FOR IMMEDIATE RELEASE

Thursday, October 28, 2021

**BLOCKCHAIN CREATIVE LABS NAMED AS**

**FIRST-EVER BLOCKCHAIN SPONSOR OF SOUTH BY SOUTHWEST® (SXSW®)**

**Blockchain Creative Labs to Mark 10-Day Event as Inaugural Blockchain Category Partner**

**with Major On-Site and Virtual Components and by Offering**

**NFT Services to all SXSW Artists, Filmmakers and Brand Participants**

**Eluvio to Host Marketplace for Sale and Purchase of SXSW Tokenized Content**

Blockchain Creative Labs, FOX Entertainment and Bento Box Entertainment’s NFT business and creative studio, will serve as the first-ever Blockchain Sponsor of the South by Southwest® (SXSW®) Conference and Festivals from March 11-20 in Austin, TX.

Marking SXSW’s inaugural Blockchain category sponsor, Blockchain Creative Labs will partner with the world's premier conference and festival for innovative creators on a number of major on-site and virtual activations and decentralized content and experiences powered by the blockchain.  Through Blockchain Creative Labs' product portfolio, SXSW will mint its first-ever NFT, and SXSW's community of artists, filmmakers and brands participating at the 2022 festival will be able to tokenize their work using the company's blockchain and NFT technology.  NFTs created by Blockchain Creative Labs will be sold via a blockchain hosted by Eluvio within the SXSW GO mobile app, which also will be interoperable to Ethereum and other third-party crypto wallets.

The sponsorship also allows Blockchain Creative Labs to deploy additional activations during SXSW to support other FOX Entertainment properties, including its leading free ad-supported streaming platform, Tubi, as well as a number of FOX’s scripted and unscripted series.

“SXSW sparks meaningful conversations and collaborations between tech and creative thought-leaders that drive innovation, forge new business models, empower artists and, ultimately, enhance the audience experience,” said Scott Greenberg, CEO of Blockchain Creative Labs and Co-Founder/CEO of Bento Box Entertainment.  “SXSW 2022 will be an event to remember -- not only because it marks its long-awaited return, but also the moment to show how blockchain-powered content will assimilate into the mainstream and serve as a look into the near future and the wonders of Web3.  We at Blockchain Creative Labs are proud to partner with SXSW on this major sponsorship.”

"We couldn’t be more excited to partner with Blockchain Creative Labs for SXSW 2022,” said Justin Bankston, SXSW Chief Technology Officer. “It’s an awesome opportunity for our community to engage with exciting new applications of NFT and blockchain technology specifically focused on the success of content creators.  Blockchain Creative Labs’ innovative approach to harnessing cutting-edge technology to empower these artists embodies the spirit of SXSW and continues our purpose of helping creative people achieve their goals.”

In May, FOX Entertainment and Bento Box Entertainment entered the NFT business with the formation of Blockchain Creative Labs and a $100 million creator fund to identify growth opportunities in the

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space.  Blockchain Creative Labs recently launched “The MaskVerse,” an NFT marketplace and community for THE MASKED SINGER, television’s #1 entertainment series, and will soon launch a dedicated digital marketplace for Emmy Award-winning creator Dan Harmon’s upcoming animated comedy, KRAPOPOLIS, which will debut on FOX in 2022 and marks the first animated series to be curated entirely on the blockchain.

Last month, FOX made a strategic investment in Eluvio to accelerate the adoption of Eluvio’s blockchain platform across the broader media and entertainment industry and provide the underlying technology platform for Blockchain Creative Labs.  Launched in 2019, Eluvio is led by Emmy Award-winning technologists Michelle Munson and Serban Simu, and the company’s Eluvio Content Fabric is an advanced, open protocol blockchain network that provides live and file-based content publishing, transcoding, packaging, sequencing, dynamic and static distribution, and minting of derivative NFTs. Blockchain Creative Labs also selected Eluvio for its low environmental impact. Through a novel compositional and just-in-time protocol, the Eluvio Content Fabric does not make file copies and dramatically reduces the storage, network requirements and latencies of traditional digital distribution systems; the Fabric's blockchain avoids the computational energy consumption, and costs, of proof-of-work blockchains through its efficient proof-of-authority consensus and seamless combination of on- and off-chain transactions.

**ABOUT BLOCKCHAIN CREATIVE LABS**

Blockchain Creative Labs (BCL), a new business and creative unit formed in 2021 by FOX Entertainment and its Emmy Award-winning animation studio, Bento Box Entertainment, provides content creators, IP owners and advertising partners end-to-end blockchain computer ecosystem solutions to build, launch, manage and sell Non-Fungible Token (NFT) content and experiences, and fungible tokens, as well as digital goods and assets. BCL also manages a $100 million creator fund, established by FOX Entertainment and Bento Box, which identifies growth opportunities in the NFT space. In August of 2021, Fox Corporation made a strategic investment in Eluvio, a global pioneer for managing, distributing and monetizing premium content via blockchain, that will provide the underlying technology platform for BCL.

**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, music, education and culture. An essential destination for global professionals, the annual March event features sessions, music and comedy showcases, film screenings, exhibitions, professional development and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together.

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