

Film and Digital Media Industry: Los Angeles County Perspective

The Inputs

The Shifting Media Landscape & Opportunity in Disruption

Consumer Trends



More devices, more options

Responsive Advertising Ecosystem



Brands demanding a more dynamic relationship with their audiences

Proliferation of the Platforms



Platforms are redefining the point of media distribution and consumption

What do those inputs mean?

Uptick in Global Media Consumption



But downward trend for traditional media

Blurring Industry Lines



Old silos falling with new and old players re-imagining their roles

Uptick in Digital Video Content



L.A. sees a surge in demand for film production

Jobs

265,000 jobs

L.A. represents 9% of U.S. FDMI employment

L.A. represents 46% of U.S. Film sector employment

FDMI is 6.1% of jobs in L.A. County

Growth

+49,500 jobs

The L.A. Industry grew 23% from 2011 to 2016

Comparably, the industry grew 15% nationally and 12% in NYC

Beacon estimates another 16,500 FDMI jobs will be added in L.A. County by 2020

Impact

640,500 jobs

\$158.3B in Total Economic Output

\$97.1B in Direct Output

\$31.7B in Induced Output

Wages

\$117,000 average FDMI wage in L.A. County

Average L.A. wage in the Film sector is \$98,800

Average wages in the industry in L.A. are higher than the national averages except for Emerging Digital Media

Occupations

40% in Arts and Entertainment

Computational Mathematical is the fastest growing occupation

20% of Arts and Entertainment are Producers and Directors

Arts and Entertainment grew by 38%

Demographics

L.A. Industry more diverse than 10 years ago

Racial minorities have outpaced growth of non-Hispanic Whites from 2006-2016

Female average wage gains are increasing faster than that of their male counterparts

LA. industry workers generally have some form of post-secondary education and are between 26-35 years of age

L.A.'s diverse talent is required for L.A. to be competitive globally

+

With a mutating media landscape, unique, creative voice of the individual is showcased

=

Diverse, underrepresented voices can be a competitive advantage



Recommendations

How can the the County support continued and more inclusive growth?

» **Industry Growth**
Resource and Prioritize
County Efforts

» **Talent Development**
Focus on L.A. County's
Core Competency

Thank you for your time and attention.



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