

of ASCAP's Rhythm & Soul Team. Designed to encourage and recognize women in the music creator community, it will feature showcases and educational panels in Atlanta, Los Angeles and New York.

In September, **Convio** CEO, Gene Austin, announced the nation's most generous online cities for 2008 and 2009. Topping the list were Alexandria, Virginia, Cambridge, Massachusetts and Minneapolis, Minnesota. Convio is returning as a supporting sponsor of the SXSW Web Awards.



**SESAC** recently hosted SWITCH, an innovative new musical concept that paired Nashville and Atlanta songwriters to collaborate on new music.

**Oklahoma Film & Music Office** sweetens the already lucrative 35% cash back rebate for film production in the state by offering an additional 2% rebate to filmmakers who use original music by Oklahoma residents in their films.

In June, **iStockPhoto** debuted the Best of Breed Search Technology (Best Match 2.0) and the Vetta Image Collection, which create highly relevant results and cut search times by up to 50 percent.

The **ASCAP "I Create Music" EXPO**, the only conference dedicated to songwriting and composing, will be held at the Renaissance Hollywood Hotel in Los Angeles, April 22-24, 2010.

Inc. magazine listed **Emma** as #510 on the 2009 "Inc. 5000", a list of the 5,000 fastest-growing private companies in America.

**Free the Slaves, a Beaconfire Consulting** site, was named an Official Webby Honoree and also received a Web Marketing Association 2009 Web Award for Outstanding Website.

The Circus Mashimus Lounge at SXSW Interactive 2009



**Mashery** is currently working with Alcatel-Lucent to provide an API management platform for the company's emerging developer portal, which is designed to open up service provider network assets to developers for the rapid introduction of new mobile applications.

**Rockshrink** (aka Lisa Thaler, LCSW) is currently interviewing musicians about their band experiences for her research project on band dynamics. Any band or musician with a story to tell should contact her at Lisa@rockshrink.com.

**Deoji**, an open mobile ticketing platform, offers a geo-located ticket sales service targeting iPhone

users and featuring no set-up costs, low 10% transaction fee and free sign-up.

During its 2009 fiscal year, **BMI's** total number of songwriter, composer and music publisher affiliates climbed to 400,000, making it the world's largest copyright organization, as revenues rose to more than \$905 million.

Since SXSW, **The Village** has recorded Colbie Caillat, Foo Fighters, Jakob Dylan and Spinal Tap. Films include *Get Him to the Greek* and *Crazy Heart*. Live broadcasts include Tori Amos, Franz Ferdinand, Monster of Folk and Regina Spektor.

British artist **Kava Kava** (Chocolate Fireguard Records) licensed its album *Forwards* to Pai Media's Midnight Swimming label following meetings at SXSW. Songs from the band have already been featured in such U.S. television shows as *Weeds*, *Dirt* and *John From Cincinnati*.

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