**Film & Media**

**SEGMENT SNAPSHOT**

**Segment Size**
- 20 industries
- 3,775 jobs

**Segment Size & Growth**
- Chittenden County (top zone for Film & Media)
- 19% of creative sector jobs
- 32% growth, 2010-2018

**Type of Employment**
- 68% employed
- 26% extended proprietorships
- 7% self-employed

**CREATIVE SEGMENT ASSESSMENT**

**Strengths & Opportunities**
- Public access television stations exist across the state providing local resources
- Film & Media is among the highest paying and highest grossing creative industries
- Film & Media jobs and activities are growing quickly across the United States
- The Film & Media segment holds strong appeal for younger people with native digital skills
- Film festivals are growing across the state and have a large economic impact for communities
- Fluctuations in the media industry are driving rapid innovation in media and content formats, distribution channels, and payment models

**Challenges**
- Relatively small number of Film & Media jobs in Vermont and relatively low segment growth rate, compared to the U.S. as a whole
- Decline in print media and rise of digital media have created significant fluctuation in the sector
- Film & Media jobs and entrepreneurial businesses may have high barriers to entry, often requiring specialized technical training, software and equipment
- Uneven distribution of segment across the state, with strongest concentration in Chittenden County
- Broadband accessibility challenges hinder job growth and consumption, particularly in rural areas
- Gap in state and local economic development programs—no incentives to encourage film and media in Vermont as compared to other states
- No film commission or other body to attract in state film production

**Needs**
- Statewide broadband development
- Development of sharing systems, libraries and co-working and maker spaces statewide
- Improved access to digital equipment and software
- Increased training and education in digital and media technologies
**FILM & MEDIA SEGMENT STATEWIDE**

**Segment Size & Growth by Zone**

<table>
<thead>
<tr>
<th>Zone</th>
<th>Segment Growth (2010-2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addison/Rutland</td>
<td>-22</td>
</tr>
<tr>
<td>Chittenden County</td>
<td>9</td>
</tr>
<tr>
<td>Cornerstone Creative Community (3CVT)</td>
<td>12</td>
</tr>
<tr>
<td>Four County</td>
<td>-25</td>
</tr>
<tr>
<td>Northeast Kingdom</td>
<td>3</td>
</tr>
<tr>
<td>Southern Vermont</td>
<td>-24</td>
</tr>
<tr>
<td>Vermont</td>
<td>15</td>
</tr>
<tr>
<td>United States</td>
<td>20</td>
</tr>
</tbody>
</table>

**Type of Employment by Zone**

<table>
<thead>
<tr>
<th>Zone</th>
<th>Employed</th>
<th>Self-Employed</th>
<th>Extended Proprietors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addison/Rutland</td>
<td>57</td>
<td>11</td>
<td>33</td>
</tr>
<tr>
<td>Chittenden County</td>
<td>78</td>
<td>4</td>
<td>18</td>
</tr>
<tr>
<td>Cornerstone Creative Community (3C VT)</td>
<td>69</td>
<td>9</td>
<td>32</td>
</tr>
<tr>
<td>Four County</td>
<td>59</td>
<td>8</td>
<td>33</td>
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<tr>
<td>Northeast Kingdom</td>
<td>68</td>
<td>7</td>
<td>26</td>
</tr>
<tr>
<td>Southern Vermont</td>
<td>66</td>
<td>10</td>
<td>39</td>
</tr>
<tr>
<td>Vermont</td>
<td>66</td>
<td>7</td>
<td>26</td>
</tr>
</tbody>
</table>

**SEGMENT OCCUPATIONS (NAICS CODES)**

- **334310**: Audio and Video Equipment
- **424920**: Book, Periodical and Newspaper Merchant Wholesalers
- **451212**: News Dealers and Newsstands
- **511110**: Newspaper Publishers
- **511210**: Software Publishers
- **512110**: Motion Picture and Video Production
- **512120**: Motion Picture and Video Distribution
- **512131**: Motion Picture Theaters (except Drive-ins)
- **512132**: Drive-In Motion Picture Theaters
- **512191**: Teleproduction & Other Postproduction Services
- **512199**: Other Motion Picture and Video Industries
- **515111**: Radio Networks
- **515112**: Radio Stations
- **515120**: Television Broadcasting
- **515210**: Cable and Other Subscription Programming
- **515210**: Media Buying Agencies
- **515240**: Media Representatives
- **519110**: News Syndicates
- **519130**: Internet Publishing & Broadcasting & Web Search Portals
- **541830**: Independent Artists, Writers, and Performers
- **541840**: Media Representatives

**MEDIA RESOURCES & PROVIDERS**

- Creative Ground Database
- League of Vermont Writers
- New England Foundation for the Arts
- Vermont Access Network
- Vermont Arts Council
- Vermont Association of Broadcasters
- Vermont Center for Emerging Technologies
- Vermont Community Newspaper Group
- Vermont Folklife Center
- Vermont Press Association
- Vermont Technology Alliance