

Labor Market Analysis: 06/Media and Communications

Digital Entertainment Production; Entertainment, Craft, and Production - Associate of Science (A.S.) degree; Associate of Arts (A.A.) degree; Certificate requiring 16 to fewer than 30 semester units; Certificate requiring 8 to fewer than 16 semester units; Certificate requiring 30 to <60 semester units

Los Angeles Center of Excellence, October 2023

Summary

Program Endorsement:	Endorsed: All Criteria Met <input checked="" type="checkbox"/>	Endorsed: Some Criteria Met <input type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>		No <input type="checkbox"/>
Living Wage: (Entry-Level, 25th)	Yes <input checked="" type="checkbox"/>		No <input type="checkbox"/>
Education:	Yes <input checked="" type="checkbox"/>		No <input type="checkbox"/>
Emerging Occupation(s)			
	Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>

The Los Angeles Center of Excellence for Labor Market Research (LA COE) prepared this report to provide regional labor market supply and demand data related to four middle-skill occupations:

- **Producers and Directors (27-2012)** Produce or direct stage, television, radio, video, or film productions for entertainment, information, or instruction. Responsible for creative decisions, such as interpretation of script, choice of actors or guests, set design, sound, special effects, and choreography.¹
- **Audio and Video Technicians (27-4011)** Set up, maintain, and dismantle audio and video equipment, such as microphones, sound speakers, connecting wires and cables, sound and mixing boards, video cameras, video monitors and servers, and related electronic equipment for live or recorded events, such as concerts, meetings, conventions, presentations, podcasts, news conferences, and sporting events.²
- **Camera Operators, Television, Video, and Film (27-4031)** Operate television, video, or film camera to record images or scenes for television, video, or film productions.³
- **Film and Video Editors (27-4032)** Edit moving images on film, video, or other media. May work with a producer or director to organize images for final production. May edit or synchronize soundtracks with images.⁴

¹ [Producers and Directors \(bls.gov\)](#)

² [Audio and Video Technicians \(bls.gov\)](#)

³ [Film and Video Editors and Camera Operators \(bls.gov\)](#)

⁴ [Film and Video Editors and Camera Operators \(bls.gov\)](#)

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.⁵ Although some of the occupations in this report typically require a bachelor's degree, they are considered middle-skill because approximately one-third of workers in the field have completed some college or an associate degree. 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 the relevant occupations. Based on the available data, there appears to be a supply gap for these middle-skill entertainment occupations in the region. Furthermore, entry-level wages exceed the self-sufficiency standard wage in Los Angeles County, and more than one-third of current *audio and video technicians, camera operators, television, video, and film, and film and video editors* in the field have completed some college/associate degree or less education. **Therefore, due to all the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, **8,185 jobs** are projected to be available annually in the region due to new job growth and replacements, which is more than the three-year average of **2,867 awards** conferred by educational institutions in the region.
- **Living Wage Criteria** – Within Los Angeles County, all four middle-skill entertainment occupations have entry-level wages **above** the self-sufficiency standard hourly wage (\$18.10/hour).⁶
- **Educational Criteria** – Within the greater LA/OC region, **91% of the annual job openings** for these occupations related to entertainment typically require a **bachelor's degree**.
 - However, the national-level educational attainment data indicates between **36% and 54%** of current *audio and video technicians, camera operators, television, video, and film, and film and video editors* in the field **have completed some college/associate degree or less education**.

Supply:

- There are **22 community colleges** in the greater LA/OC region that issue awards related to digital entertainment and/or entertainment production, conferring an average of **872 awards** annually between 2019 and 2022.
- Between 2019 and 2021, there was an average of **1,995 awards** conferred annually in related training programs by non-community college institutions throughout the greater LA/OC region.

⁵ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

⁶ Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these middle-skill entertainment occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 11% through 2026. There will be nearly 8,200 job openings per year through 2027 due to job growth and replacements.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties⁷

Geography	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
Los Angeles	63,660	70,589	6,929	11%	7,786
Orange	3,614	3,846	231	6%	399
Total	67,275	74,435	7,160	11%	8,185

Wages

The labor market endorsement in this report considers the entry-level hourly wages for these middle-skill entertainment occupations in Los Angeles County as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the greater LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County

All four occupations have entry-level wages above the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$21.49 and \$37.54. Experienced workers can expect to earn wages between \$38.91 and \$75.67.

Exhibit 2: Earnings for Occupations in LA County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Producers and Directors (27-2012)	\$37.54	\$50.59	\$75.67	\$105,200
Audio and Video Technicians (27-4011)	\$23.18	\$33.46	\$51.34	\$69,600
Camera Operators, Television, Video, and Film (27-4031)	\$21.49	\$36.14	\$38.91	\$75,200
Film and Video Editors (27-4032)	\$23.77	\$33.89	\$58.11	\$70,500

*Rounded to the nearest \$100

Orange County

The majority (91%) of annual openings for these middle-skill entertainment occupations have entry-level wages above the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$18.16 and \$31.17. Only one

⁷ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

occupation in this report has entry-level wages below the county’s self-sufficiency standard wage: *camera operators, television, video, and film* (\$18.16). Experienced workers can expect to earn wages between \$38.02 and \$66.61, which are higher than the self-sufficiency standard.

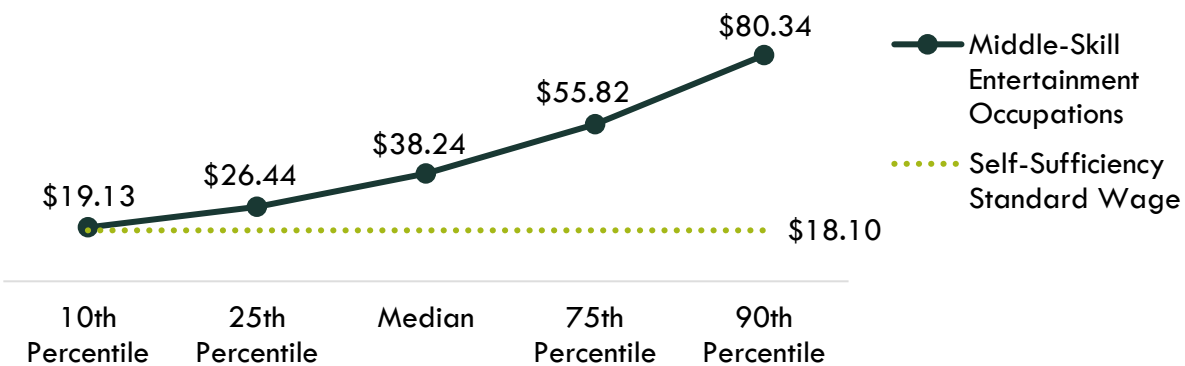
Exhibit 3: Earnings for Occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Producers and Directors (27-2012)	\$31.17	\$44.50	\$66.61	\$92,554
Audio and Video Technicians (27-4011)	\$21.24	\$30.64	\$47.06	\$63,738
Camera Operators, Television, Video, and Film (27-4031)	\$18.16	\$31.65	\$38.02	\$65,839
Film and Video Editors (27-4032)	\$20.71	\$30.55	\$54.13	\$63,535

*Rounded to the nearest \$100

On average, the entry-level earnings for the occupations in this report are \$26.44; this is above the living wage for one single adult in Los Angeles County (\$18.10). Exhibit 4 shows the average wage for the occupations in this report, from entry-level to experienced workers.

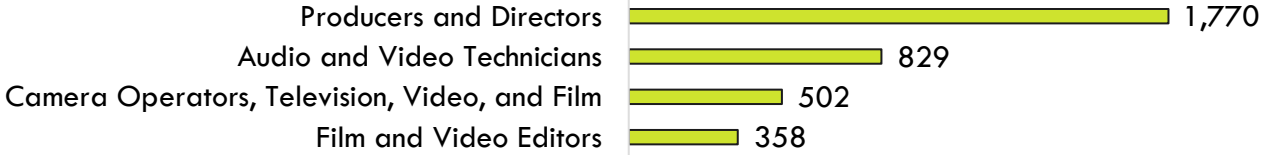
Exhibit 4: Average Hourly Earnings for Middle-Skill Entertainment Occupations in LA/OC



Job Postings

There were 3,459 online job postings related to the entertainment occupation in this report listed in the past 12 months. Exhibit 5 displays the number of job postings by occupation. The majority of job postings (51%) were for *producers and directors*, followed by *audio and video technicians* (24%) and *camera operators - television, video, and film* (15%). The highest number of job postings were for audiovisual technicians, video editors, videographers, producers, and associate producers. The top skills were marketing, project management, post-production, workflow management, and Adobe Premiere Pro. The top three employers, by number of job postings, in the region were Encore Global, Disney, and Spectrum.

Exhibit 5: Job postings by occupation (last 12 months)



Educational Attainment

The Bureau of Labor Statistics (BLS) lists the following typical entry-level education for the occupations in this report:

- **Bachelor’s degree:** *Producers and directors; camera operators, television, video, and film; and film and video editors*
- **Postsecondary non-degree award:** *Audio and video technicians*

In the greater LA/OC region, the majority of annual job openings (91%) typically require a bachelor’s degree. However, the national-level educational attainment data indicates between 36% and 54% of current *audio and video technicians, camera operators, television, video, and film, and film and video editors* working in the field have completed some college/associate degree or less education. *Producers and directors* have higher rates of educational attainment, with 25% of workers in the field completing an associate degree or less education, and 75% completing a bachelor’s degree or more education. Of the 40% of middle-skill entertainment job postings listing a minimum education requirement in the greater Los Angeles/Orange County region, 29% (402) requested high school or vocational training, 8% (106) requested an associate degree, and 63% (880) requested a bachelor’s degree.

Educational Supply

Community College Supply

Exhibit 6 shows the annual and three-year average number of awards conferred by community colleges in programs that have historically trained for the occupations of interest. The colleges with the most completions in the region are Saddleback, LA City, and LA Valley.

Exhibit 6: Regional community college awards (certificates and degrees), 2019-2022

TOP	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
0604.00	Radio and Television	LA Valley	17	12	9	13
		Long Beach	2	2	7	4
		Santa Monica	29	16	8	18
		LA Subtotal	48	30	24	34
		Fullerton	-	2	1	1
		Saddleback	136	98	144	126
		OC Subtotal	136	100	145	127
Supply Subtotal/Average			184	130	169	161

TOP	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
0604.20	Television (including combined TV/film/video)	Cerritos	-	5	13	6
		El Camino	22	27	32	27
		Glendale	14	17	25	19
		LA City	34	45	35	38
		LA Pierce	26	29	31	29
		LA Valley	31	42	48	40
		Long Beach	35	42	49	42
		Mt San Antonio	54	34	50	46
		Pasadena	45	65	51	54
		LA Subtotal	261	306	334	300
		Cypress	15	16	20	17
		Fullerton	48	52	55	52
		Orange Coast	40	22	46	36
		Saddleback	2	-	15	6
		Santa Ana	17	6	13	12
		OC Subtotal	122	96	149	122
		Supply Subtotal/Average			383	402
0612.20	Film Production	Cerritos	8	11	22	14
		LA City	62	45	116	74
		LA Valley	31	35	54	40
		Santa Monica	59	41	45	48
		West LA	7	28	10	15
		LA Subtotal	167	160	247	191
		Orange Coast	48	26	32	35
		Saddleback	3	-	-	1
		OC Subtotal	51	26	32	36
Supply Subtotal/Average			218	186	279	228
0614.00	Digital Media	Glendale	1	-	-	0
		LA Mission	4	5	5	5
		LA Trade-Tech	11	18	12	14
		Pasadena	-	3	15	6
		Rio Hondo	2	1	1	1
		Santa Monica	-	-	19	6
		LA Subtotal	18	27	52	32
		Coastline	-	3	3	2

TOP	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
		Cypress	-	2	7	3
		Golden West	10	7	-	6
		Irvine	1	6	3	3
		Saddleback	-	1	1	1
		Santa Ana	1	6	34	14
		OC Subtotal	12	25	48	28
		Supply Subtotal/Average	30	52	100	61
		Supply Total/Average	815	770	1,031	872

Non-Community College Supply

For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for the middle-skill entertainment occupations in this report. Exhibit 7 shows the annual and three-year average number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent three-year period of available data is from 2019 to 2021. Between 2019 and 2021, non-community college institutions in the region conferred an average of 1,995 bachelor's and sub-baccalaureate awards. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards. Bachelor's degrees are included since some of the occupations in this report typically require a bachelor's degree.

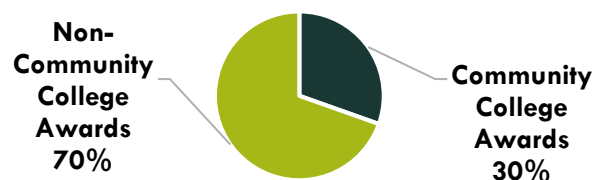
Exhibit 7: Regional non-community college awards, 2019-2021

CIP	Program	Institution	2019-20 Awards	2020-21 Awards	2-Year Average
09.0701	Radio and Television	CSU-Fullerton	189	185	187
		CSU-Los Angeles	154	147	151
		CSU-Northridge	396	427	412
		Loyola Marymount Univ.	-	1	1
		Pepperdine University	20	11	16
		University of La Verne	7	11	9
09.0702	Digital Communication and Media/Multimedia	CSU-Dominguez Hills	41	57	49
		Columbia College Hollywood	-	28	14
		Fremont College	1	-	1
		Marymount California Univ.	10	9	10
		Vanguard University of Southern California	2	1	2
10.0202	Radio and Television Broadcasting	Hollywood Cultural College	20	12	16

CIP	Program	Institution	2019-20 Awards	2020-21 Awards	2-Year Average
	Technology/ Technician				
50.0102	Digital Arts	Columbia College Hollywood	-	15	8
		Gnomon	-	31	16
		LA Academy of Figurative Art	4	-	2
		LA Pacific College	4	2	3
		Marymount California Univ.	3	2	3
		Otis College of Art & Design	48	52	50
		USC	15	37	26
		Woodbury University	2	-	1
50.0602	Cinematography and Film/Video Production	Art Center College of Design	18	24	21
		Biola University	56	56	56
		California Institute of the Arts	14	11	13
		Chapman University	146	101	124
		Columbia College Hollywood	-	105	53
		Fashion Institute of Design & Merchandising-Los Angeles	12	10	11
		Los Angeles Film School	245	255	250
		Loyola Marymount Univ.	79	64	72
		Mount Saint Mary's Univ.	14	14	14
		New York Film Academy	215	181	198
		USC	114	96	105
		Woodbury University	15	17	16
		50.0699	Film/Video and Photographic Arts, Other	CA Institute of the Arts	-
LA Film School	49			97	73
Woodbury University	10			25	18
Supply Total/Average			1,903	2,086	1,995

Exhibit 8 shows the proportion of community college awards conferred in LA/OC compared to the number of non-community college awards for the programs in this report. Three out of ten awards conferred in these programs are awarded by community colleges in the LA/OC region.

Exhibit 8: Community College Awards Compared to Non-Community College Awards in LA/OC Region, 3-Year Average



Appendix A: Occupational demand and wage data by county

Exhibit 9. Los Angeles County

Occupation (SOC)	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Producers and Directors (27-2012)	41,801	45,788	3,988	10%	4,933	\$37.54	\$50.59	\$75.67
Audio and Video Technicians (27-4011)	4,993	5,774	782	16%	674	\$23.18	\$33.46	\$51.34
Camera Operators, Television, Video, and Film (27-4031)	5,568	6,257	689	12%	714	\$21.49	\$36.14	\$38.91
Film and Video Editors (27-4032)	11,299	12,769	1,470	13%	1,464	\$23.77	\$33.89	\$58.11
Total	63,660	70,589	6,929	11%	7,786	-	-	-

Exhibit 10. Orange County

Occupation (SOC)	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Producers and Directors (27-2012)	2,240	2,349	110	5%	237	\$31.17	\$44.50	\$66.61
Audio and Video Technicians (27-4011)	579	665	86	15%	76	\$21.24	\$30.64	\$47.06
Camera Operators, Television, Video, and Film (27-4031)	346	360	14	4%	37	\$18.16	\$31.65	\$38.02
Film and Video Editors (27-4032)	449	471	22	5%	49	\$20.71	\$30.55	\$54.13
Total	3,614	3,846	231	6%	399	-	-	-

Exhibit 11. Los Angeles and Orange Counties

Occupation (SOC)	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	% Age 55 and older*	Typical Entry-Level Education
Producers and Directors (27-2012)	44,040	48,137	4,097	9%	5,170	24%	Bachelor's degree
Audio and Video Technicians (27-4011)	5,572	6,440	868	16%	750	22%	Postsecondary non-degree award
Camera Operators, Television, Video, and Film (27-4031)	5,914	6,618	704	12%	752	21%	Bachelor's degree
Film and Video Editors (27-4032)	11,748	13,240	1,492	13%	1,513	22%	Bachelor's degree
Total	67,275	74,435	7,160	11%	8,185	-	-

*The average percentage of workers age 55 and older across all occupations in the greater LA/OC region is 27%. These occupations have a smaller share of older workers, which typically indicates fewer replacements needs to offset the amount of impending retirements.

Appendix B: Sources

- O*NET Online
- Lightcast (formerly Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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