


# 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**.

tech  
COMPANY

**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.