2 to Web3? What are the new obstacles and opportunities? We’ll discuss these questions with the people who are helping take Web3 to greater heights.

Melody Hildebrandt
President
Blockchain Creative Labs

Anjali Young
Co-Founder & CCO
Abridged Inc, Makers of Collab.Land

Rachel Wolfson
Senior Reporter/Author
Cointelegraph
Moderator

Shelley Zalis
CEO
The Female Quotient

Scilla Andreen
Filmmaker/Author/CEO & Co-Founder
IndieFlix

Friday, March 11th
WEB3 MUSIC: CAN BLOCKCHAIN REVOLUTIONIZE MUSIC ROYALTIES?
Web3 has arrived and it’s revolutionizing the music industry. New opportunities around shared ownership and equity are allowing musicians and fans to become co-collaborators in an artist’s success. Just as BCL_RecordBlocks redefines the music festival experience at SXSW, traditional models of the music fandom are being disrupted by decentralized offerings, in which “those-formerly-known-as-the-audience” are immersed and empowered by their participation.

Nait Jones
Head of Growth Royal

Vanessa Magos
Artist Manager VERITÉ, Pussy Riot

Emily Parker
Executive Director of Global Content CoinDesk Moderator

Charlie Durbin
Co-Founder Decent

Mark Kovic
Digital Marketing/ NFT Artist CTK Entertainment

WEB3 GOES MAINSTREAM: CHARTING A COURSE TO MASS ADOPTION
Web3 has a lot of buzz, but it still feels foreign to many. How can companies like Blockchain Creative Labs, Eluvio, and Samsung help shift this whole category into the mainstream? What are the obstacles and opportunities on the road to mass adoption? We’ll talk with leaders of the burgeoning Web3 industry to see what lies ahead.

Lesley Silverman
Head of Digital Assets UTA

Avner Ronen
VP of Product Development Samsung Electronics

Eli Tan
Media & Culture Reporter CoinDesk Moderator

Michelle Munson
Co-Founder & CEO Eluvio
**Saturday, March 12th**

### CRYPTO COMMUNITIES: BUILDING CONNECTIONS & ASSET SAFEKEEPING
Web3 offers a new way to connect and build communities. We’ve heard stories of people losing $1 million’s worth of digital artwork to online scammers. One of the best ways to protect your investment is to secure a wallet. How else can you keep your assets safe? Hear from the Fox Chief Information Security Officer and now Blockchain Creative Labs President on blockchain’s best practices. Learn how to join communities safely and securely.

**Melody Hildebrandt**  
President  
Blockchain Creative Labs

**Anjali Young**  
Co-Founder & CCO  
Abridged Inc, Makers of Colab.Land

**TAE**  
RaidGuild Cleric

### DECENTRALIZED STORYTELLING: HOW HOLLYWOOD IS EMBRACING WEB3
Web3 has the potential to radicalize the relationship between storytellers and their fans. Is Hollywood ready for this shift from the multiverse to the metaverse? What if the future of fandom meant remixing studio IP in Web3? And getting equity along the way?

**Diana Williams**  
CEO & Co-Founder  
Kinetic Energy Entertainment

**Leo Matchett**  
Co-Founder & CEO  
Decentralized Pictures

**J. Clara Chan**  
Digital Media Writer  
The Hollywood Reporter  
Moderator

**Anjali Young**  
Co-Founder & CCO  
Abridged Inc, Makers of Colab.Land

**TAE**  
RaidGuild Cleric

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President  
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Digital Media Writer  
The Hollywood Reporter  
Moderator
DECENTRALIZING REALITY: THE PROMISE, POTENTIAL, & CHALLENGES OF WEB3

Web3 is all about decentralizing centralized systems. But can Web3 tools decentralize reality itself? We'll hold a rapidfire series of lightning talks about VR, AR, XR, and Metaverse to speculate on how we'll exist in the future; in entertainment, and beyond.

Saturday, March 12th

Sly Lee
Co-Founder & Co-CEO
Emerge

Yasmin Elayat
Co-Founder & Chief Innovation Officer
Scatter

Gabo Arora
CEO
Lightshed.io

Sutu
Artist & Co-Founder
EyeJack
WEB3 FINANCE: THE FUTURE OF DEFI

Decentralized Finance (DeFi) has scaled to over $200bn in the last year - bringing global access to a new and open financial ecosystem which only requires an internet connection to participate. Powered by smart contracts, which enable programmable financial infrastructure, DeFi is unleashing a wave of innovation.

WEB3 ENTERTAINMENT: ANIMATING THE BLOCKCHAIN

FOX Entertainment was the first major TV studio to debut its own blockchain division. They’re even premiering their new show Krapopolis on the blockchain. But that’s just the tip of the iceberg. What if you could collaboratively tell a story with your favorite characters on the blockchain?
FOX ENTERTAINMENT: WELCOME TO FLATCH

Get a behind the scenes look at FOX Entertainment’s upcoming comedy WELCOME TO FLATCH, written and executive-produced by Emmy and Golden Globe Award winner Jenny Bicks and directed and executive-produced by DGA Award winner and Emmy Award nominee Paul Feig. When a documentary crew sets out to explore the lives of residents in a small American town, they stumble upon the midwestern town of Flatch, which is made up of many eccentric personalities. In this discussion, the stars and producers discuss how the show connects with fans in the age of social media and streaming.

NFTS AND PHYSICAL ART: THE FUTURE OF COLLECTING

What will it take to bridge the gap between physical and digital art? How can owners of physical art benefit from the boom of NFTs? Beginning with the belief that physical art should not be left behind, we will explore the possible enhancements of physical art through blockchain technology. With perspectives from both the traditional art world and the crypto art market, this discussion will collide new and old, leading to surprising insights.
WWE MEETS WEB3: STARS, BRANDS, AND FANS

Web3 signals a new era for entertainment companies. We’ll look at the developing relationship between stars, brands, and fans through NFTs and social media. How will this dynamic evolve? We’ll examine the WWE through the lens of its star and brand officer, generating insight into the future of Web3 entertainment.
Thank you.