



Labor Market Analysis for Program Recommendation Music Technology and Production Occupations East Bay Subregion

Prepared by the Bay Region Center of Excellence for Labor Market Research

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Recommendation

Based on all available data, there appears to be an “undersupply” of Music Technology and Production workers compared to the demand for this cluster of occupations in the Bay Region but an “oversupply” in the East Bay subregion (Alameda, Contra Costa counties). There is a projected annual gap of about 8 students in the Bay Region but an oversupply of 22 students in the East Bay subregion.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1005.00 - Commercial Music programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at subregion in the state and region.

This report middle-skill occupations require a certificate, or an associate degree, or it may require a bachelor’s degree, but 33% or fewer of current workers in these roles hold one. In contrast, above middle-skill occupations require a bachelor’s degree or higher.

This report profiles Music Technology and Production Occupations in the 12 county Bay Region and in the East Bay subregion.

- Sound Engineering Technicians (27-4014):** Assemble and operate equipment to record, synchronize, mix, edit, or reproduce sound, including music, voices, or sound effects, for theater, video, film, television, podcasts, sporting events, and other productions.
 - Typical Entry-Level Educational: Postsecondary nondegree award
 - Skill Level: Middle-Skill
 - Work Experience Required: None
 - Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 39%

Occupational Demand

Table 1. Employment Outlook for Music Technology and Production Occupations in the Bay Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Sound Engineering Technicians	997	1,037	40	4%	510	102	\$25	\$41
Total	997	1,037	40	4%	510	102	\$25	\$41

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
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Source: Lightcast 2025.1

The Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Music Technology and Production Occupations in the East Bay Subregion

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Sound Engineering Technicians	249	264	15	6%	133	27	\$24	\$42
Total	249	264	15	6%	133	27	\$24	\$42

Source: Lightcast 2025.1

East Bay subregion includes: Alameda, Contra Costa Counties

Job Postings in the Bay Region and East Bay Subregion

Table 3. Number of Job Postings by Occupation for the latest 12 months

Occupation	Bay Region	East Bay
Sound Engineering Technicians	107	30

Source: Lightcast 2025.3; "Job Posting Analytics." Oct. 2024 - Sep. 2025

Table 4a. Top Job Titles in Job Postings for Music Technology and Production Occupations in the Bay Region

Title	Bay	Title	Bay
Sound Designers	19	Interventional Radiology Physicians	2
Acoustical Consultants	5	Mixing Engineers	2
Entertainment Technicians	5	Music Assistants	2
Bandpeople	3	Neuroradiologists	2
Interactive Designers	3	Neuroscience Specialists	2
Production Crews	3	Ophthalmology Physicians	2
Audio Engineers	2	Radiologists	2
Audio Technicians	2	Sound Engineers	2
Cutters	2	Sound Mixers	2

Source: Lightcast 2025.3; "Job Posting Analytics." Oct. 2024 - Sep. 2025

Table 4b. Top Job Titles in Job Posting for Music Technology and Production Occupations in the East Bay Subregion

Title	East Bay	Title	East Bay
Sound Designers	6	Film Instructors	1
Acoustical Consultants	2	Guitarists	1
Audio Engineers	2	Marriage and Family Therapists	1
Music Assistants	2	Mentors	1
Sound Engineers	2	Podcast Producers	1
Audio Technicians	1	Speech Language Pathologists	1
Bandpeople	1	Videography Interns	1
Birthday Party Coordinators	1	Welders	1
Clean Up Crews	1		

Source: Lightcast 2025.3; "Job Posting Analytics." Oct. 2024 - Sep. 2025

Industry Concentration

Table 5. Industries Hiring for Music Technology and Production Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Sound Recording Studios	106	124	17%	14%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	79	70	-11%	9%
Motion Picture and Video Production	82	73	-11%	9%
Record Production and Distribution	65	77	18%	8%
Music Publishers	49	61	23%	7%
Other Sound Recording Industries	36	45	25%	5%
Software Publishers	44	38	-15%	4%
Theater Companies and Dinner Theaters	37	35	-7%	4%
Promoters of Performing Arts, Sports, and Similar Events with Facilities	36	35	-3%	4%
Religious Organizations	20	19	-5%	3%

Source: Lightcast 2025.3

Table 6. Top Employers Posting Music Technology and Production Occupations in the Bay Region and the East Bay Subregion

Employer	Bay	Employer	East Bay
Meta	15	Meta	6
Adecco	5	Arup	2
Arup	5	Berkeley Rep School Of Theatre	1
California's Great America	4	Berkeley Repertory Theatre	1
24 Seven Talent Ca	3	Futures Explored	1
Theme Party Productions	3	Hcri	1

Source: Lightcast 2025.3; "Job Posting Analytics." Oct. 2024 - Sep. 2025

Educational Supply

There are eight community colleges in the Bay Region which issuing 86 awards on average annually (last 3 years ending 2023-24) on TOP 1005.00 - Commercial Music. In the East Bay subregion, there are five community colleges that issued 49 awards on average annually (last 3 years) on this TOP code.

There is one other CTE educational institution in the Bay Region issuing 8 awards on average annually (last 3 years ending 2022-23) on CIP 10.0203- Recording Arts Technology/Technician. There is no other CTE educational institution in the East Bay subregion issuing awards on average annually (last 3 years) on this CIP code.

Table 7a. Community College Awards on TOP 1005.00 - Commercial Music in the Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Noncredit award	Total
Cabrillo	SC-Monterey	3	0	11	1	15
Chabot	East Bay	2	0	9	0	11
Diablo Valley	East Bay	12	1	6	0	19
Foothill	Silicon Valley	11	2	5	0	18
Laney	East Bay	1	0	2	0	3
Las Positas	East Bay	0	0	5	0	5
Los Medanos	East Bay	6	2	3	0	11
West Valley	Silicon Valley	0	0	4	0	4
Total	-	35	5	45	1	86

Source: Data Mart

Note: The annual average for awards is 2021-22 to 2023-24.

Table 7b. Other CTE Institutions Awards on CIP 10.0203- Recording Arts Technology/Technician. in the Bay Region

College	Subregion	Associate degree	Bachelor's degree	Total
Academy of Art University	Mid-Peninsula	1	7	8
Total	-	1	7	8

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 102 annual openings for the Music Technology and Production occupational cluster and 94 annual (3-year average) awards for an annual undersupply of 8 students. In the East Bay subregion, there is also a gap with 27 annual openings and 49 annual (3-year average) awards for an annual oversupply of 22 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1005.00 - Commercial Music

Metric Outcomes	Bay All CTE Program	State 1005.00	Bay 1005.00	East Bay 1005.00
Students with a Job Closely Related to Their Field of Study	74%	46%	44%	43%
Median Annual Earnings for SWP Exiting Students	\$53,090	\$24,605	\$31,958	\$26,456
Median Change in Earnings for SWP Exiting Students	24%	41%	37%	58%
Exiting Students Who Attained the Living Wage	54%	26%	27%	21%

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Music Technology and Production Occupations in the Bay Region

Skill	Posting	Skill	Posting
Sound Design	19	User Experience (UX)	14
Unity Engine	18	Data-Driven Decision Making	12
Augmented Reality	17	Music Production	11
Game Engine	16	Apache Spark	10
Virtual Reality	16	Audio Engineering	10
Middleware	15	Smart Device	9
Software Development	15	Sound Effects	9
Audio Design	14	Brand Identity	8
Business Decisions	14	Milestones (Project Management)	8
Human-Centered Design	14	Mixed Reality	8

Source: Lightcast 2025.3; "Job Posting Analytics." Oct. 2024 - Sep. 2025

Table 10. Education Requirements for Music Technology and Production Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	2	13%

Education Level	Job Postings	% of Total
Associate degree	1	7%
Bachelor's degree & higher	12	80%

Source: Lightcast 2025.3; "Job Posting Analytics." Oct. 2024 - Sep. 2025

Note: 88% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCCO Data Mart and CTE Launchboard.

Sources

O*Net Online

Lightcast

CTE LaunchBoard www.calpassplus.org

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCCCO Data Mart

Contacts

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