



highly skilled workforce

NEWS



highly innovative companies

ENTERTAINMENT

## Digital Media in CT

2015/2016

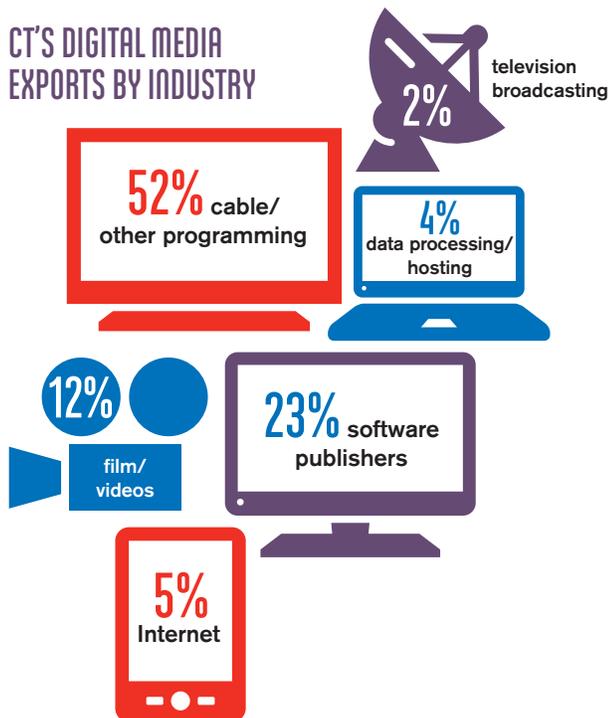
### Blazing new trails from imagination to realization

Conditions are excellent for nurturing or expanding digital media businesses here in Connecticut. The workforce is well educated and highly technical. More and more global leaders are moving to or expanding in Connecticut — like ESPN, NBC Sports, A&E, WWE and YES Network — and they're driving demand for even more creative thinking and technological innovations. The state is supportive of all this *still revolutionary* thinking.

### A diverse network of digital media firms

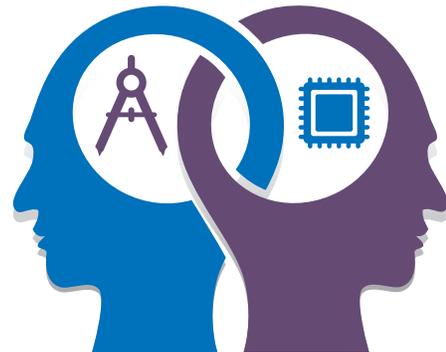
It's easy to see how quickly the sector is growing. In fact, the total number of Connecticut residents employed in this field has jumped 17% in the last 10 years — and is expected to climb another 22% in the next eight years.

#### CT'S DIGITAL MEDIA EXPORTS BY INDUSTRY



**#3** in nation for percentage of workforce with advanced degrees

**33%** higher concentration of high-tech workers than national average



Source: U.S. Census Bureau, 2013; calculations by Connecticut Economic Resource Center.

### Highly skilled and productive workers

New media businesses are particularly dependent on a talented workforce: just what Connecticut has in abundance. In fact, Connecticut has a 33% higher concentration of high-tech workers than the national average. It ranks in the top three states in the country for percentage of employees with advanced degrees. Better still, those highly skilled, well-educated workers are very motivated, ranking in the top four for productivity as well.

Source: Connecticut Economic Resource Center, *Connecticut's Digital Media Industry*, December 2013.

## Support for revolutionary thinkers

The *still revolutionary* state of Connecticut has clearly demonstrated its commitment to supporting digital media innovation. In 2006, the Connecticut General Assembly passed significant tax credits for companies incurring eligible film, TV and digital media production expenses in Connecticut.

Eligible expense range	Available tax credits
\$100K-500K	10%
\$500K-\$1M	15%
\$1M+	30%

## A quality of life conducive to creativity

While the state's easy access to New York City and other major entertainment centers is a huge plus, so too is the quality of life right in Connecticut. It's the blend of culturally rich cities coupled with naturally stunning countryside that makes Connecticut residents rank "quality of life" as one of their biggest points of pride.

## A community of inspirations

All of these advantages have attracted some of the top talents in their fields to make Connecticut home base. Here are just a few examples:

**ESPN** has been broadcasting from Bristol since its founding in 1979. Today, it operates eight related channels and broadcasts in more than 200 countries.

**NBC Sports Group** recently consolidated its worldwide operations in Stamford. From this centralized complex, it now produces NBC Sports, NBCSN, Golf Channel, NBC Olympics, 12 NBC Sports Regional Networks, NBC Sports Radio and NBCSports.com.

See for yourself why Connecticut is attracting such a diverse community of digital media innovators. For more information on what advantages the state can offer you, simply visit [CTforBusiness.com](http://CTforBusiness.com) or call (800) 392-2122.



**Blue Sky Studios**, a division of Twentieth Century Fox based in Greenwich, has produced such popular 3-D animated films as *Ice Age*, *Robots*, *Dr. Seuss' Horton Hears a Who!*, the *Ice Age* sequels and *Rio*.

**World Wrestling Entertainment, Inc. (WWE)** is headquartered in Stamford, where it produces and broadcasts to 36 million viewers in 150+ countries.

Also producing award-winning programming in Connecticut are industry leaders like the YES network, A&E and NBC Universal.

Of course, there are also hundreds of smaller production and post-production facilities, digital animation studios, gaming companies, filmmakers, software developers and Internet publishers — all of whom are making Connecticut the new media mecca.