



2018 SXSW Film Festival Announces World Premiere of Steven Spielberg's *Ready Player One*

Austin, Texas, March 10, 2018 – The South by Southwest® (SXSW®) Conference and Festivals announced the highly anticipated World Premiere of *Ready Player One*, directed by Steven Spielberg and based on the global bestseller by Ernest Cline, will screen at the Paramount Theater on Sunday, March 11, at 9:30 pm.

In the year 2045 people can escape their harsh reality in the OASIS, an immersive virtual world where you can go anywhere, do anything, be anyone — the only limits are your own imagination. OASIS creator James Halliday left his immense fortune and control of the OASIS to the winner of a contest designed to find a worthy heir. When unlikely hero Wade Watts conquers the first challenge of the reality-bending treasure hunt, he and his friends — known as the High Five — are hurled into a fantastical universe of discovery and danger to save the OASIS and their world.

Spielberg directed *Ready Player One* from a screenplay by Zak Penn and Cline. The film was produced by Donald De Line, Kristie Macosko Krieger, Spielberg, and Dan Farah. Adam Somner, Daniel Lupi, Chris deFaria and Bruce Berman served as executive producers. The film stars Tye Sheridan, Olivia Cooke, Ben Mendelsohn, Lena Waithe, T.J. Miller, Philip Zhao, Win Morisaki, and Hannah John-Kamen with Simon Pegg and Mark Rylance.

“We are thrilled to be premiering *Ready Player One* at SXSW,” said Janet Pierson, Director of Film. “The film brings to the screen a story that has captivated millions of readers around the globe, written by Austin’s very own Ernest Cline. And in the hands of Steven Spielberg—inarguably one of our greatest directors—we know the film is going to be a special cinematic event for our attendees. We also look forward to the *Ready Player One Experience*, which brings us into both the physical and virtual worlds of the film.”

Warner Bros. Pictures and Amblin Entertainment present, in association with Village Roadshow Pictures, an Amblin Production, a De Line Pictures Production, a Steven Spielberg Film, *Ready Player One*. Opening on March 29, 2018 in 2D and 3D in select theatres and IMAX, the film will be distributed by Warner Bros. Pictures, a Warner Bros. Entertainment Company, and in select territories by Village Roadshow Pictures. This film has been rated PG-13. More info at readyplayeronemovie.com

All feature film categories, except Special Events, will be eligible for category-specific Audience Awards, announced via sxsw.com on Saturday, March 17. SXSW is proud to be an official qualifying festival for the Academy Awards® Short Film competition. Winners of our Best Animated, Best

Narrative and Best Documentary Short Film categories become eligible for Academy of Motion Picture Arts and Sciences awards (Oscars). Any British Short Film or British Short Animation that screens at SXSW is eligible for BAFTA nomination.

Film Stills and Headshots can be found at: <http://fif.sxsw.com/media>

About SXSW Film Festival

Now in its 25th year, SXSW Film Festival brings together creatives of all stripes over nine days to experience a diverse lineup and access to thousands of SXSW Conference sessions with visionaries from all corners of the entertainment, media, and technology industries. **Check out SXSW Film Festival at 25 Alumni memories at** <https://www.sxsw.com/tag/sxsw-film-25/>

About SXSW

Founded in 1987 in Austin, Texas, SXSW is best known for its Conference and Festivals that celebrate the convergence of the interactive, film, and music industries. The event, an essential destination for global professionals, features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2018 will take place March 9-18, 2018.

SXSW 2018 is sponsored by Capital One, Mercedes-Benz, Bud Light, and The Austin Chronicle.

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