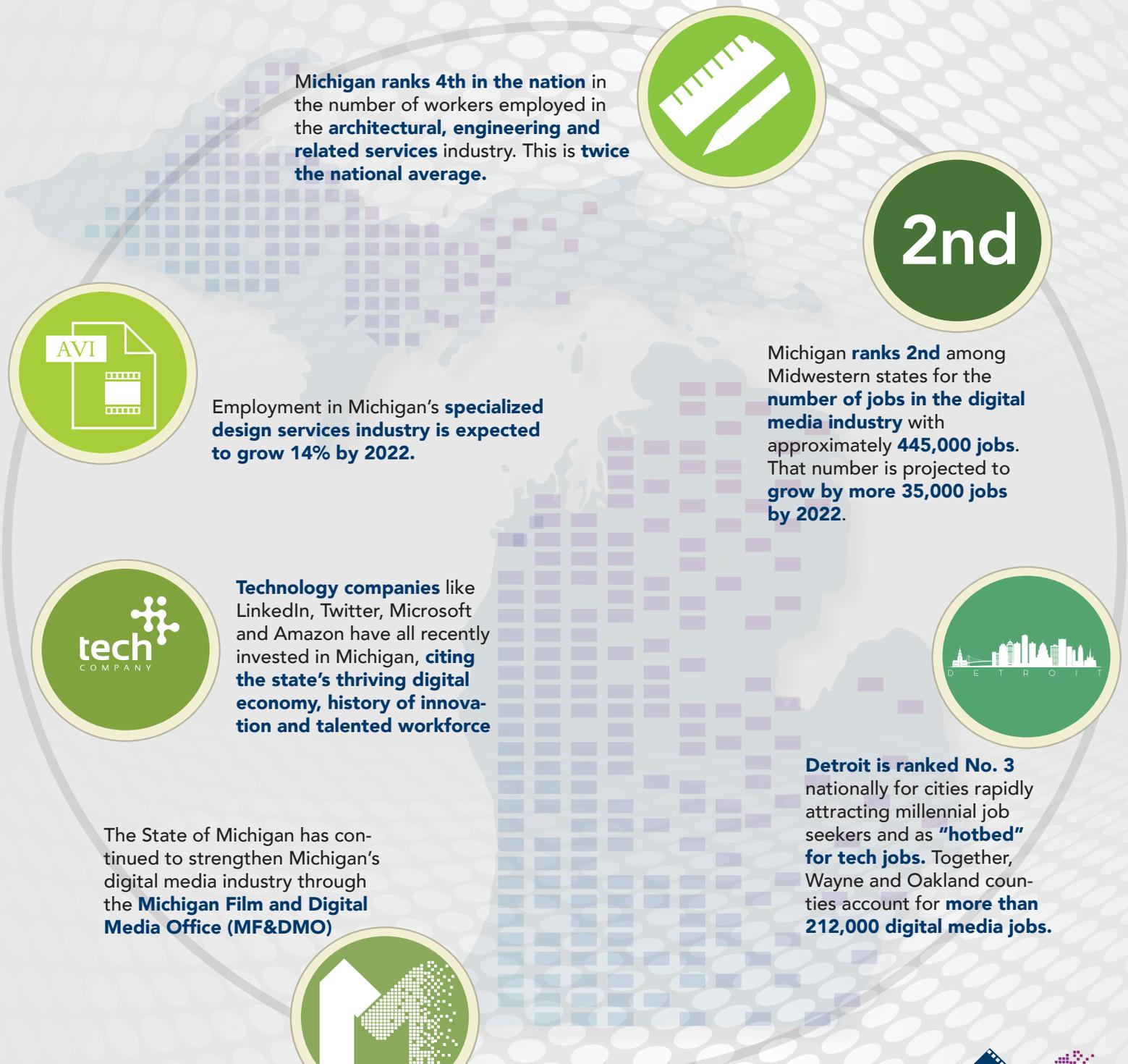


# MICHIGAN'S thriving digital media industry

With significant policy changes and the economic improvement during the past five years, Michigan is among the most attractive places in the world for employers in the digital media industry. Home to one of the most talented, diverse and abundant workforces in the country.



Michigan ranks **4th in the nation** in the number of workers employed in the **architectural, engineering and related services** industry. This is **twice the national average**.



**2nd**

Michigan ranks **2nd** among Midwestern states for the **number of jobs in the digital media industry** with approximately **445,000 jobs**. That number is projected to **grow by more 35,000 jobs by 2022**.

AVI



Employment in Michigan's **specialized design services industry** is expected to **grow 14% by 2022**.



**Technology companies** like LinkedIn, Twitter, Microsoft and Amazon have all recently invested in Michigan, **citing the state's thriving digital economy, history of innovation and talented workforce**

The State of Michigan has continued to strengthen Michigan's digital media industry through the **Michigan Film and Digital Media Office (MF&DMO)**



DETROIT

**Detroit is ranked No. 3** nationally for cities rapidly attracting millennial job seekers and as **"hotbed" for tech jobs**. Together, Wayne and Oakland counties account for **more than 212,000 digital media jobs**.



MF&DMO launched the Creative Chambers grant program in 2017 and works directly with local business communities to attract more and better creative jobs, engage local creatives, and make the state a more attractive place for individuals to live, work and play. For more information, **visit: [www.michiganbusiness.org/mifilmanddigital](http://www.michiganbusiness.org/mifilmanddigital)**.

# *Michigan's digital media industry groupings*

Computer Systems Design and Related Services  
Data Processing, Hosting, and Related Services  
Other Information Services

Independent Artists, Writers, and Performers  
Newspaper, Periodical, Book, and Directory Publishers  
Specialized Design Services  
Radio and Television Broadcasting

Management, Scientific, and Technical Consulting Services  
Other professional, scientific and technical services  
Scientific Research and Development Services

Motion Picture and Video Industry  
Sound Recording Industry  
Software Publishers

Other Telecommunications  
Satellite Telecommunications  
Wired Telecommunications Carriers (except Satellite)  
Wired Telecommunications Carriers

Note: The Digital Media industry group was broadly defined to include both industries that are directly related to digital media and industries that are largely supportive of digital media industries. The Corporate Research team chose industries with high concentration of digital-media occupations, using the staffing patterns data available through the Bureau of Labor Statistics.

# MICHIGAN'S thriving digital media occupations

Michigan's growing economy is creating job opportunities in the digital media industry. From web developers to interior designers to animators to sound engineers and more, Michigan's digital media occupations are projected to grow for years to come.

The **average earnings** for those employed in digital-media related industries in **Michigan is nearly \$89,000**



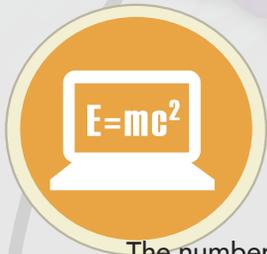
Michigan ranks **2nd** in the number of workers employed in the commercial and industrial designer occupation and is more than **three times the national average**



In 2017 there are more than **189,000 digital media jobs in Michigan**, which are projected to **grow by 7% by 2022**



The number of **computer and information research scientists** is expected to **grow by 21% by 2022**.



Nearly **50,000 digital media jobs** in Michigan are in **Oakland County**



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# *Michigan's digital media occupational groupings*

Architectural and Civil Drafters  
Surveying and Mapping Technicians

Audio and Video Equipment Technicians  
Sound Engineering Technicians

Camera Operators, Television, Video, and Motion Picture  
Cartographers and Photogrammetists  
Photographers  
Photographic Process Workers and Processing Machine Operators

Computer and Information Research Scientists  
Computer and Information Systems Managers  
Computer Network Architects  
Computer Network Support Specialists  
Computer Occupations, All Other  
Computer Programmers  
Computer Systems Analysts  
Computer User Support Specialists  
Web Developers  
Network and Computer Systems Administrators  
Database Administrators  
Desktop Publishers

Film and Video Editors  
Motion Picture Projectionists  
Multimedia Arts and Animators

Graphic Designers  
Interior Designers  
Commercial and Industrial Designers

Information Security Analysts  
Software Developers, Applications  
Software Developers, Systems Software

Note: The Digital Media industry group was broadly defined to include both industries that are directly related to digital media and industries that are largely supportive of digital media industries. The Corporate Research team chose industries with high concentration of digital-media occupations, using the staffing patterns data available through the Bureau of Labor Statistics.