

Entertainment Industry

LA REGIONAL PROGRAM ADVISORY

APRIL 29, 2025
10:00 AM – 12:00 PM

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Entertainment Industry
REGIONAL PROGRAM ADVISORY

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The LA-19 is leading industry-education partnerships to collaboratively strengthen our region's talent development ecosystem

1. Data-driven research on the supply and demand for talent
2. Industry Councils and Regional Program Advisories
3. Developing work-based learning and employment opportunities

For more information, visit: <https://losangelesrc.org>

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For the
Entertainment
industry, employment
is measured using 3
distinct NAICS codes

**Motion Picture and Sound Recording
Industries (NAICS 512)**

- Film, music, postproduction

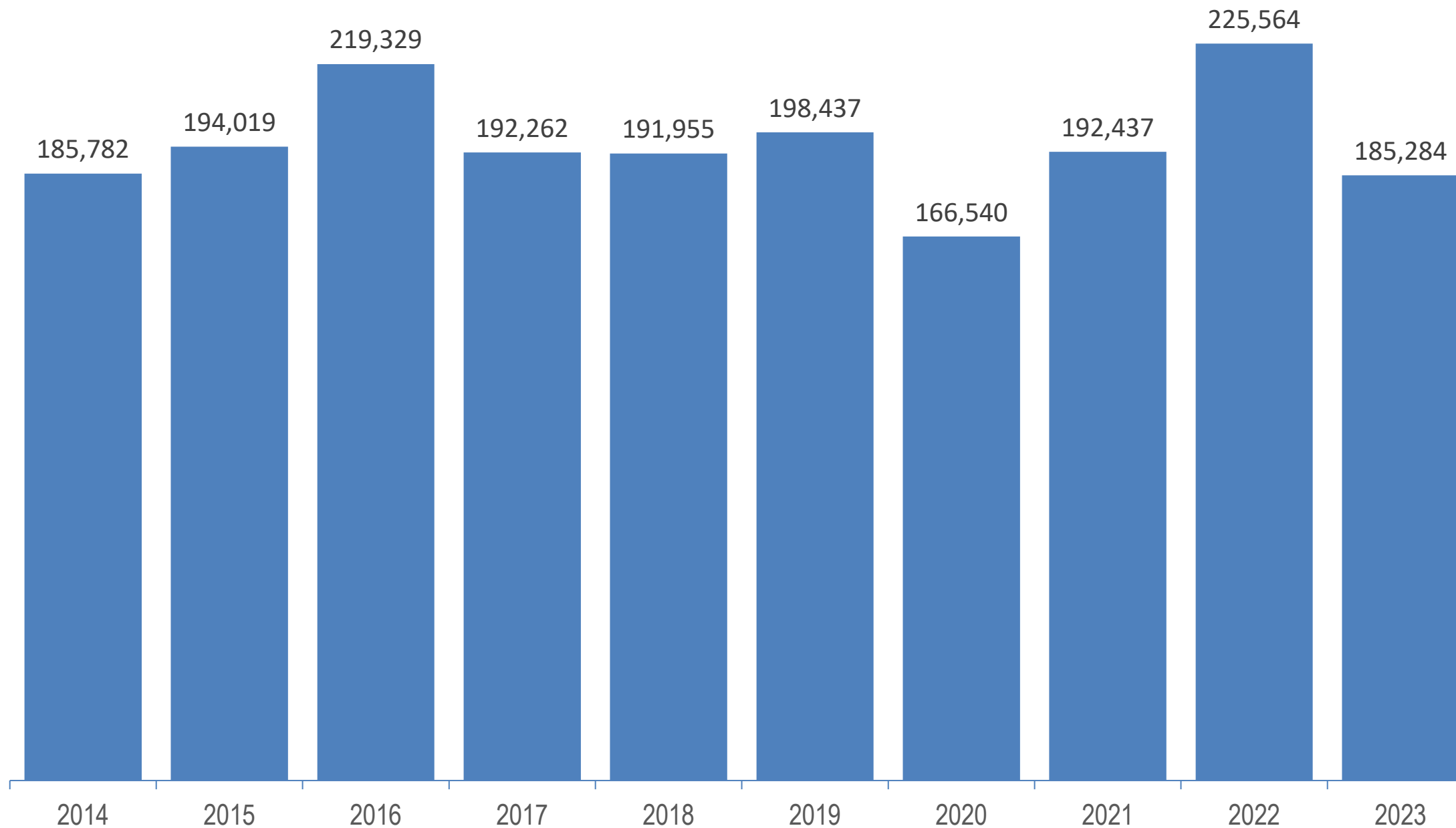
**Broadcasting and Content Providers
(NAICS 516)**

- TV, radio, digital streaming

**Performing Arts, Spectator Sports, and
Related Industries (NAICS 711)**

- Live events, sports, talent agencies

Entertainment Industry Employment
Los Angeles County 2014-2023

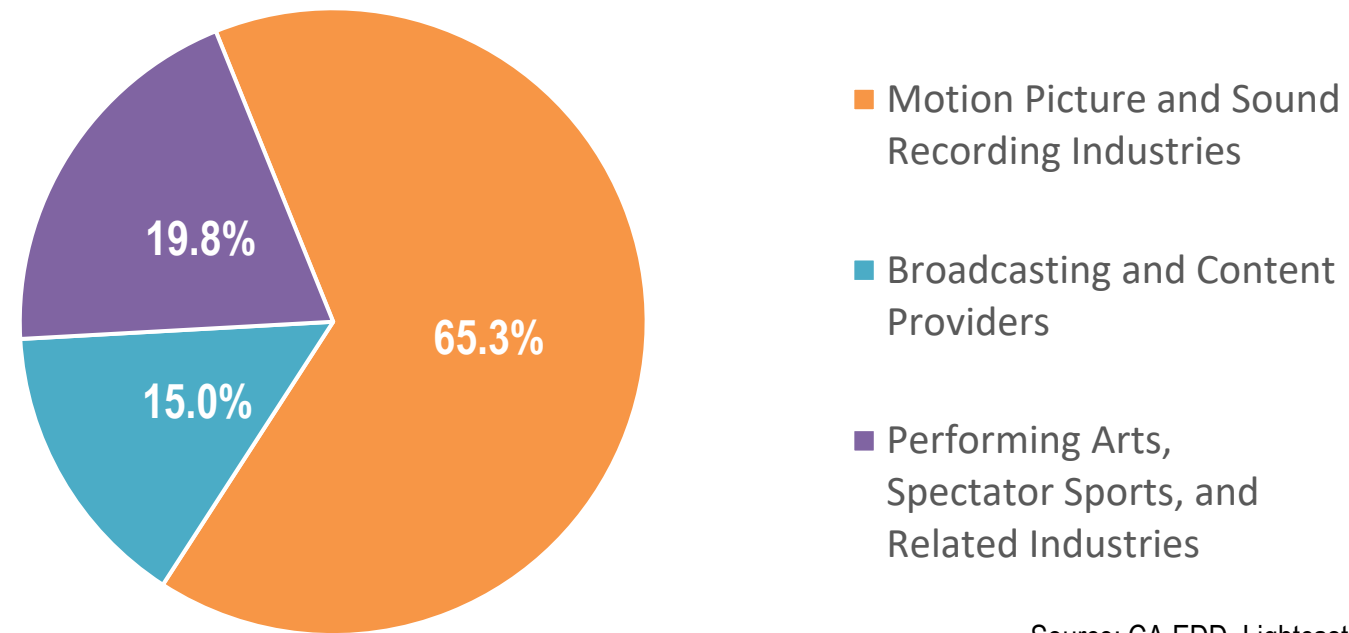


Source: CA EDD, Lightcast

- Industry employed over 185,700 people in 2014
- Surged past 219,000 jobs in 2016, marking a strong period of growth
- Employment dropped sharply in 2020 to around 166,500, reflecting pandemic-related impacts
- Rebounded 35.% by 2022, adding 59,000 jobs to reach over 225,000 jobs, the highest level in the 10-year period
- Fell back to 185,300 jobs in 2023, erasing most post-pandemic gains

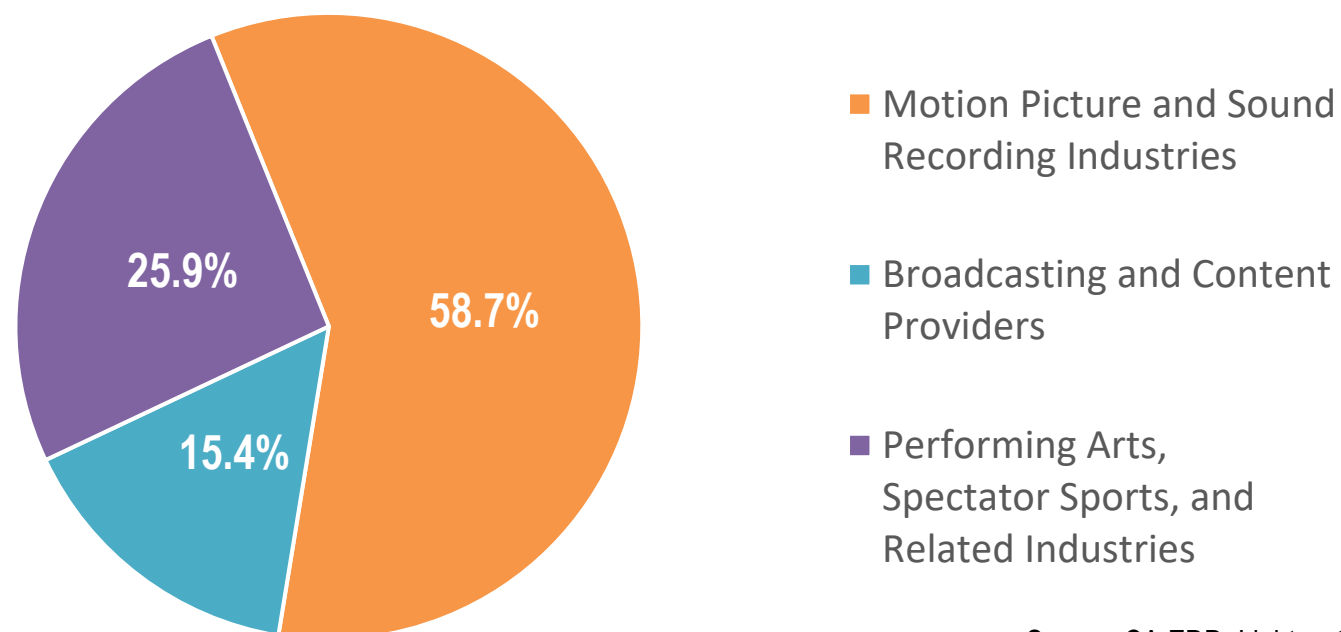
Change in Entertainment Industry Employment, Los Angeles County, 2014 - 2023

Los Angeles County, 2014



Source: CA EDD, Lightcast

Los Angeles County, 2023

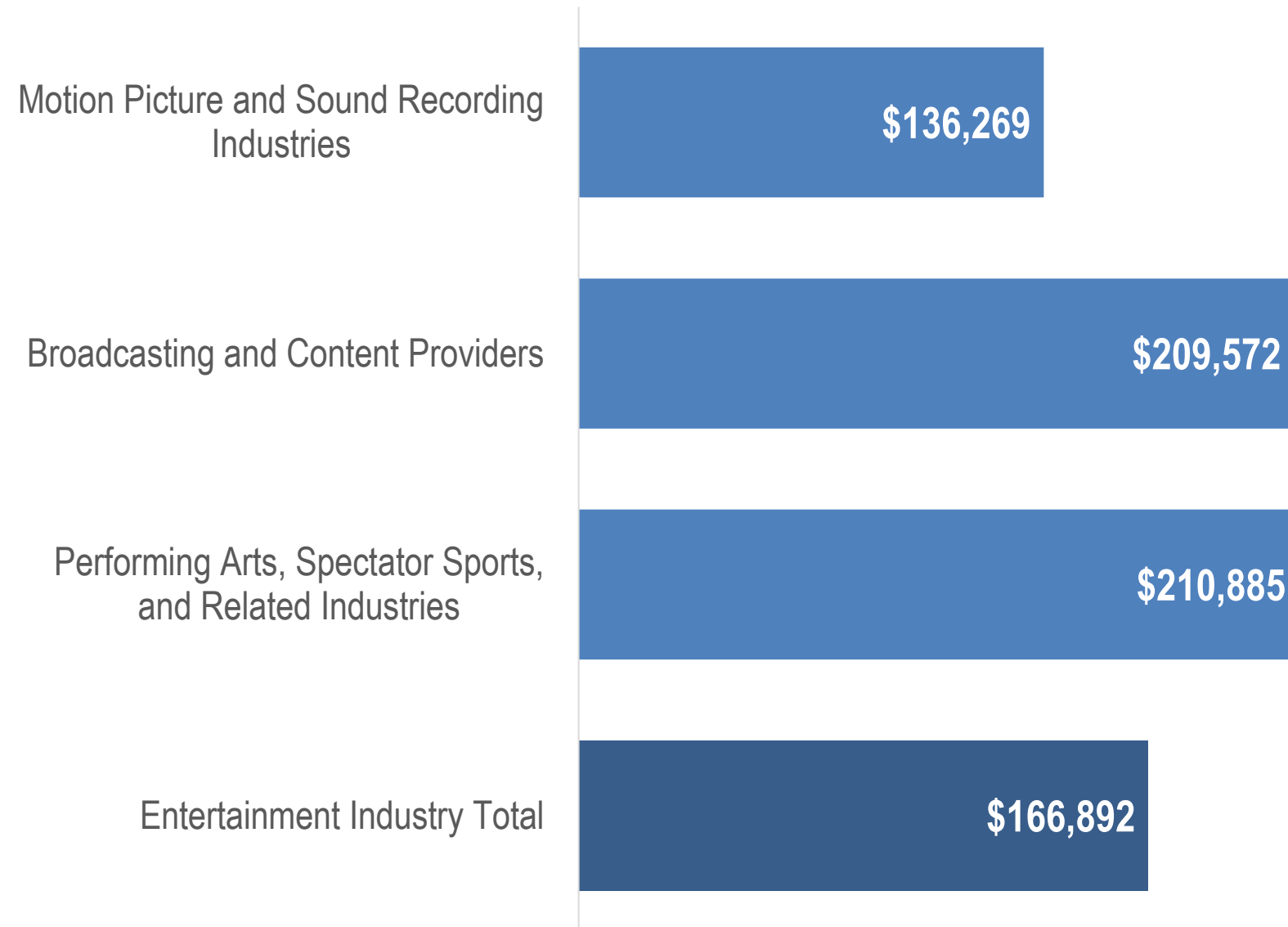


Source: CA EDD, Lightcast

- **Motion Picture and Sound Recording Industries** remained the largest subsector by employment share, but lost nearly 7 percentage points, falling from 121,200 jobs in 2014 to 108,700 in 2023
- **Broadcasting and Content Providers** held steady, maintaining a 15% share of total industry employment with only minor fluctuation over the period
- **Performing Arts, Spectator Sports, and Related Industries** increased their employment share by over 6 percentage points, growing from 36,700 jobs in 2014 to 48,000 jobs in 2023, driven by a strong post-pandemic resurgence in live events and cultural programming

Average Annual Pay in Entertainment Industry

Los Angeles County, 2023

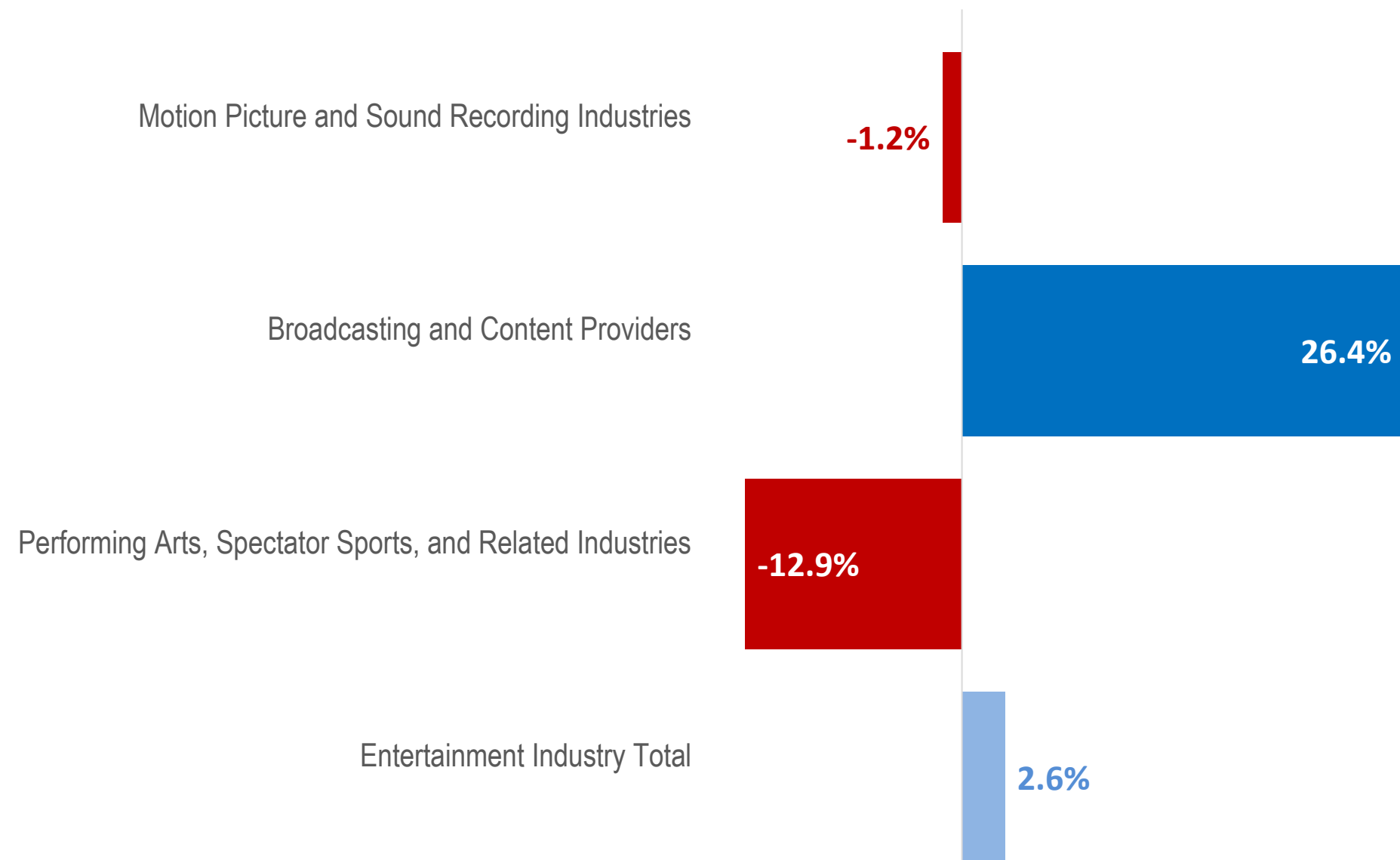


Source: QCEW, Lightcast

- All segments in the **Entertainment** industry have average annual earnings well above the MIT living wage of \$48,942 in Los Angeles County (single person in 2023).
- The highest-paying segment in 2023 was **Performing Arts, Spectator Sports, and Related Industries**, with an average annual wage of \$210,885, closely followed by **Broadcasting and Content Providers** at \$209,572, both far exceeding the county average.
- In 2023, the average annual wage in:
 - Los Angeles County, \$78,600 per year
 - Total **Entertainment** Industry, \$166,892 per year

Real Wage Growth in Entertainment Industry

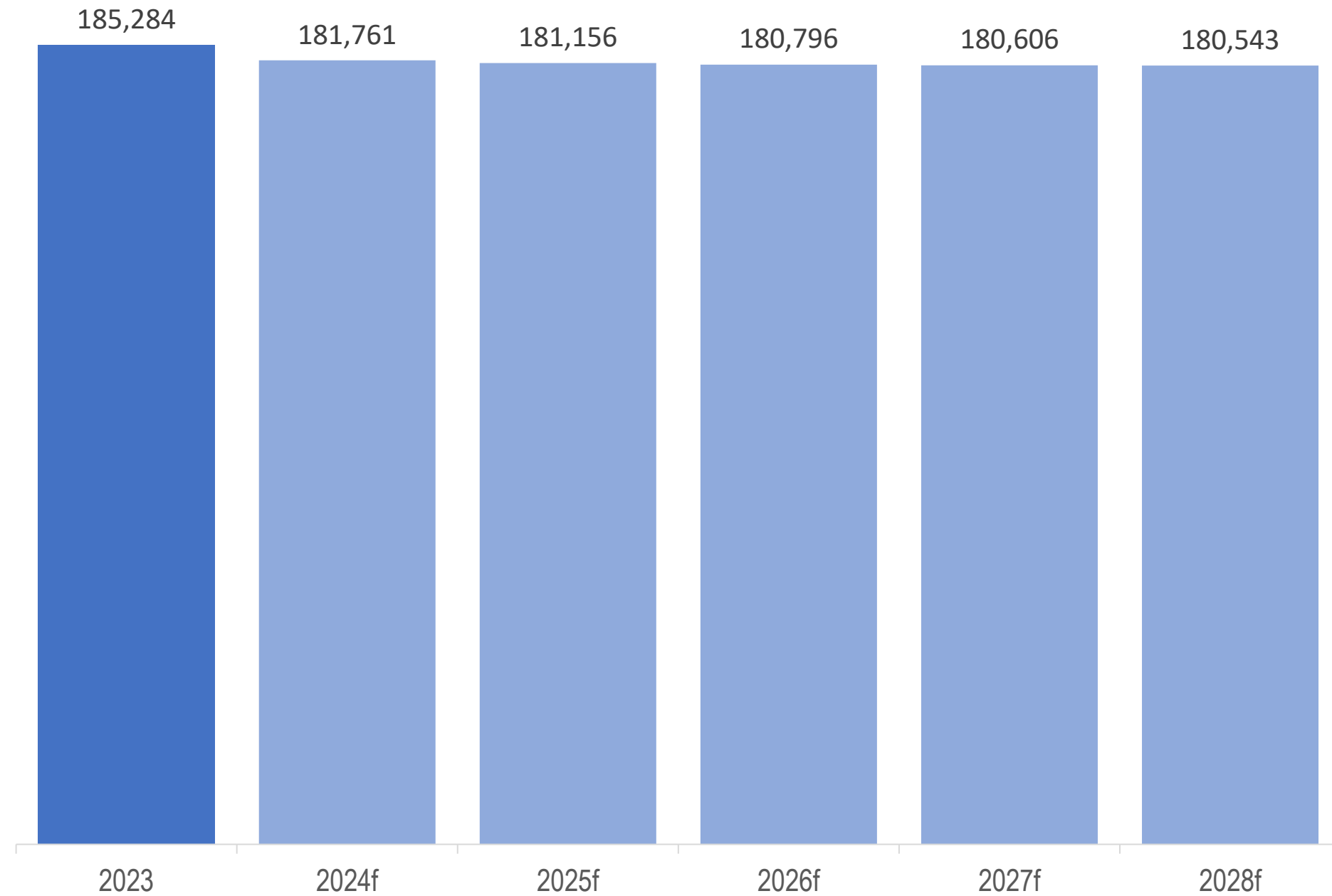
Los Angeles County, 2014 to 2023



Source: QCEW, Lightcast

- **Broadcasting and Content Providers (+26.4%):** Strongest real wage growth, driven by sustained demand for streaming, digital content creation, and multimedia production.
- **Motion Picture and Sound Recording Industries – (1.2%):** Slight decline in real wages, reflecting production volatility, freelance labor reliance, and work stoppages.
- **Performing Arts, Spectator Sports, and Related Industries (-12.9%):** Largest decline, despite high nominal wages. Inflation, inconsistent live-event recovery, and gig-based models reduced real earnings.
- **Entertainment Industry Overall (+2.6%):** Modest aggregate growth across all segments, suggesting general wage stagnation when adjusted for inflation.

Entertainment Industry Forecasted Employment
Los Angeles County, 2023-2028



Source: CA EDD, Lightcast

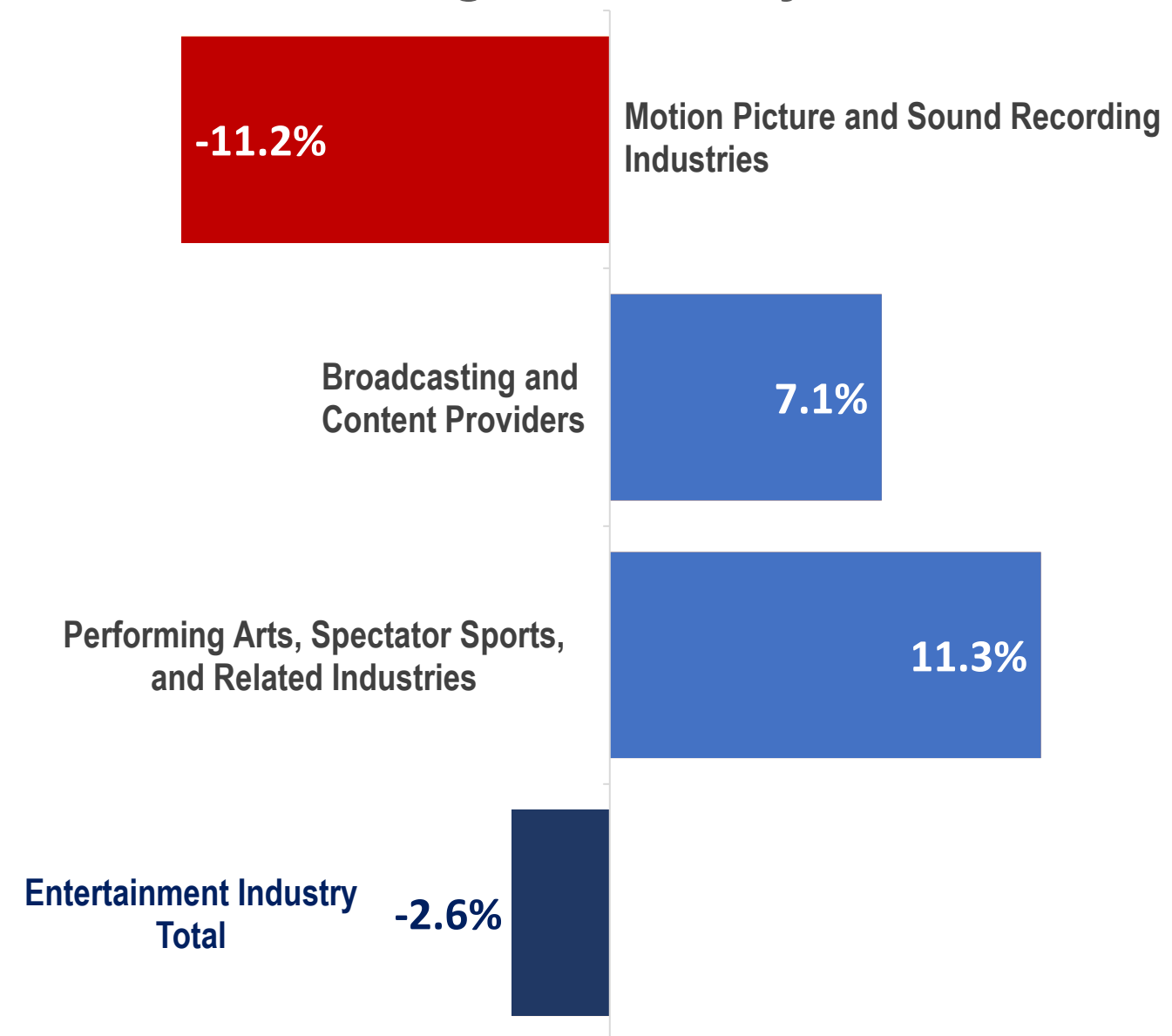
- **Entertainment Industry** employment expected to decline 2.5%, from 185,284 jobs in 2023 to 180,543 in 2028
- Largest losses expected in **Motion Picture and Sound Recording Industries** (-12,000+ jobs)
- **Broadcasting and Content Providers** projected to grow slightly (+2,000 jobs)
- **Performing Arts, Spectator Sports, and Related Industries** expected to add over 5,400 jobs by 2028
- Forecast reflects ongoing contraction in traditional film production alongside steady gains in live entertainment and digital broadcasting

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- **Performing Arts, Spectator Sports, and Related Industries (+11.3%)** Strongest projected growth, driven by increasing demand for live events, cultural programming, and in-person experiences.
- **Broadcasting and Content Providers (+7.1%)** Growth supported by continued expansion in streaming services, digital platforms, and content innovation.
- **Motion Picture and Sound Recording Industries (-11.2%)** Steepest decline, reflecting contraction in traditional film production, ongoing labor challenges, and structural shifts in content delivery.
- **Entertainment Industry Overall (-2.6%)** Slight overall decline, as gains in live and digital segments are offset by contraction in traditional media production.

Looking Forward

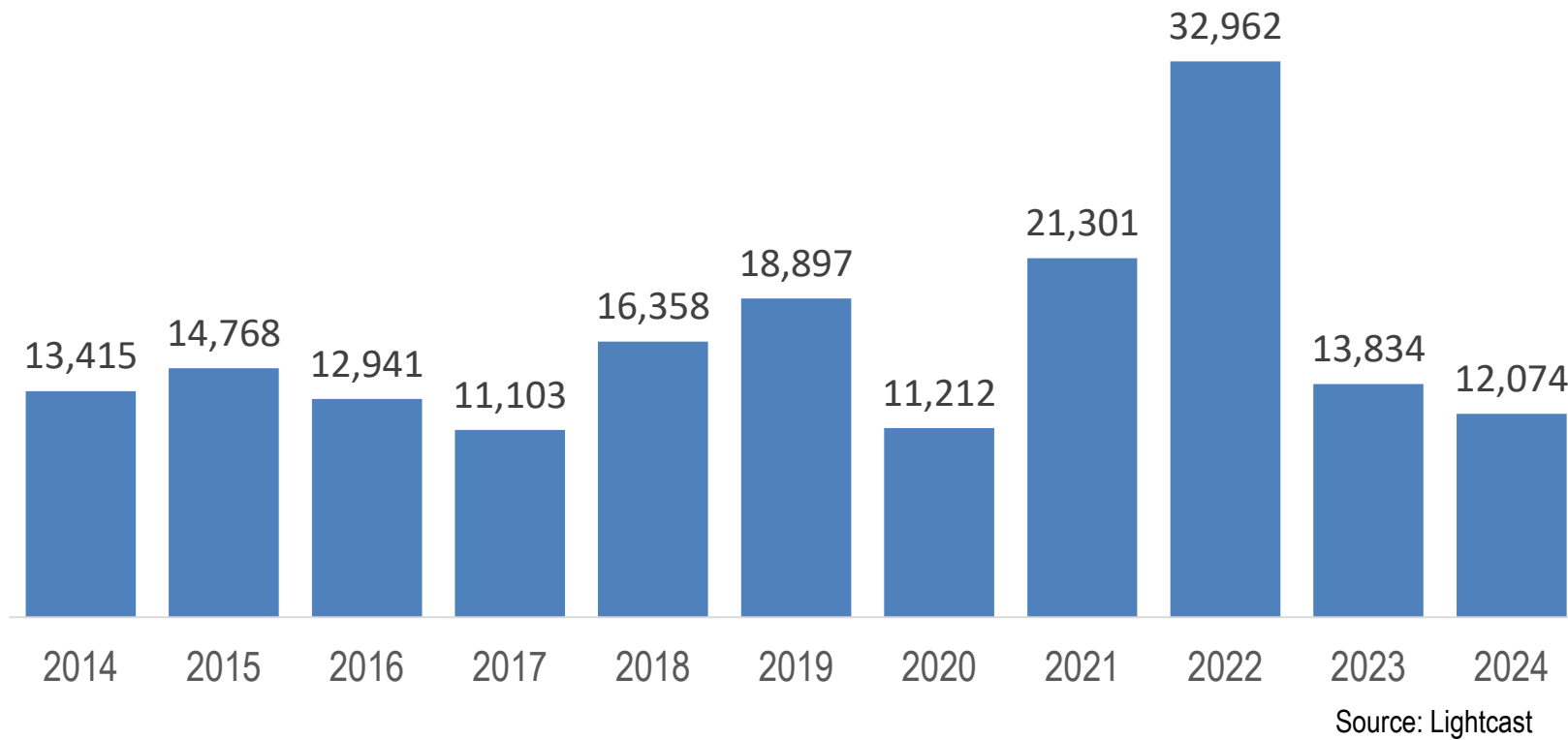
Forecasted Employment Growth in Entertainment Industry, Los Angeles County, 2022 to 2028



Source: Lightcast

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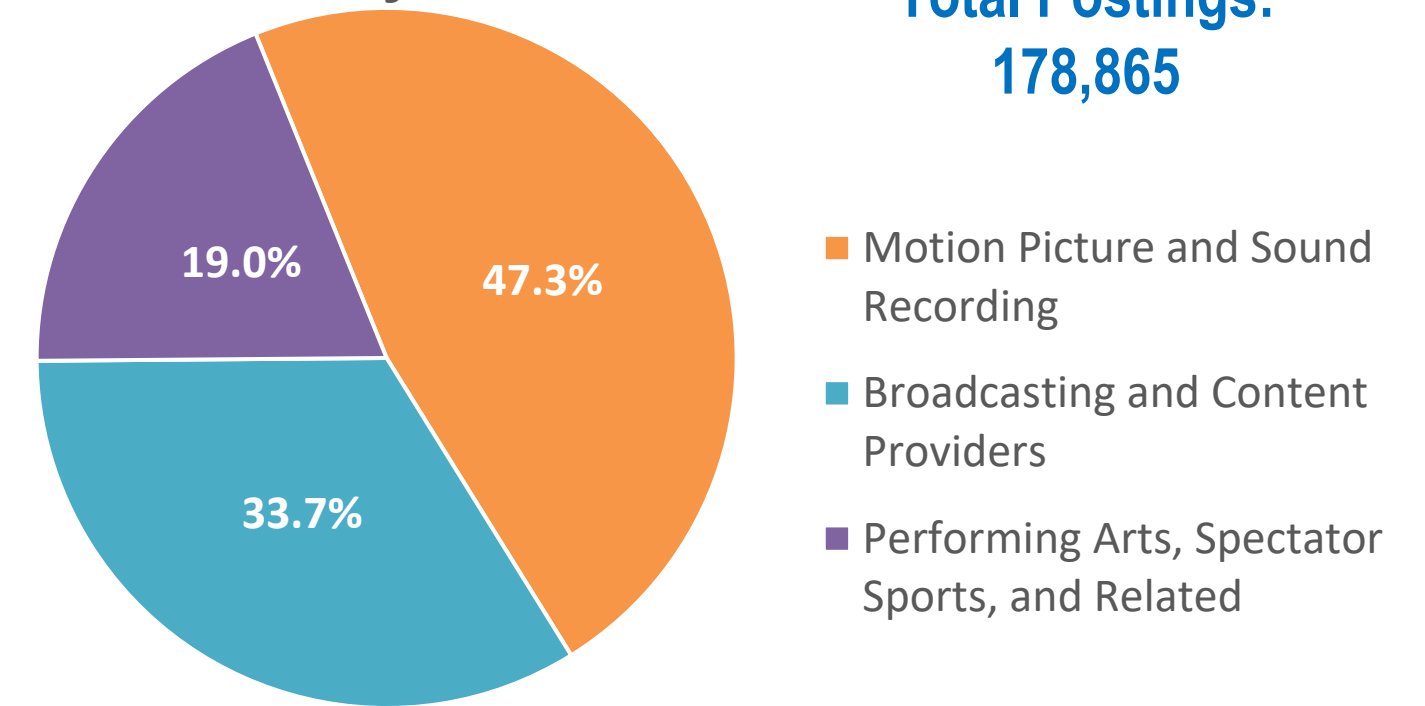
Total Entertainment Industry Job Postings,
Los Angeles County, 2012 to 2022



- Job postings peaked in 2022 with nearly 33,000 job postings, nearly 2.5 times higher than in 2014
- Declined by more than half to 13,800 in 2023 and further to 12,100 in 2024.
- Overall trend indicates a workforce shift toward digital and live entertainment, with hiring activity in traditional production tapering off in more recent years.

Employer Job Postings

Distribution of Job Postings, Los Angeles
County 2014 to 2024

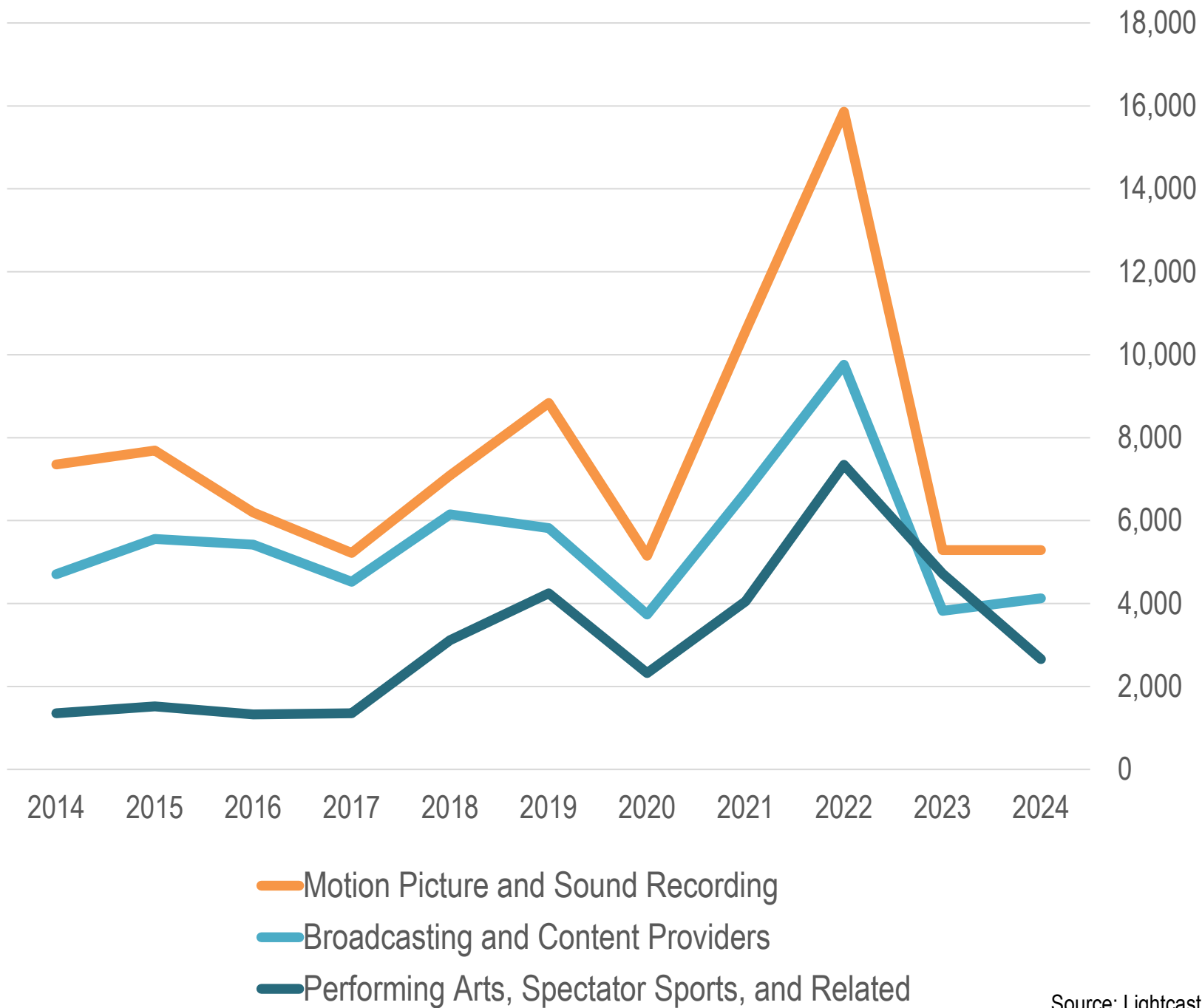


Source: CA EDD, Lightcast

- **Motion Picture and Sound Recording Industries (47.3%)** Largest share of job postings, reflecting strong historical demand for film and sound production. Recent years show a slowdown in activity.
- **Broadcasting and Content Providers (33.7%)** Second-largest share, driven by demand for digital content creation, streaming media, and multimedia roles.
- **Performing Arts, Spectator Sports, and Related Industries (19.0%)** Smallest share overall but growing in recent years. Highlights increased demand for live event staffing and cultural programming.

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Job Postings by Subsector Los Angeles County, 2014-2024



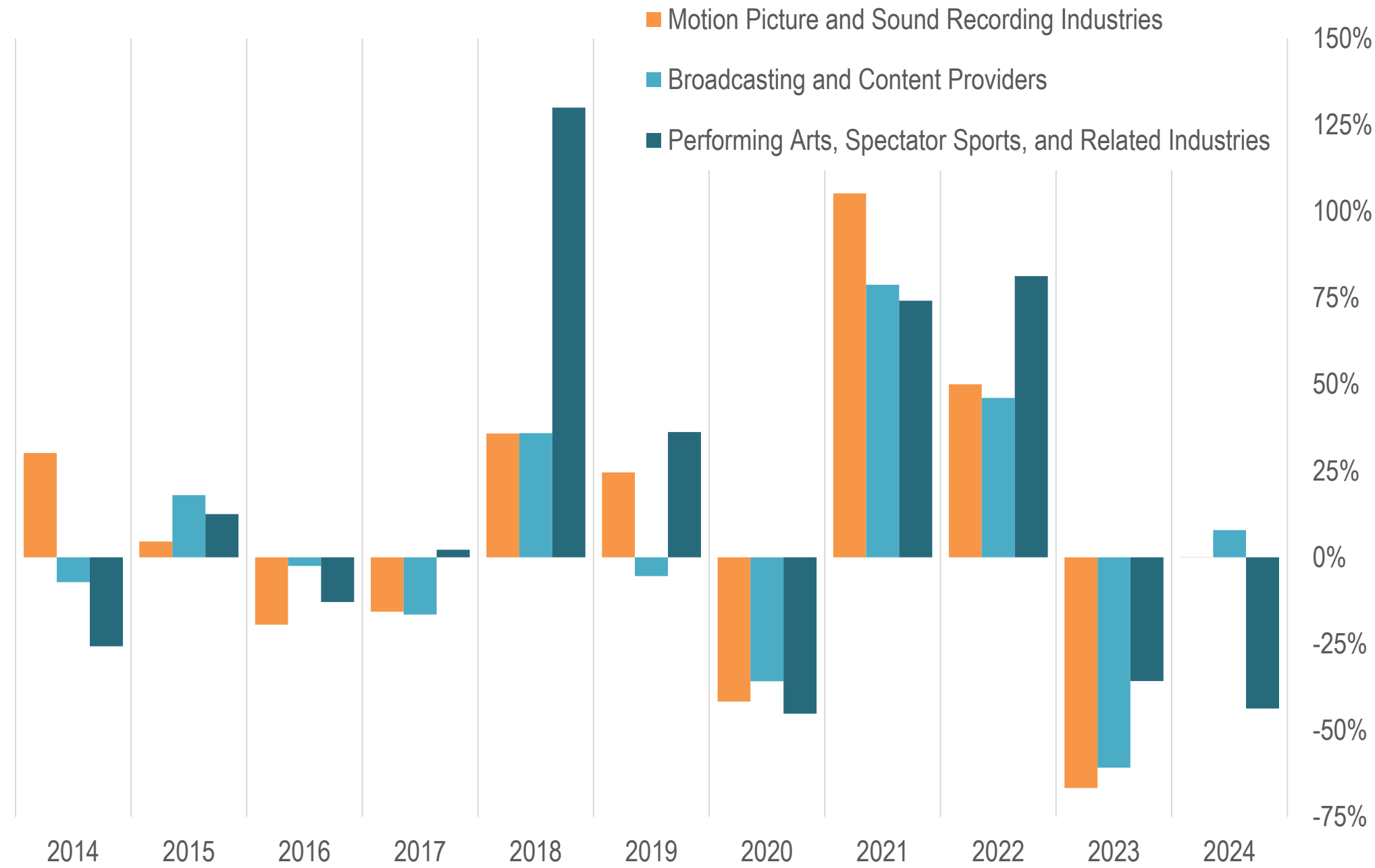
Source: Lightcast

Employer Job Postings

- **Motion Picture and Sound Recording Industries** peaked at nearly 15,900 postings in 2022; fell sharply to around 5,300 in 2023 and remained nearly flat in 2024.
- **Broadcasting and Content Providers** reached nearly 9,800 postings in 2022; declined to 3,800 in 2023 and slightly rebounded to over 4,100 in 2024.
- **Performing Arts, Spectator Sports, and Related Industries** grew steadily to over 7,300 postings in 2022; dropped to 4,700 in 2023 and nearly 2,700 in 2024.
- All segments saw a drop in postings by 2024, indicating cooling labor demand following the post-pandemic hiring surge.

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Growth in Job Postings by Subsector Los Angeles County, 2014-2024

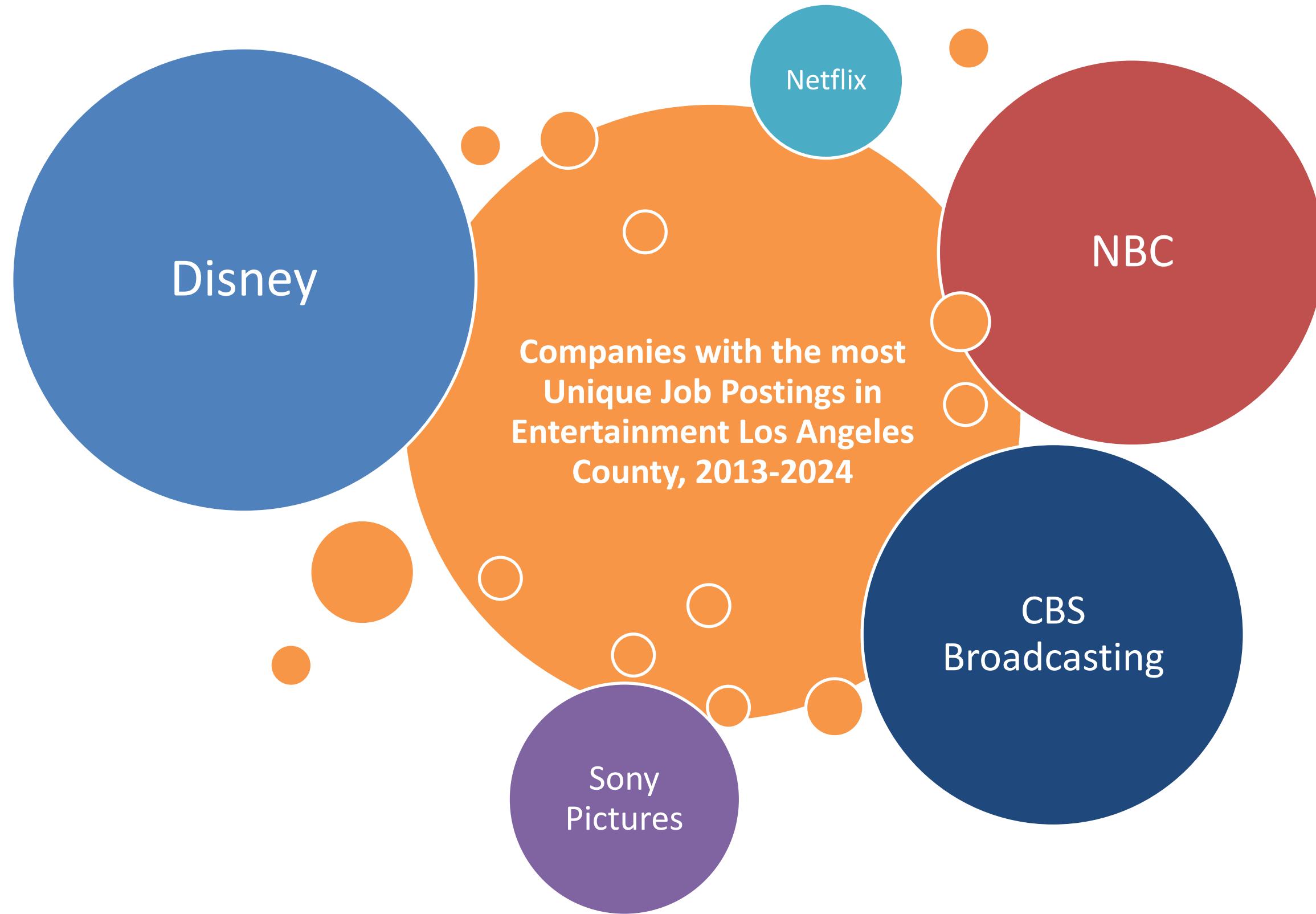


Employer Job Postings

- **Performing Arts, Spectator Sports, and Related Industries** experienced the most volatility, with swings from +130% to -45%, driven by pandemic closures and the rapid rebound of live events.
- **Motion Picture and Sound Recording Industries** ranged from +105% to -67%, reflecting production surges and shutdowns tied to labor actions and industry disruptions.
- **Broadcasting and Content Providers** saw wide fluctuations, from +79% to -61%, as digital platform growth was tempered by market corrections.
- Overall, all segments showed significant year-over-year change, signaling a high degree of volatility and sensitivity to macroeconomic conditions and industry-specific shocks.

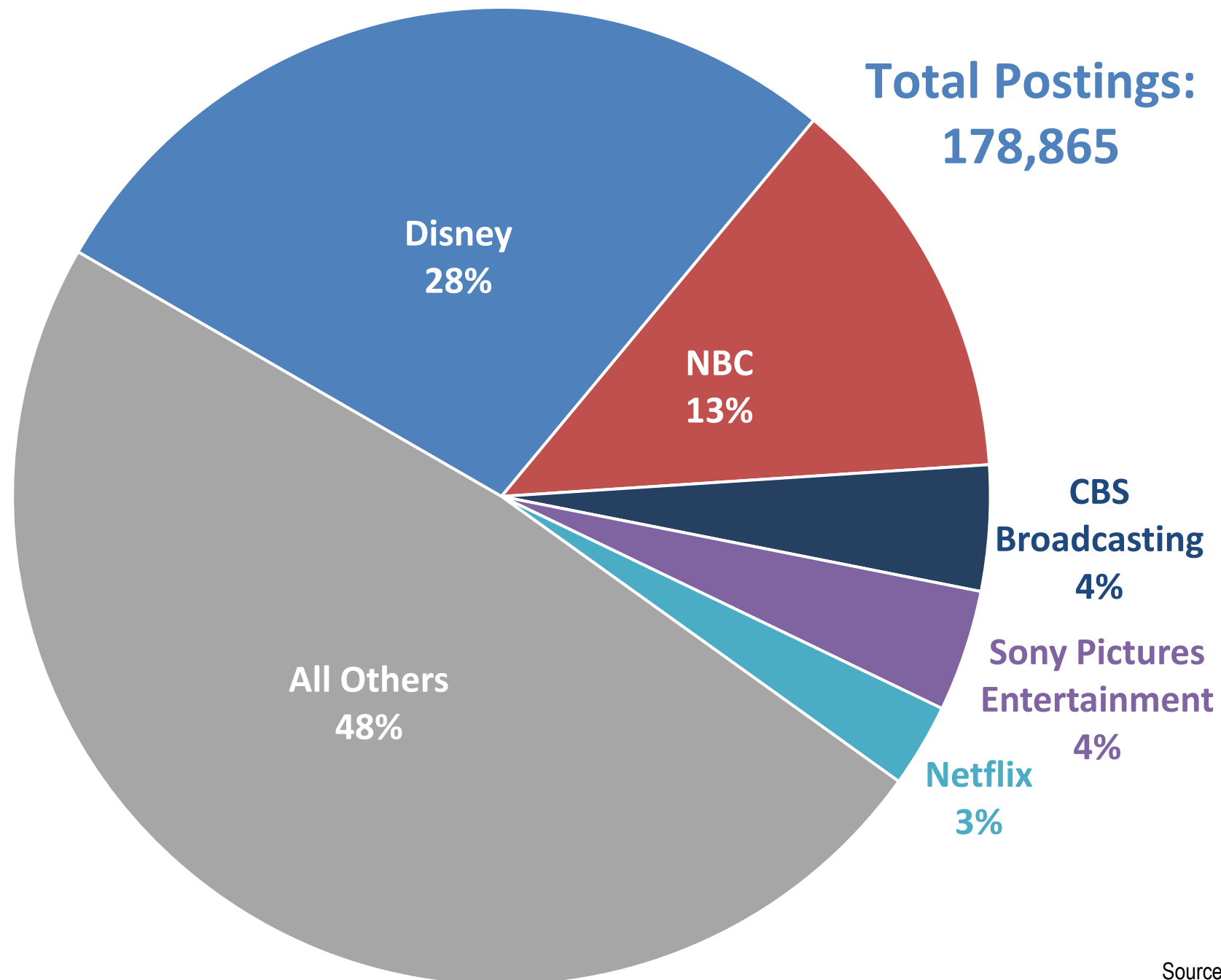
Source: Lightcast





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Top Companies by Job Postings in Industry Los Angeles County, 2014 to 2024



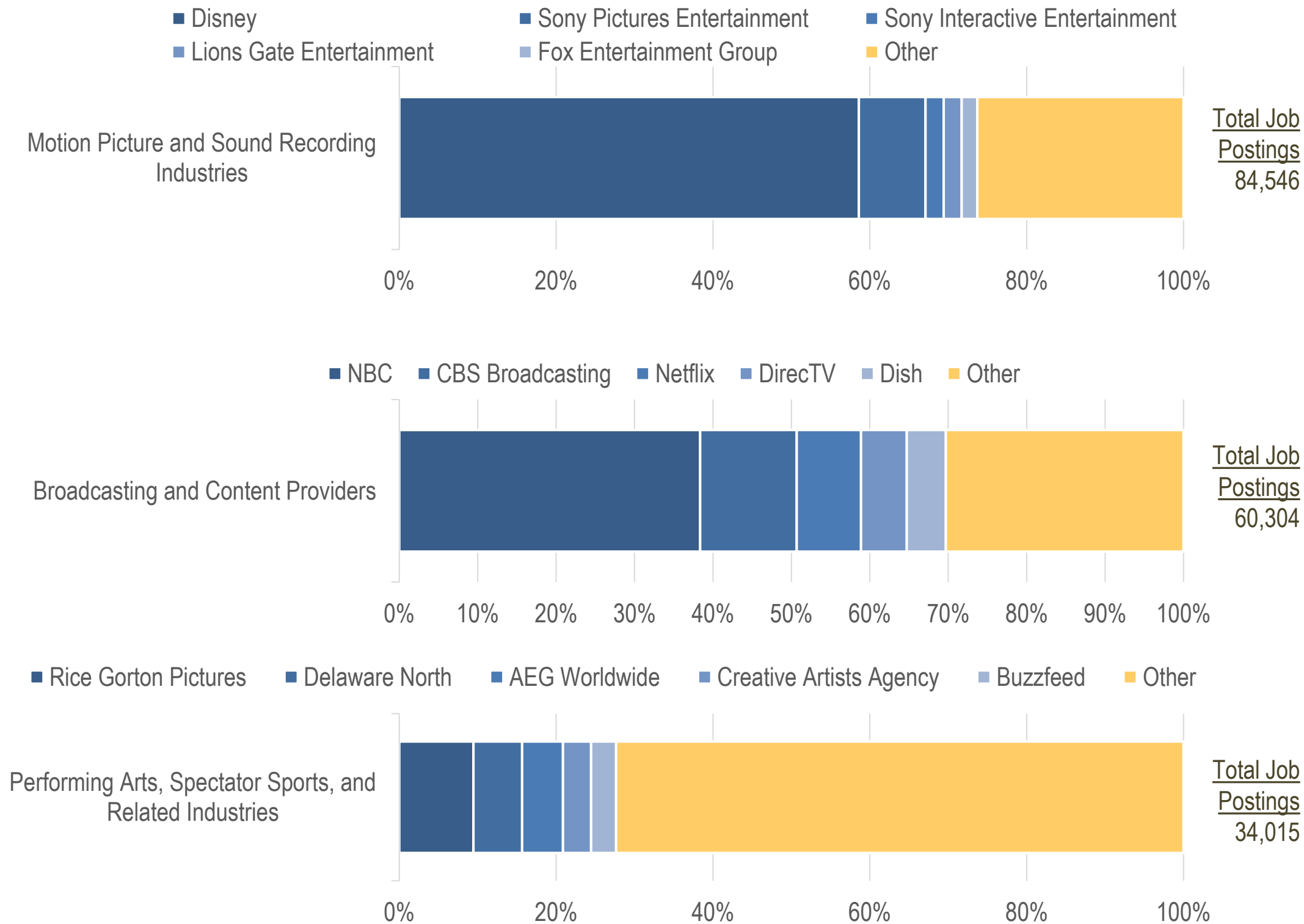
Source: Lightcast

Job Postings: Concentration in Top 5

- Between 2014 and 2024, five major companies accounted for nearly half (49%) of all job postings in the Entertainment industry
- **Disney** led with 28% of total postings, followed by **NBC** with 13%
- **CBS Broadcasting, Sony Pictures Entertainment, and Netflix** contributed smaller but still notable shares each ranging from 3% to 4%
- The remaining 51% of postings came from a wide range of other employers across the industry
- This concentration underscores the outsized influence of a few dominant firms in shaping entertainment workforce demand and job opportunities across the region.

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Concentration of Hiring Among the Top 5 Companies by Job Postings by Segment, Los Angeles County, 2014-2024



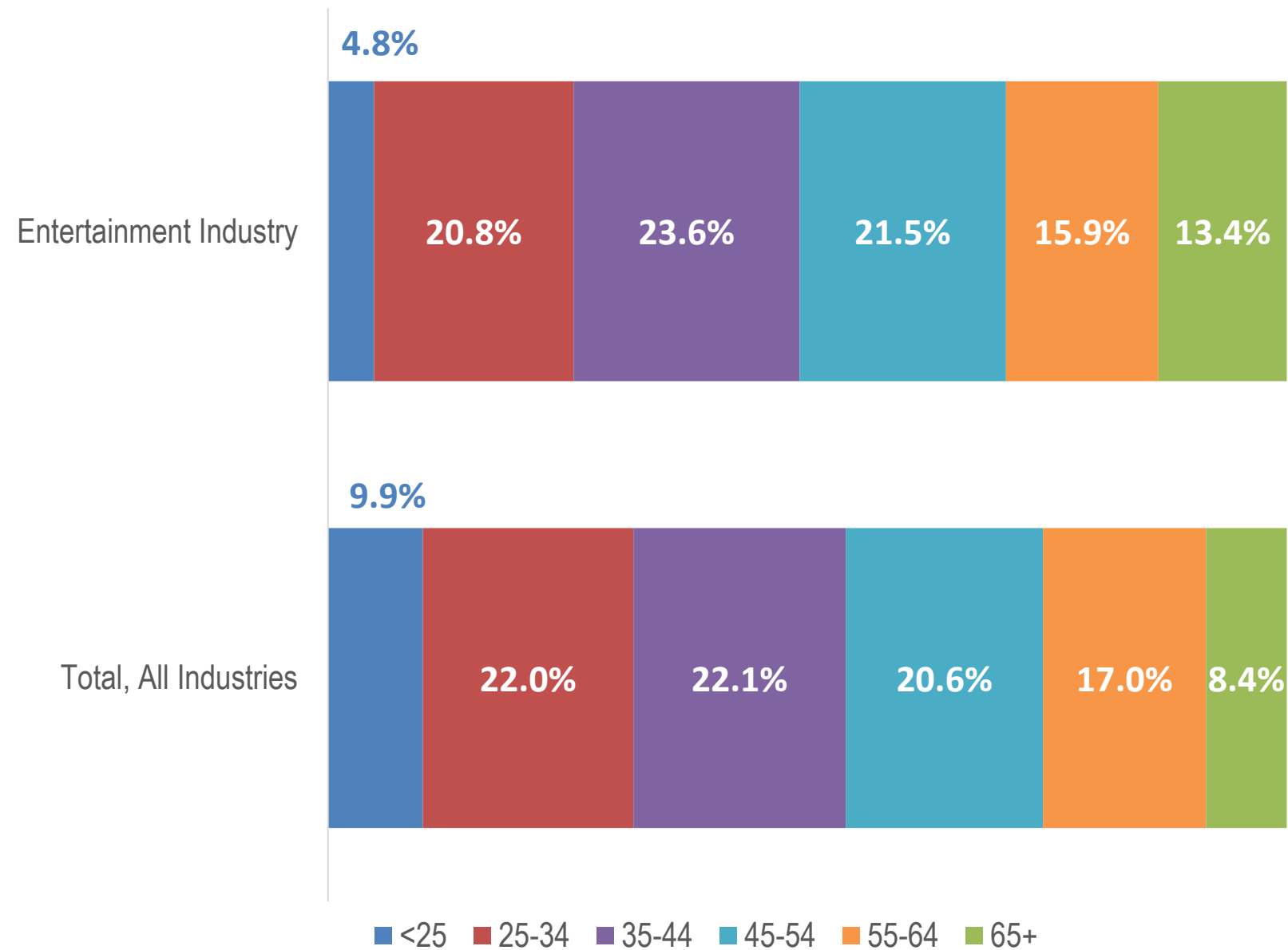
Job Postings: Concentration in Top 5

- Motion Picture and Sound Recording Industries:** The top 5 companies accounted for 73.7% of all job postings. This shows high employer concentration driven by major studios and production firms.
- Broadcasting and Content Providers:** The top 5 firms represented 69.7% of postings, reflecting strong demand concentrated among a few dominant players in streaming and broadcast media.
- Performing Arts, Spectator Sports, and Related Industries:** The top 5 companies posted only 27.6% of jobs, indicating a more fragmented labor market made up of smaller organizations, venues, and cultural employers.



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Age Distribution of Entertainment Industry Workers, 2023



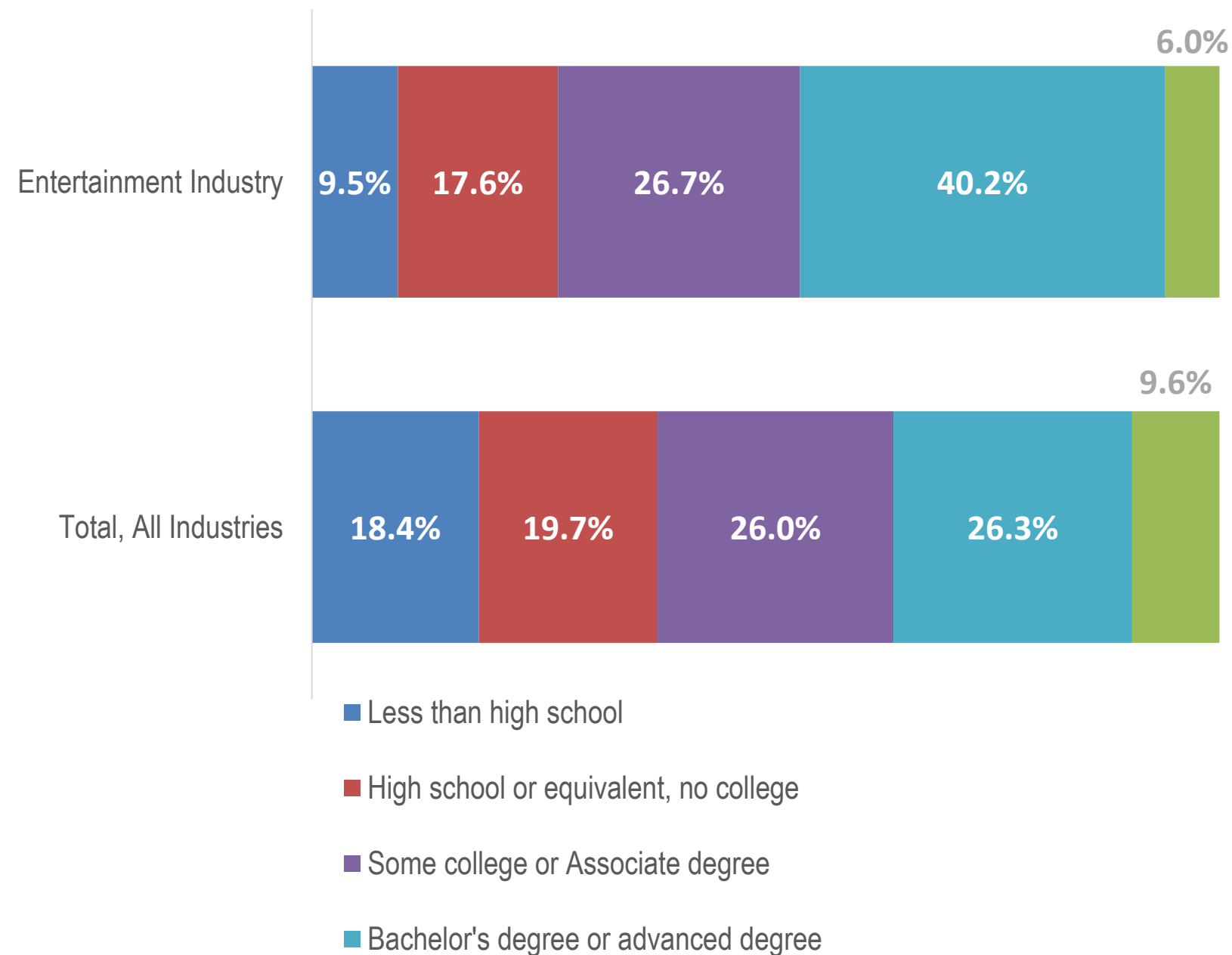
Source: Lightcast

Industry Demographics

- **Typical age distribution:** 44.4% of workers are ages 25 to 44, slightly above the county average of 44.1%.
- **Limited early-career presence:** Only 4.8% of workers are under 25, compared to 9.9% across all industries.
- **Balanced mid-career workforce:** 37.4% are ages 45 to 64, closely matching the county average of 37.6%.
- **Older professionals more common:** 13.4% of workers are 65 or older, compared to just 8.4% countywide.
- This indicates fewer entry-level roles and a notable share of older professionals, likely due to freelance, consulting, or creative longevity in the field.

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Educational Attainment of Entertainment Industry Workers, 2023

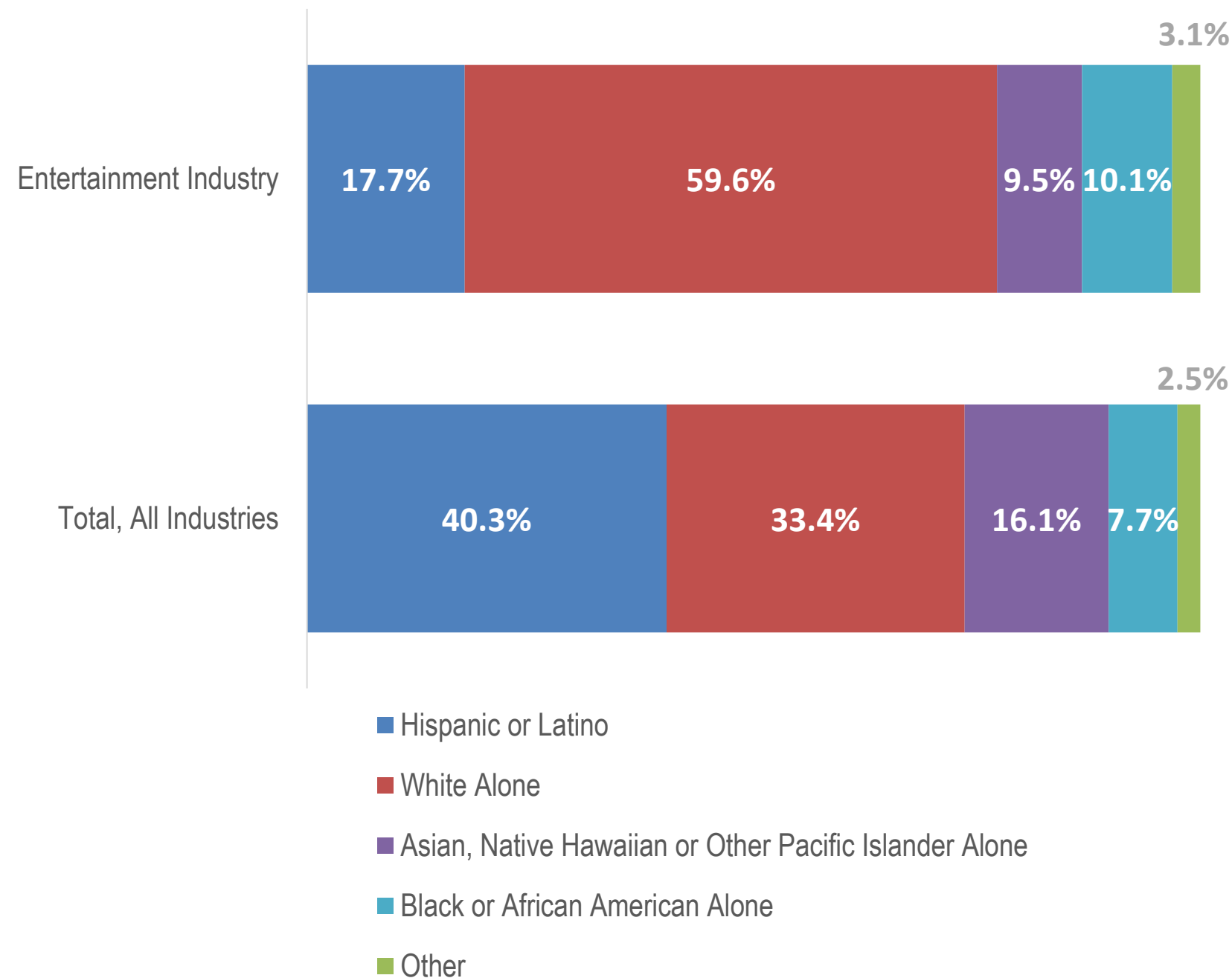


Source: Census QWI

Industry Demographics

- **Highly educated workforce:** 40.2% hold a Bachelor's degree or higher, 13.9 points above the county average.
- **Post-secondary education common:** 26.7% have some college or an Associate degree, slightly above the county average of 26.0%.
- **Fewer with only high school or less:** 27.1% of workers, compared to 38.1% countywide.
- **Lower share without a diploma:** 9.5% have less than a high school education, well below the 18.4% county average.
- **Fewer young or early-career workers:** 6.0% have unknown education (typically under 24), versus 9.6% across all industries.

Race / Ethnicity of Entertainment Industry
Workers, 2023



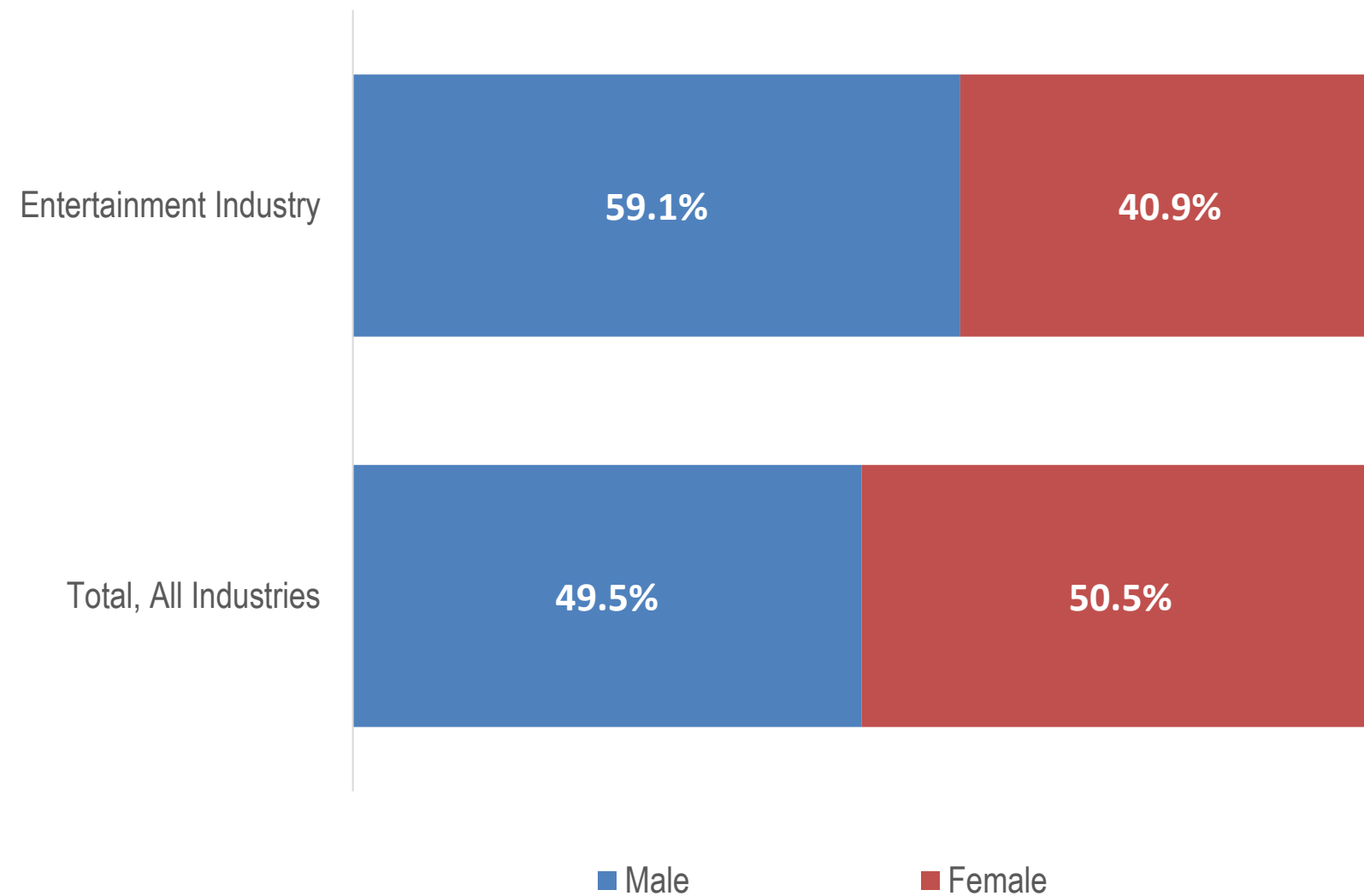
Source: Census Lightcast

- **White** workers represent 59.6% of the Entertainment workforce, far above the 33.4% county average.
- **Hispanic or Latino** workers make up 17.7%, well below their 40.3% share countywide.
- **Asian, Native Hawaiian, or Pacific Islander** workers account for 9.5%, compared to 16.1% across all industries.
- **Black or African American** workers represent 10.1%, slightly above the 7.7% county average.
- **Other** racial or ethnic groups make up 3.1%, just above the 2.5% countywide share.
- Overall, the industry shows lower racial and ethnic diversity, with particularly low representation of Hispanic and Asian workers.

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Industry Demographics

Gender of Entertainment Industry Workers, 2023



- **Male-dominated workforce:** 59.1% male, 40.9% female.
- **Notably different from county average:** 49.5% male, 50.5% female.
- **Gender gap persists:** Women remain underrepresented in key roles like production, technical, and performance.
- **Equity opportunity:** Addressing this gap could expand inclusion as the industry evolves.

Source: Census Lightcast

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Metric		Motion Picture and Sound Recording Industries	Broadcasting and Content Providers	Performing Arts, Spectator Sports, and Related Industries	All Industries
Gender	Male	61.0%	56.3%	56.5%	49.5%
	Female	39.0%	43.7%	43.5%	50.5%
Education	Less than HS	8.7%	9.4%	12.0%	18.5%
	High School	17.8%	15.3%	19.1%	19.7%
	Some College / Associates	27.3%	23.7%	27.2%	26.0%
	Bachelor's degree or advanced degree	41.1%	47.5%	31.7%	26.2%
	Educational attainment not available (workers aged 24 or younger)	5.1%	4.1%	10.1%	9.6%

Industry Segment Profiles

Gender

- Most male-dominated: Motion Picture and Sound Recording (61.0%).
- Most female-representation: Broadcasting and Content Providers (43.7%)

Education

- Bachelor's or higher is most common in:
 - Broadcasting and Content Providers (47.5%)
 - Motion Picture and Sound Recording Industries (41.1%)
 - Performing Arts, Spectator Sports, and Related Industries (31.7%)
- Some college or associate degree is above average in Motion Picture and Sound Recording (27.3%) and Performing Arts, Spectator Sports, and Related (27.2%)

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Industry Segment Profiles

Metric		Motion Picture and Sound Recording Industries	Broadcasting and Content Providers	Performing Arts, Spectator Sports, and Related Industries	All Industries
Age	<25	3.5%	3.8%	8.4%	9.6%
	25-34	15.7%	29.6%	27.2%	21.8%
	35-44	22.6%	28.7%	22.8%	22.1%
	45-54	23.2%	21.3%	17.7%	20.2%
	55-64	18.0%	12.1%	13.4%	16.9%
	>65	17.0%	4.5%	10.6%	9.3%
Race/ Ethnicity	Hispanic	14.8%	20.2%	22.6%	40.3%
	White	64.1%	48.5%	56.0%	33.4%
	Asian	7.1%	20.7%	8.2%	15.8%
	Black	10.8%	7.5%	10.0%	7.7%
	All Others	3.1%	3.0%	3.2%	2.9%

Age

- Highest 25–44 share: Broadcasting and Content Providers (58.3%)
- Youngest: Performing Arts, Spectator Sports, and Related (8.4% under 25)
- Oldest: Motion Picture and Sound Recording (35% aged 55+, 17% over 65)

Race/Ethnicity

- White workers most concentrated in Motion Picture and Sound Recording (64.1%)
- Hispanic workers underrepresented across all segments (as low as 14.8%)
- Asian workers highest in Broadcasting (20.7%)
- Black representation: Over 10% in Performing Arts, Spectator Sports, and Related and Motion Picture and Sound Recording

Employment Trends

- Employment rebounded post-pandemic but declined again in 2023 to 185,300 jobs
- Forecasted to drop 2.5% by 2028, with losses in film production offset by growth in live and digital entertainment
- Performing Arts, Spectator Sports and Related segment gained 6 percentage points in employment share since 2014

Job Market & Wages

- Over 178,000 job postings from 2014–2024, peaking in 2022
- Motion Picture and Sound Recording Industries had the largest share (47%)
- Average annual wage: \$166,900, well above LA County average
- Real wages rose 26% in Broadcasting and Content Providers, fell 13% in Performing Arts, Spectator Sports, and Related

Workforce Demographics

- Male-dominated workforce: 59% male vs. 49.5% countywide
- 40% of workers hold a Bachelor's or higher (vs. 26% across all industries)
- Motion Picture and Sound Recording segment has older workforce (35% age 55+); Performing Arts is youngest
- White workers overrepresented (60% vs. 33% countywide); Hispanic and Asian workers underrepresented

Top Employers

- Disney, NBC, CBS, Sony Pictures, and Netflix accounted for nearly half of all postings
- Motion Picture and Sound Recording and Broadcasting and Content Providers segments showed high employer concentration
- Performing Arts, Spectator Sports and Related hiring more dispersed, with a broader mix of smaller employers

CONTACT INFORMATION

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LUKE MEYER
DIRECTOR

**Los Angeles Center of Excellence for
Labor Market Research**
hosted at MT. SAN ANTONIO COLLEGE

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Community College Talent Supply

QUICK STATS

- 15 of 19 LA CCs offer programs
- 65 unique programs offered
- 105 unique awards offered
- Nearly 4,000 students enrolled
- Nearly 700 awards issued annually

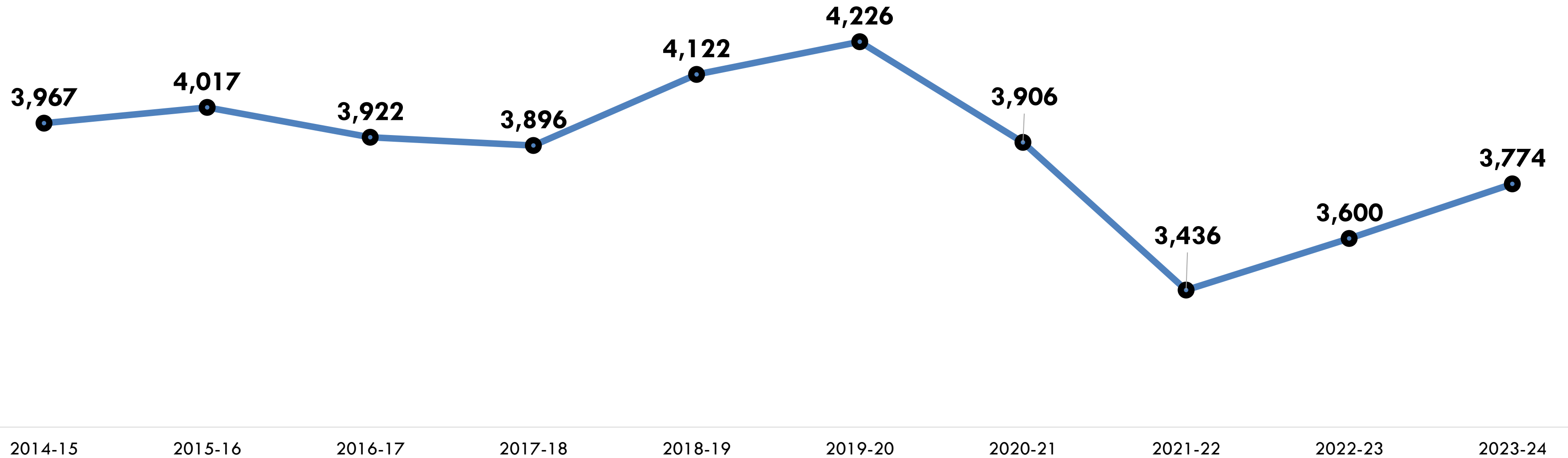
Radio and Television 0604.00	Radio 0604.10	Television (including TV/Film/Video) 0604.20	Broadcast Journalism 0604.30	Film Production 0612.20
<ul style="list-style-type: none"> • L.A. Valley • Long Beach City • Mt. San Antonio • Santa Monica 	<ul style="list-style-type: none"> • L.A. Valley • Mt. San Antonio • Pasadena City 	<ul style="list-style-type: none"> • Cerritos • Citrus • East L.A. • El Camino • Glendale • L.A. City • L.A. Mission • L.A. Pierce • L.A. Valley • Long Beach City • Mt. San Antonio • Pasadena City • Rio Hondo • West L.A. 	<ul style="list-style-type: none"> • Long Beach City • Pasadena City 	<ul style="list-style-type: none"> • Cerritos • East L.A. • L.A. City • L.A. Valley • Long Beach City • Santa Monica • West L.A.
Local Program Titles				
<ul style="list-style-type: none"> • Broadcasting Programming & Production • Esports Mgmt, Production, and Performance • Television Sports Broadcasting • Video Engineering • On-Set Camera and DIT Skills 	<ul style="list-style-type: none"> • Audio Media • On-the-Air Radio Broadcasting • Radio/Audio Industry • Radio Production • Screenwriting • Sound for Film • Working with Actors 	<ul style="list-style-type: none"> • Cinematography and Editing • Digital Film Production • Documentary Film Production • Grip and Lighting • Post-Production • Unscripted TV Production 	<ul style="list-style-type: none"> • Broadcast Journalism • TV Broadcast News • Line Producing & Unit Production Management (UPM) Skills • Virtual Production, Motion Capture, and Advanced Visual Effects 	<ul style="list-style-type: none"> • Cinema Production & Post-Production • Cinematography • DaVinci Resolve Techniques • Digital Film Editing • Entertainment Industry: Entry-Level Preparation • Production Assistant

The number of degrees and certificates awarded have increased 24% over this three-year period.

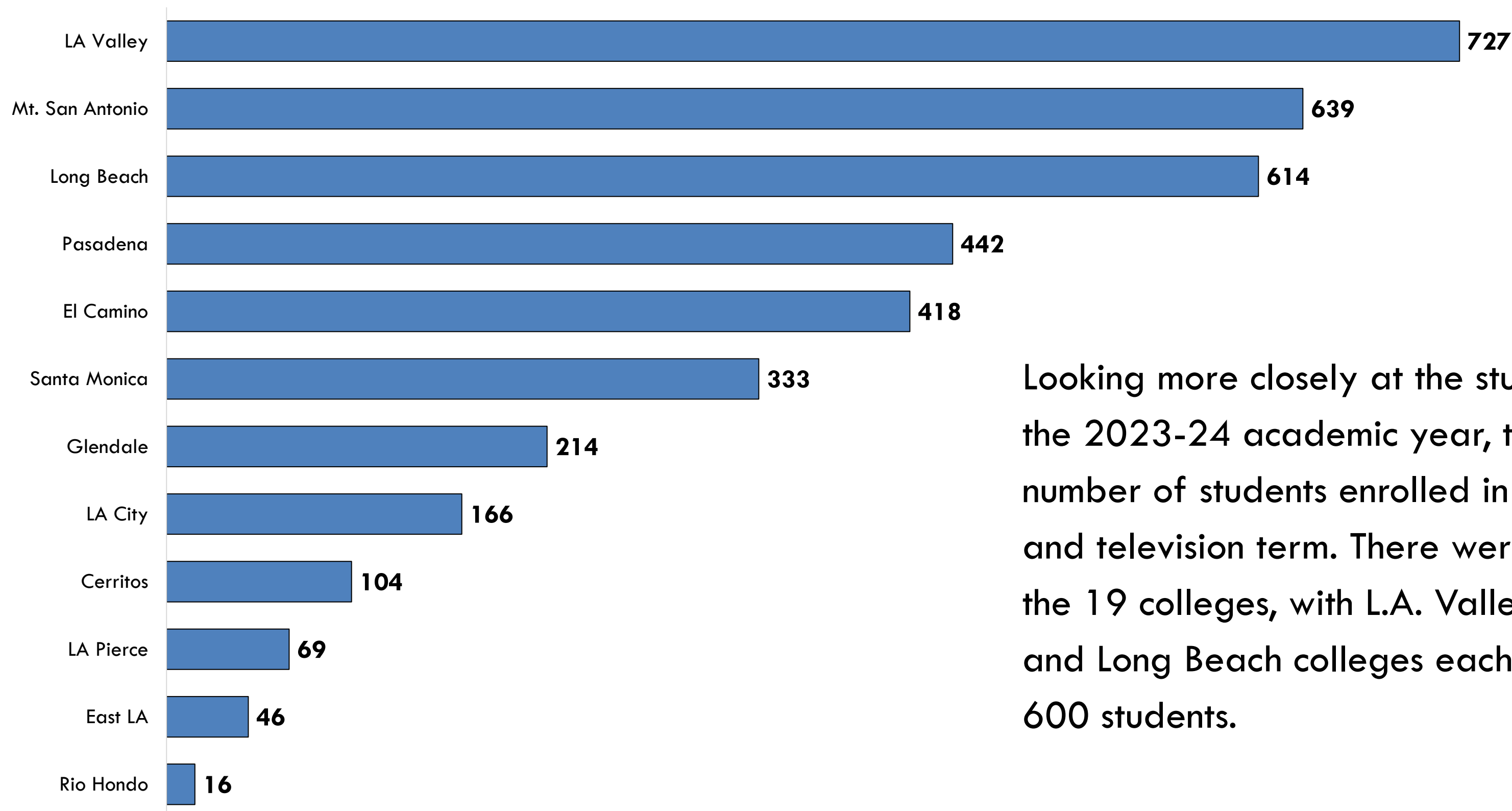
TOP6 - Program Title	2020-21	2021-22	2022-23	Latest 3 Yr Avg
0604.20 - Television (including combined TV/film/video)	334	321	368	341
0612.20 - Film Production	247	261	333	280
0604.00 - Radio and Television	24	30	40	31
0604.10 - Radio	5	18	17	13
0604.30 - Broadcast Journalism	7	7	7	7
Total	617	637	765	673

Since the 2014-15 academic year, student enrollments in radio and television (TOP 0604) courses have fluctuated, with a decade-high enrollment of 4,226 students during the 2019-20 academic year.

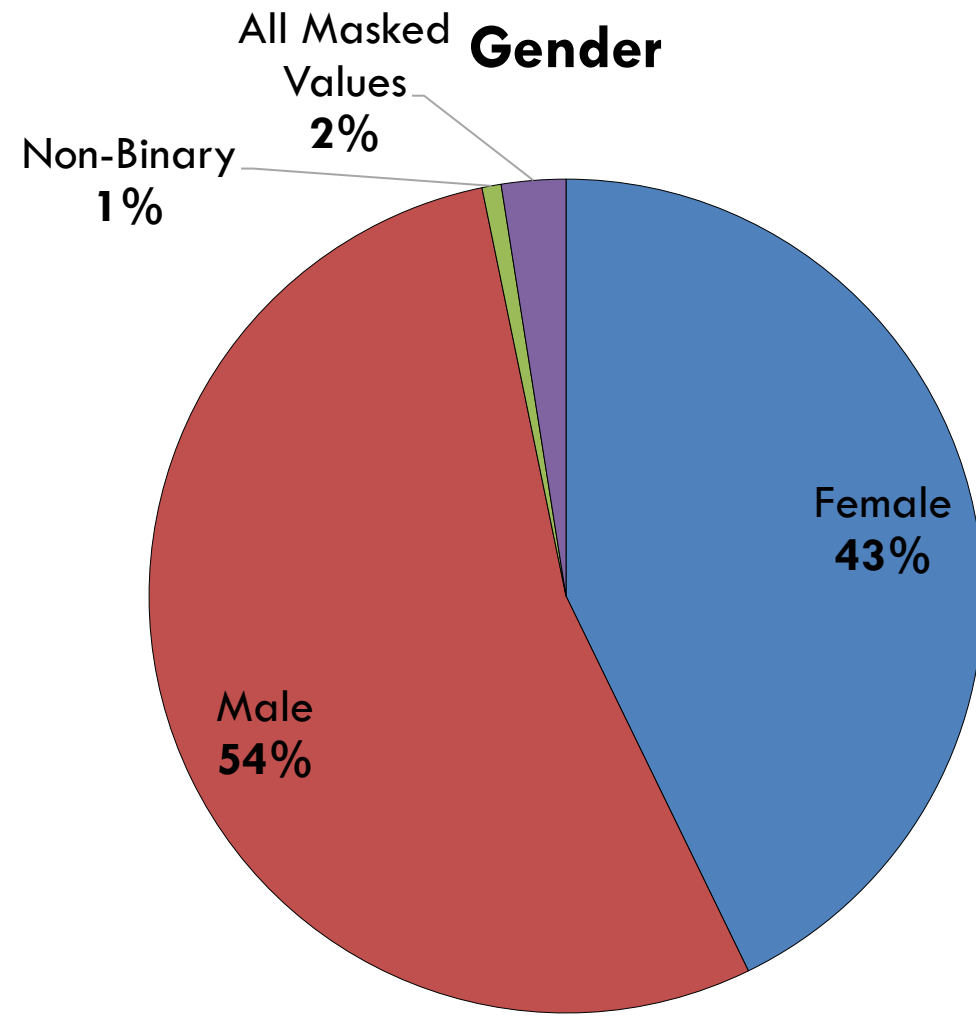
L.A. Radio and Television Student Enrollments



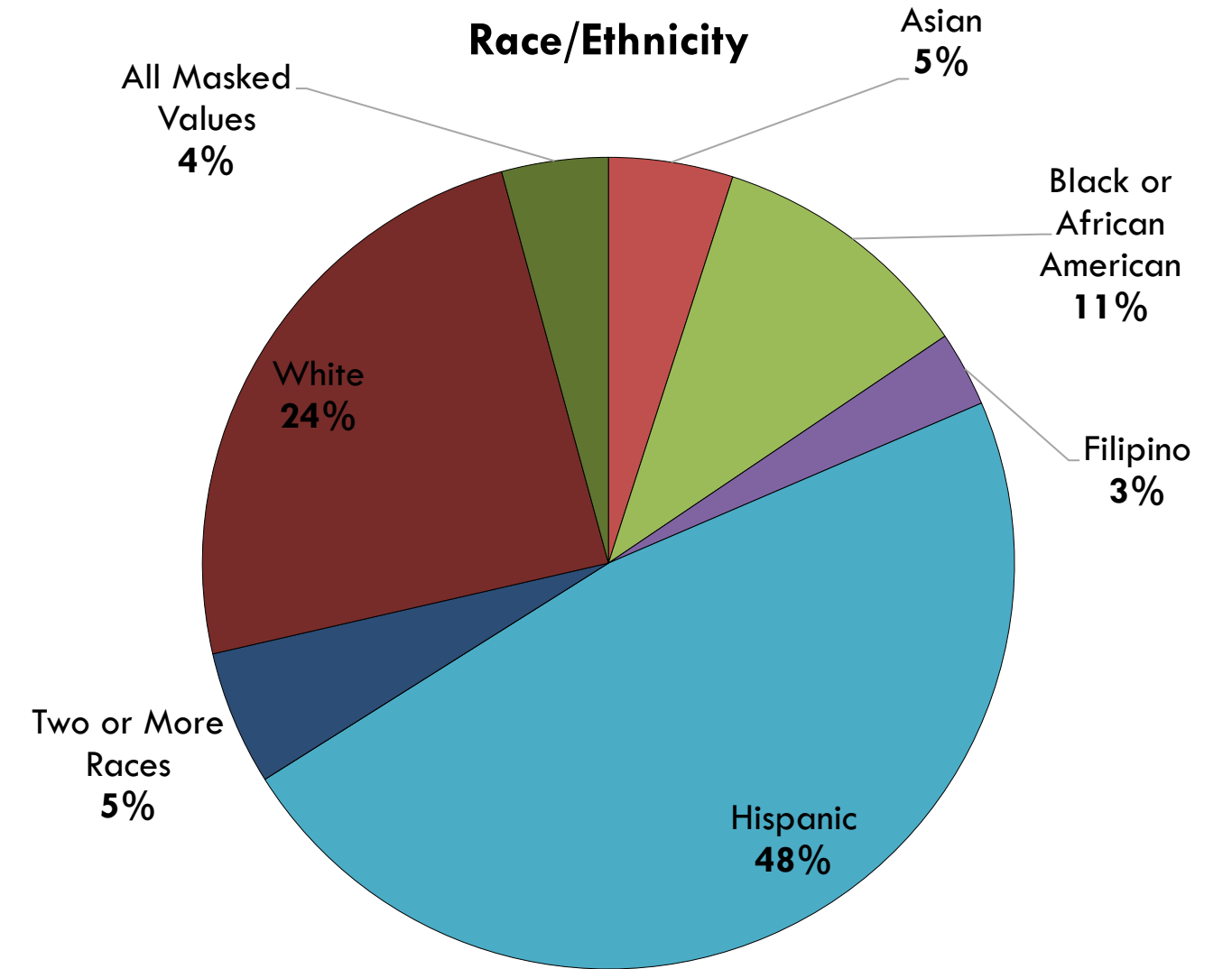
L.A. Radio and Television Student Enrollments, 2023-24



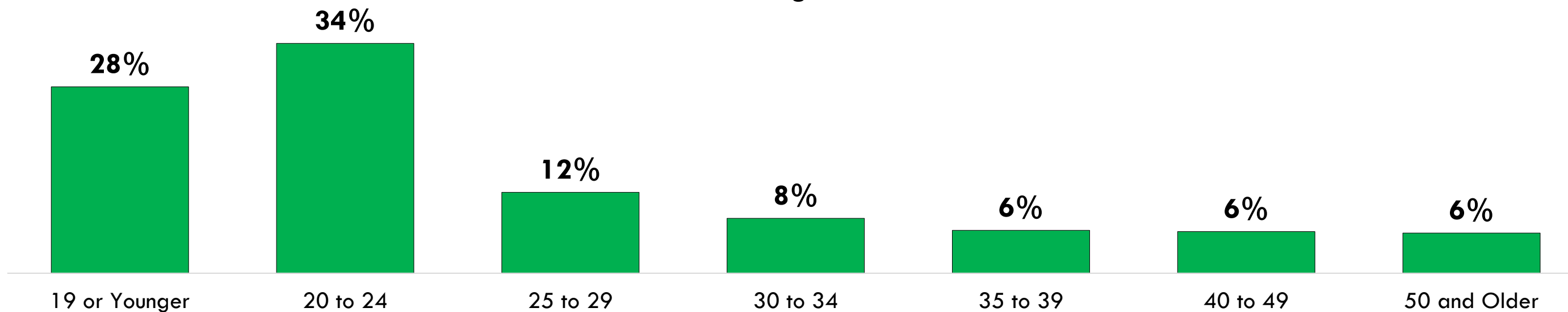
Looking more closely at the student enrollments from the 2023-24 academic year, this exhibit displays the number of students enrolled in at least one radio and television term. There were enrollments at 12 of the 19 colleges, with L.A. Valley, Mt. San Antonio, and Long Beach colleges each enrolling more than 600 students.



Just over half of radio and television students at the L.A. community colleges are male, nearly half identify as Hispanic, and 62% are 24 years old or younger.



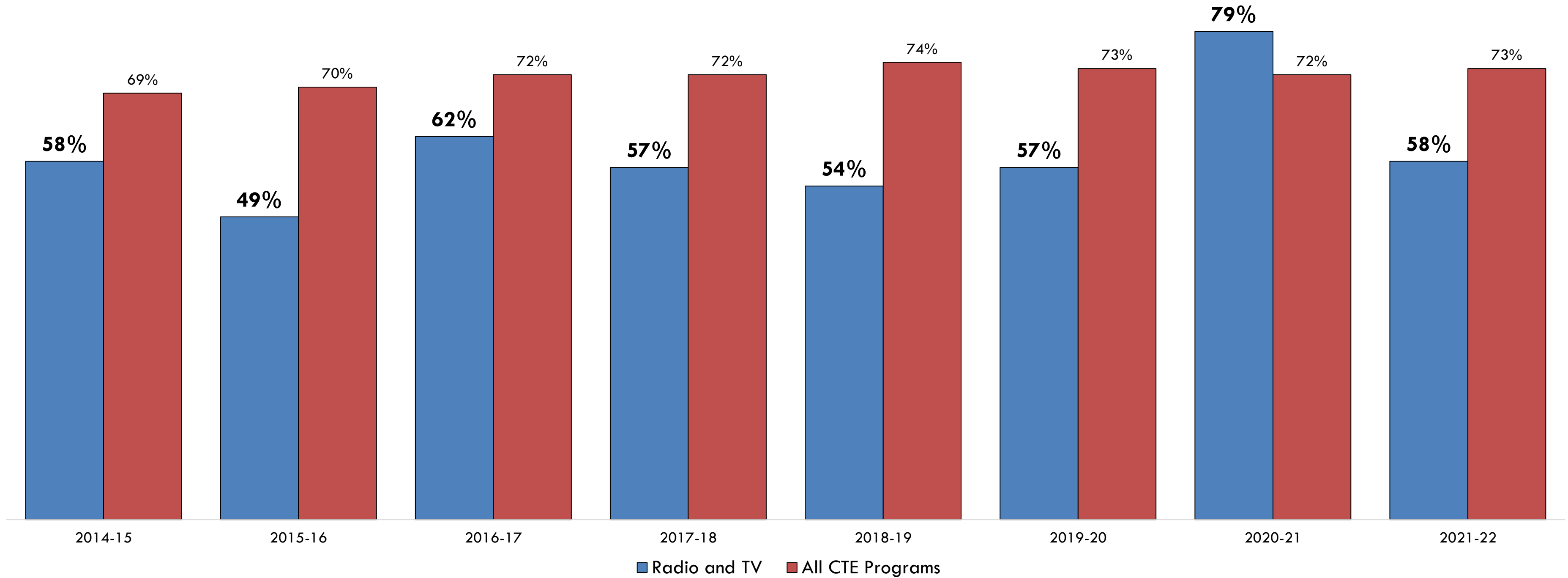
Age



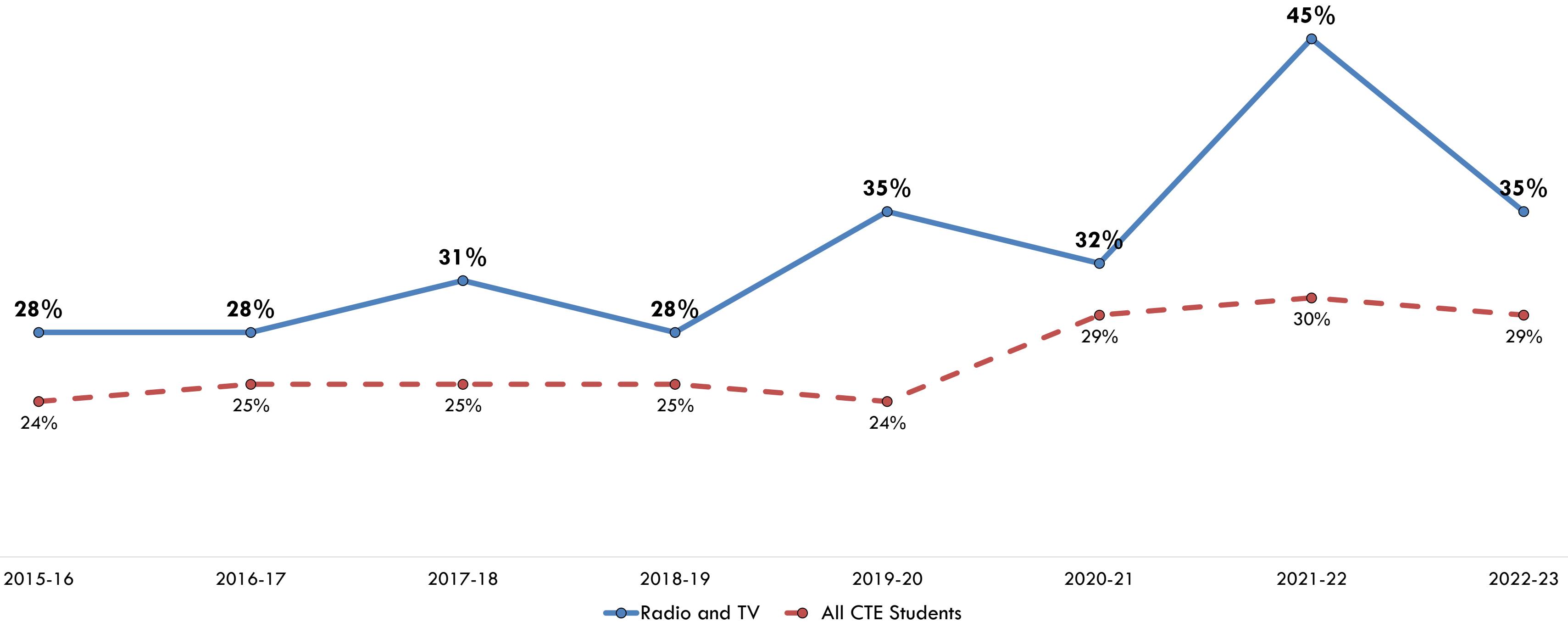
Source: DataVista

*Other includes unknown/non-respondent, multiple values reported, and non-binary

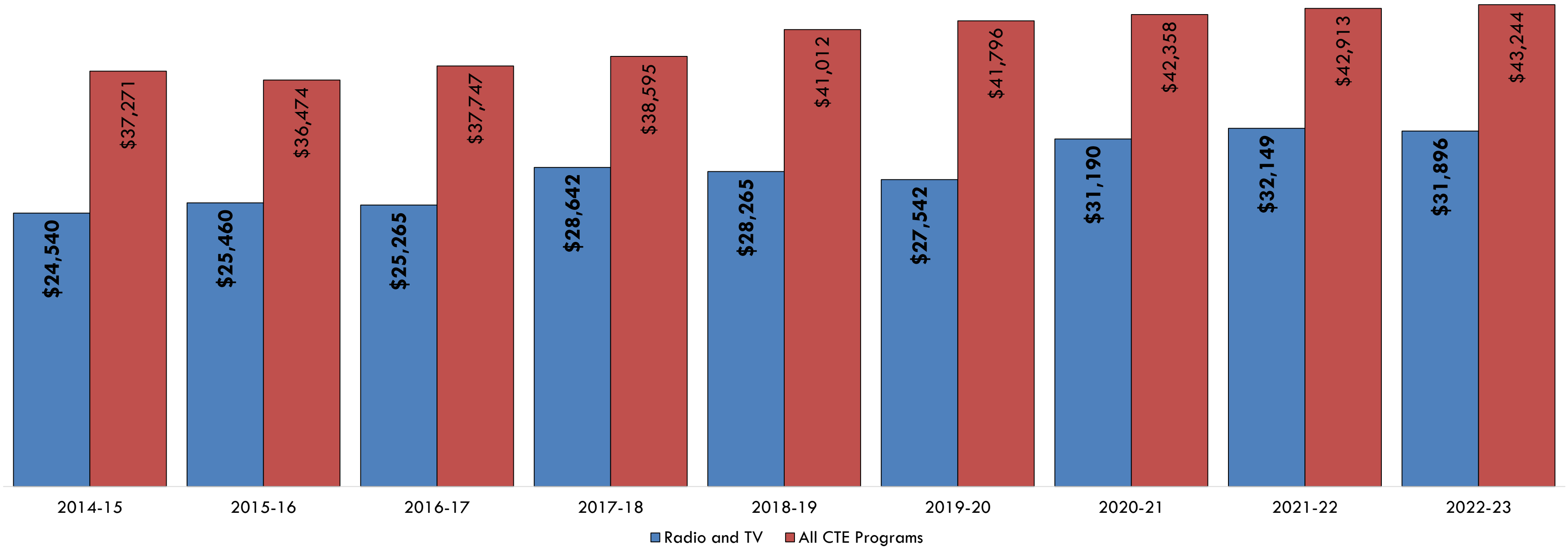
Students with a Job Closely Related to Their Field of Study



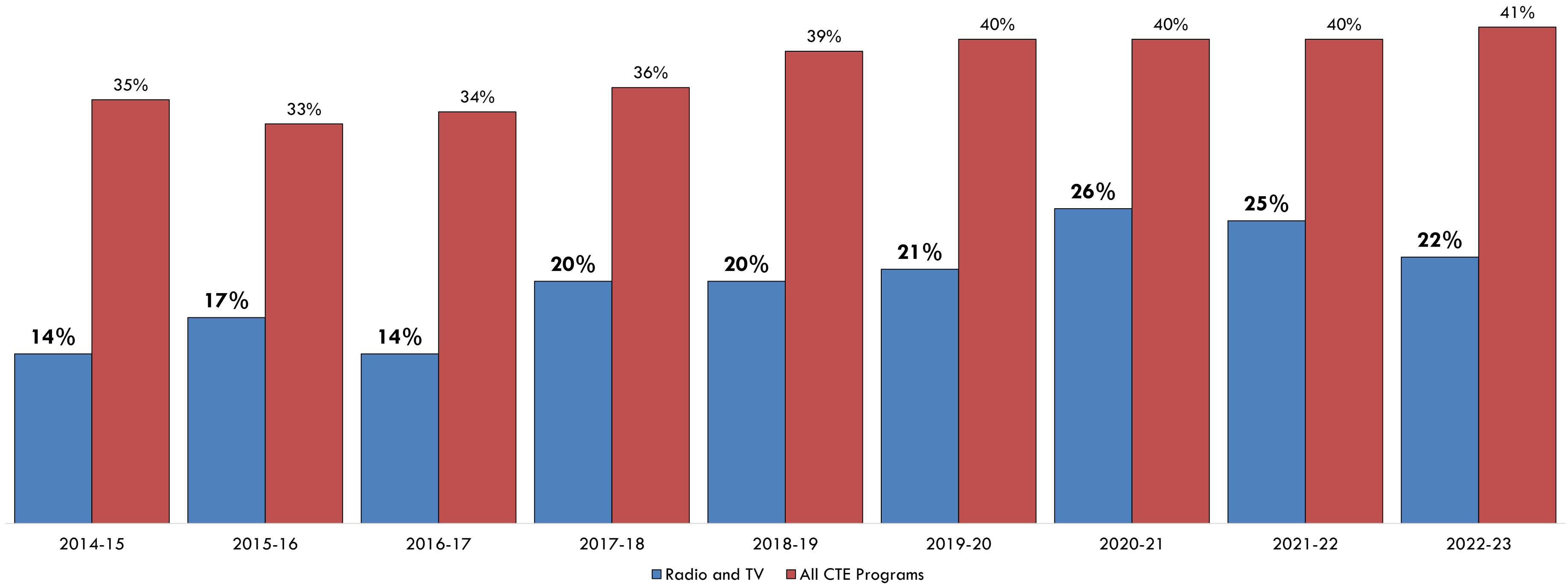
Median Change in Earnings



Median Annual Earnings



Attained Living Wage

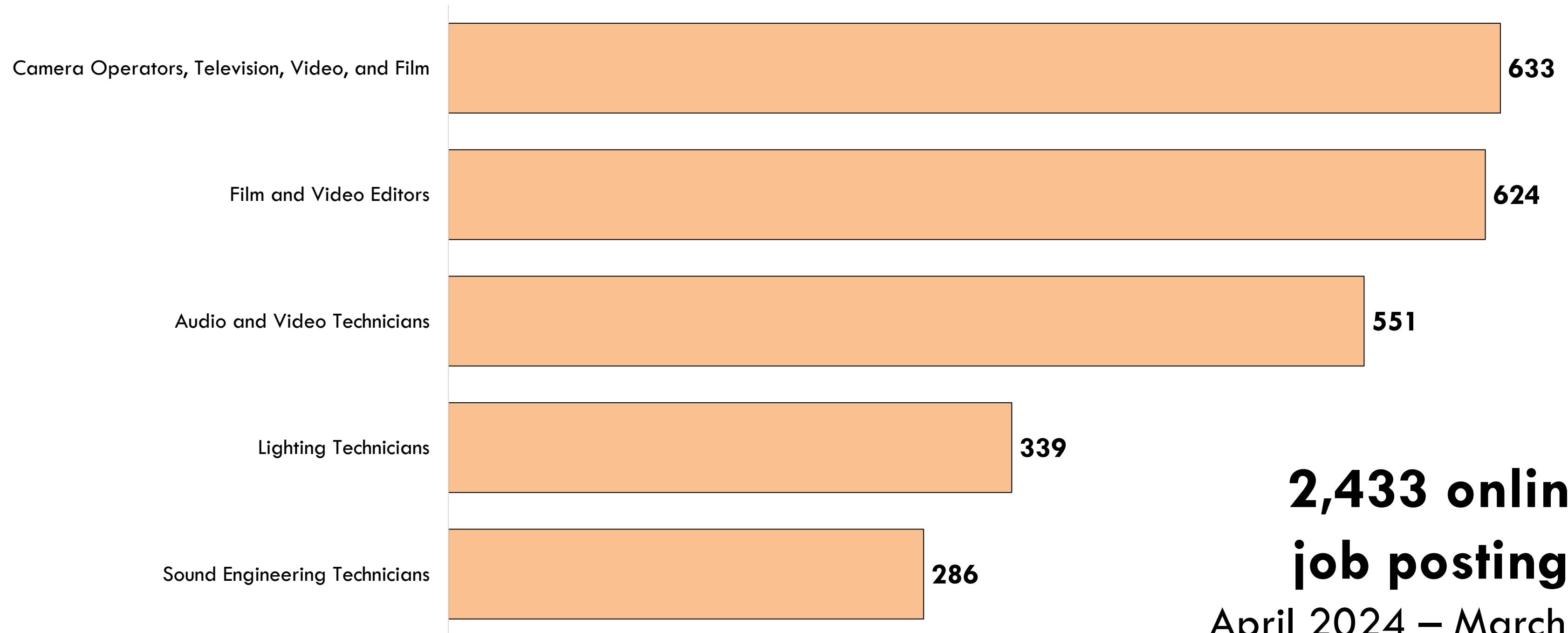


Occupation	Typical Entry Level Education	2023 Jobs	2028 Jobs	5-Yr % Change	Avg. Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Median Annual Earnings*
Film and Video Editors	Bachelor's degree	9,702	9,566	(1%)	867	\$27.03	\$38.11	\$79,300
Camera Operators, Television, Video, and Film	Bachelor's degree	5,736	5,822	1%	544	\$21.78	\$31.50	\$65,500
Audio and Video Technicians	Postsecondary non-degree award	5,583	5,567	(0%)	511	\$21.38	\$29.19	\$60,700
Sound Engineering Technicians	Postsecondary non-degree award	5,168	5,028	(3%)	494	\$22.35	\$30.41	\$63,200
Lighting Technicians	HS diploma or equivalent	2,585	2,495	(3%)	233	\$24.42	\$37.71	\$78,400

Source: Lightcast, datarun 2025.1

*Rounded to nearest \$100

Number of Job Postings by Occupation



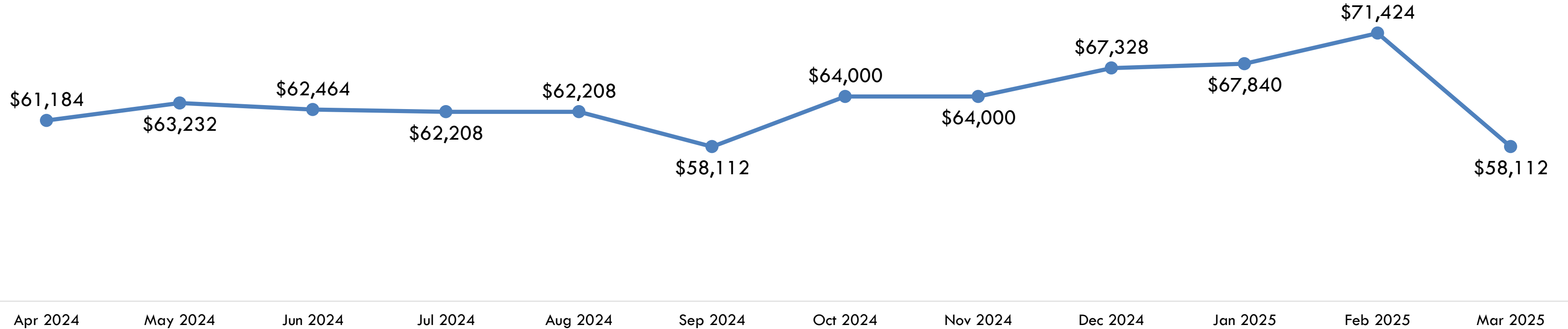
**2,433 online
job postings**
April 2024 – March 2025

Job Title	Job Ads	Employer	Job Ads
Videographers	198	Encore/Encore Global	52
Video Editors	190	Best Buy	40
Audiovisual Technicians	170	Tiktok	39
Videographers/Editors	75	NBC	23
Lighting Technicians	37	California State University-Long Beach	14
Home Theater Specialists	33	Live Nation	14
Event Videographers	32	Amazon	13
Audio/Video Technicians	24	AVI-SPL	12
Film Editors	24	Golden Hippo	12
Audiovisual Specialists	20	Insight Global*	12
Audiovisual/IT Technicians	20	University of California-Los Angeles	12
Drone Pilots	20	Coalition Technologies	11

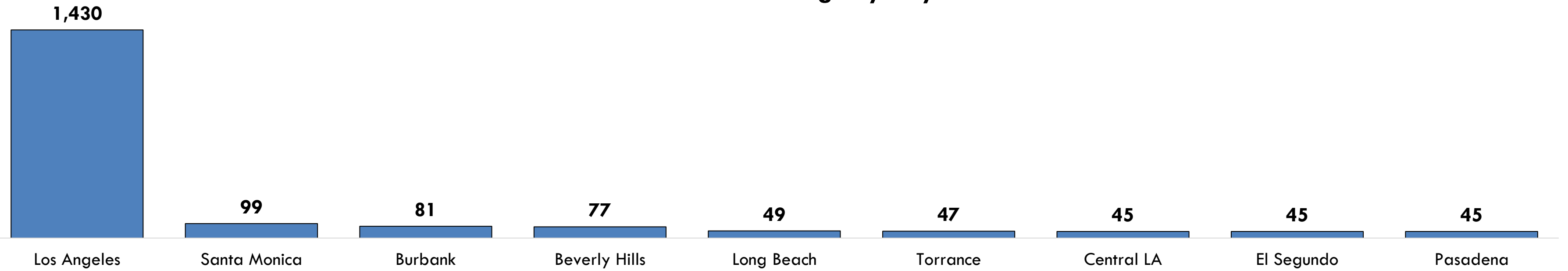
Source: Lightcast Job Postings, datarun 2025.1

*Staffing company

Advertised Wage Trend Over Last 12 Months



Number of Job Postings by City



Source: Lightcast Job Postings, datarun 2025.1

CONTACT INFORMATION

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ROUNDTABLE DISCUSSION

- **Mute yourself throughout discussion**
- **Submit questions through the chat box**
- **15-20 minutes of discussion per topic**
- **Discussion will be followed by Q&A**

Michael Johnson

Director of Operations, ElectricNow
Electric Entertainment

Bryce-Loren Walker

Senior Manager of Talent Relations
Sesame Workshop

Annwhitney McCombs

Director of Talent Acquisition
Skydance Animation

Dionisio Tafoya

President and Creative Director
Dionysus Creative, LLC

FEEDBACK POLL AND NEXT STEPS

THANK YOU!

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