

Program Endorsement Brief: 0614.00/Digital Media
Digital Audio Post-Production; Digital Video Post-Production
 Los Angeles/Orange County Center of Excellence, May 2019

Summary

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide regional labor market supply and demand data related to digital media, including audio and video post-production. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with relevant occupations.

The following summarizes key findings from this data brief:

- The number of jobs for digital media-related occupations is projected to decrease by 6% through 2023; however, more than 2,300 job openings will be available annually due to retirements and workers leaving the field.
- Over the past 12 months, there have been 2,120 online job postings related to digital media occupations in Los Angeles and Orange Counties; 305 of these postings mentioned “post production” in the job description.
- Fifteen other related program recommendation requests were received in 2018 from regional community colleges.
- Twenty-one colleges in the region have existing film production, digital media, and animation programs.
- Between 2015 and 2018, community colleges in the region conferred an average of 290 awards annually (associate degrees and certificates) in related training programs.

Occupational Demand — In Los Angeles/Orange County, the number of jobs related to digital media, including audio and video post-production, is projected to decrease by 6%. However, there will be more than 2,300 job openings per year through 2023 due to retirements and workers leaving the field (Exhibit 1).

Exhibit 1: Occupational demand in Los Angeles and Orange Counties¹

Geography	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change	Annual Openings
Los Angeles	24,664	23,083	(1,581)	(6%)	2,183
Orange	1,514	1,597	83	5%	743
Total	26,178	24,680	(1,498)	(6%)	2,331

¹ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages — Entry-level wages for digital media occupations in the region are between \$12.69 and \$18.88. Entry-level wages for film and video editors (\$18.88) are higher than the MIT Living hourly wage for one adult in the region (\$14.36 in Los Angeles County and \$15.85 in Orange County). Appendix B shows the entry, median, and experienced hourly wages for each occupation studied in this report.

Job Postings — There were 2,120 online job postings related to digital media occupations listed in the past 12 months. The majority of job postings are for video editors, animators and graphic designers. Top specialized skills are: Adobe Photoshop, animation and Adobe After Effects. The top three employers, by number of job postings, in the region are: Activision, Blizzard Entertainment and Electronic Arts. The term “post production” is mentioned in 305 job postings.

Educational Attainment — The BLS lists a Bachelor’s degree as the typical entry-level education for film and video editors, and multimedia artists and animators, and a postsecondary certificate for sound engineering technicians. The national-level educational attainment data indicates between 27% and 45% of workers in the field have completed some college or an associate degree. In Los Angeles/Orange County, 86% of job postings request a Bachelor’s degree.

Community College Supply — Appendix A shows the annual and three-year average number of awards conferred by community colleges in Film Production (0612.20), Digital Media (0614.00), and Animation (0614.40). The programs with the most completions in the region are: Film Production and Animation. Last year, there were 15 other related program recommendation requests from regional community colleges.

Appendix A: Regional community college awards (certificates and degrees), 2015-2018

TOP Code	Program	College	2015-16 Awards	2016-17 Awards	2017-18 Awards	3-Year Award Average
0612.20	Film Production	Cerritos	6	5	6	6
		LA City	67	58	34	53
		LA Valley	19	12	10	14
		Long Beach	0	0	4	4
		Orange Coast	46	36	48	43
		Saddleback	9	7	9	8
		Santa Monica	10	24	27	20
		West LA	28	29	37	31
Subtotal/Average			185	171	175	177
0614.00	Digital Media	Coastline	3	0	0	3
		East LA	0	1	0	1
		Golden West	21	13	9	14
		Irvine	12	8	15	12
		LA Trade-Tech	0	0	7	7
		Long Beach	0	0	1	1
		Subtotal/Average			36	22

0614.40	Animation	Cerritos	3	4	3	3
		Cypress	1	9	3	4
		East LA	9	3	6	6
		El Camino	1	0	1	1
		Fullerton	0	0	1	1
		Glendale	3	4	6	4
		Irvine	0	0	1	1
		LA Mission	3	4	4	4
		Mt San Antonio	26	19	53	33
		Rio Hondo	10	11	11	11
		Santa Ana	2	5	2	3
		Santa Monica	13	12	17	14
Subtotal/Average		71	71	108	83	
Total/Average		292	264	315	290	

Appendix B: Occupational demand and wage data by county

Exhibit 3. Los Angeles County

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Film and Video Editors (27-4032)	13,435	12,718	(717)	(5%)	1,284	\$18.99	\$32.33	\$99.96
Multimedia Artists and Animators (27-1014)	7,214	6,630	(584)	(8%)	548	\$12.84	\$33.57	\$59.36
Sound Engineering Technicians (27-4014)	4,016	3,735	(281)	(7%)	351	\$13.37	\$31.65	\$67.79
Total	24,664	23,083	(1,581)	(6%)	2,183			

Exhibit 4. Orange County

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Film and Video Editors (27-4032)	766	792	26	3%	330	66	\$11.78	\$24.25
Multimedia Artists and Animators (27-1014)	390	440	50	13%	242	48	\$18.74	\$27.69
Sound Engineering Technicians (27-4014)	358	365	7	2%	171	34	\$17.62	\$31.31
Total	1,514	1,597	83	5%	743			

Exhibit 5. Los Angeles and Orange Counties

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Film and Video Editors (27-4032)	13,824	13,158	(666)	(5%)	1,332	\$18.88	\$32.12	\$102.12
Multimedia Artists and Animators (27-1014)	7,979	7,422	(557)	(7%)	614	\$12.69	\$32.21	\$59.02
Sound Engineering Technicians (27-4014)	4,374	4,100	(274)	(6%)	385	\$13.56	\$31.60	\$67.57
Total	26,178	24,680	(1,498)	(6%)	2,331			

Appendix C: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (EMSI)
- Employment Development Department, Labor Market Information Division, OES
- Employment Development Department, Unemployment Insurance Dataset
- Living Insight Center for Community Economic Development
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- MIT Living Wage
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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