



# PRODUCTION



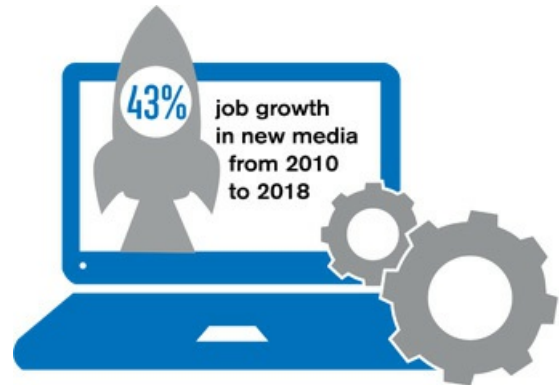
# BROADCAST

## Blazing new trails from imagination to realization

Conditions are excellent for nurturing or expanding digital media businesses here in Connecticut. The workforce is highly educated and highly technical. More and more global leaders are moving to or growing 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. Behind that momentum you'll find state government, stimulating ideas and achievement.

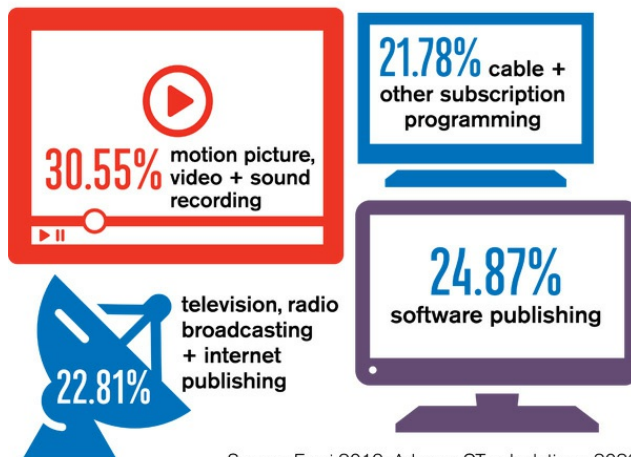
### A diverse array of digital media firms

Connecticut is home to hundreds of production facilities, broadcast studios, game designers, software developers and more. Supporting this concentration of digital media firms is a robust network of creative freelancers, production teams and other related service organizations. So the skills you need to address peaks in demand or specialized needs are always close at hand.



Source: Emsi, 2018; AdvanceCT calculations 2020

### CT'S DIGITAL MEDIA EXPORTED SALES BY INDUSTRY



Source: Emsi 2019; AdvanceCT calculations, 2020

### Priming the pipeline with DMCT

To continually prime the talent pipeline for Connecticut's growing digital media sectors, several key players across the state have formed Digital Media CT (DMCT). Working in partnership with the Connecticut Office of Film, Television, and Digital Media, the University of Connecticut, and other Connecticut institutions of higher education, DMCT connects students of all ages to their next step; whether this is selecting an appropriate degree, finding the right internship, or securing their first job.

Not only are Connecticut employees well trained, they're highly productive. In fact, Connecticut's workforce ranks fourth in the nation for workforce productivity.

## State tax incentives

The Connecticut General Assembly has passed significant tax credits for companies incurring eligible digital media production expenses in Connecticut.

### PRODUCTION TAX CREDITS

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

### INFRASTRUCTURE TAX CREDITS

A 20% tax credit is available for any capital project spending at least \$3M that provides buildings, facilities or installations needed to operate in Connecticut.

### DIGITAL ANIMATION PRODUCTION CO. TAX CREDIT

Eligible production companies can receive a tax credit on a sliding scale of up to 30% on qualified digital media and motion picture production, pre-production and post-production expenses incurred in the state.

## 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:

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

**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** 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.

**NBC Universal** talk shows, including Maury Povich, Jerry Springer and Steve Wilkos, come to you from the state-of-the-art Stamford Media studios. Each production employs approximately 150–200 crew members, and the audiences provide further economic impact in the downtown Stamford area.

**Sonalysts Media** in Waterford has five sound stages, equipped for everything from feature films and shows with live audiences to music tour rehearsals and tabletop shoots.

**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** and **A&E**.

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