

CreateTN.com



INTERACTIVE DIGITAL MEDIA

&

CREATIVE TECHNOLOGY

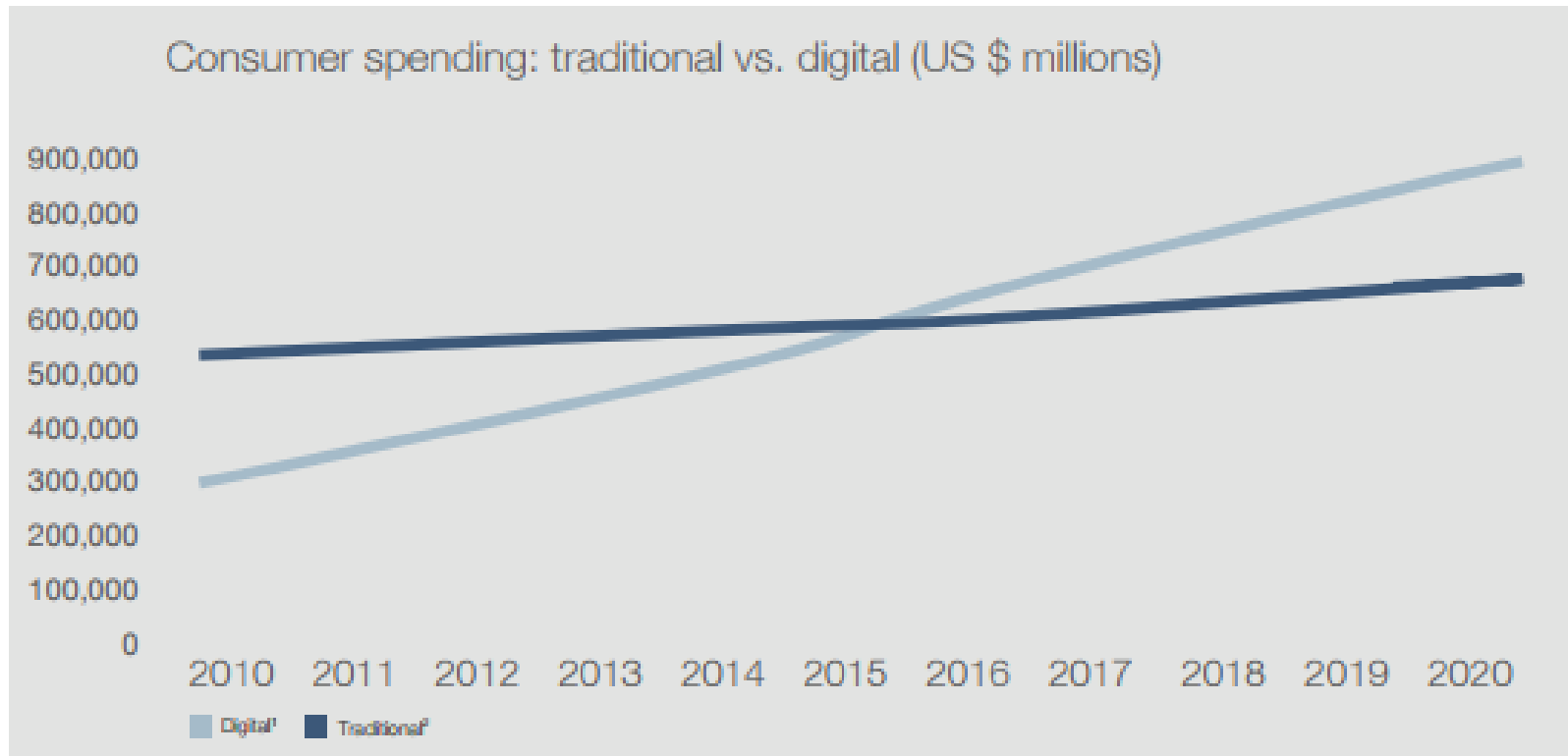
A Digital Economy Initiative with an Entertainment Orientation



- Each new high-tech job created in a local economy leads to five additional jobs created (2 professional & 3 non-professional)
 - Enrico Moretti, *The New Geography of Jobs*
- But not only “high-tech” : Where the Creative Class + Tech Talent
- Entertainment value drives mass consumer adoption of new technologies



McKinsey & Co: Global Media Market Trends



Sources: McKinsey & Company, Wilkofsky Gruen Associates

¹Digital consists of spending on broadband, OTT transactional digital video, OTT subscription digital video, digital recorded music downloads, digital recorded music-streaming subscriptions, consumer magazine digital circulation, daily newspaper digital circulation, electronic consumer books, digital learning materials, online video games, mobile video games, and satellite radio subscription spending.

²Traditional consists of spending on pay TV subscriptions, transactional video on demand through TV subscription providers, physical home video sales and rentals, public-service TV and radio broadcasting, physical recorded music, concerts and music festivals, box office, consumer magazine print circulation, daily newspaper print circulation, print consumer books, print educational books, and boxed console and PC video games.

Interactive Digital Media



INDUSTRY FOCUS AREAS:

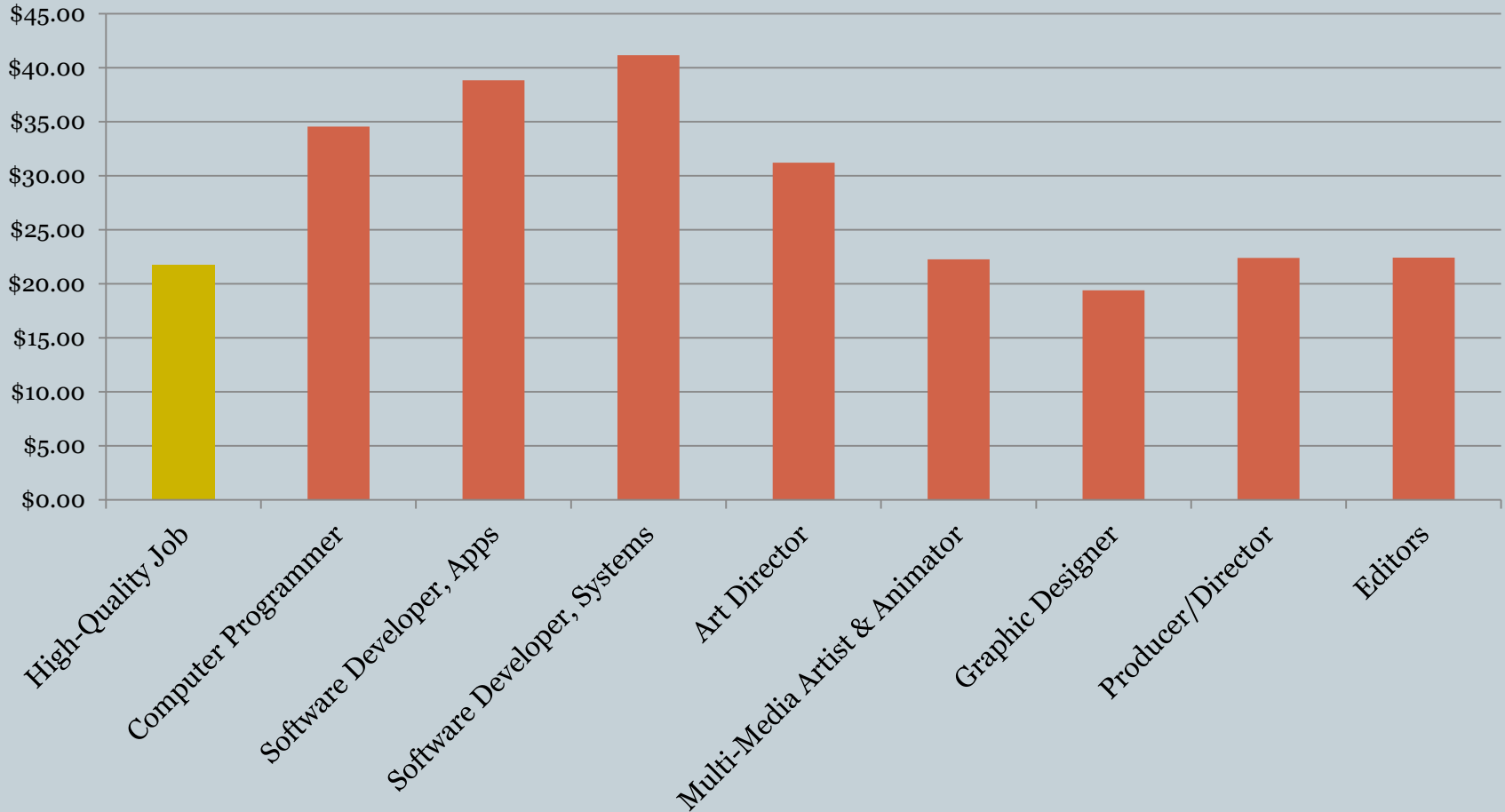
- Music Technology
- Virtual & Augmented Reality
- Animation & VFX
- Video Game Development & Gamification
- Education Technology & Digital Learning Applications
- Digital Distribution & Streaming Content Platforms

Bellwether Jobs in the Interactive Digital Media Cluster



- Computer Programmer
- Software Developer, Apps
- Software Developer, Systems
- Art Director
- Multi-Media Artist & Animator
- Graphic Designer
- Producer/Director
- Editor
- Audio Engineer

Hourly Wages in Tennessee's Interactive Digital Media Cluster



Create_Here

We know a thing or two about design and technology.

Google

Find a

Select category



located in

Tennessee



Show Some Results



Search_Discover

Whether you are a business looking for talent or an expert looking for work, we can help.



Showcase_Promote

Start a profile. Load content. Showcase work. Link accounts, and promote your expertise.



Connect_Learn

Find internships, mingle with like-minds or challenge old thinking with new ideas.

TN Creative Technology Talent & Resource Directory

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Tennessee

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Animation

Ed Tech

Gamification

Music

Distribution

Video

Organizations



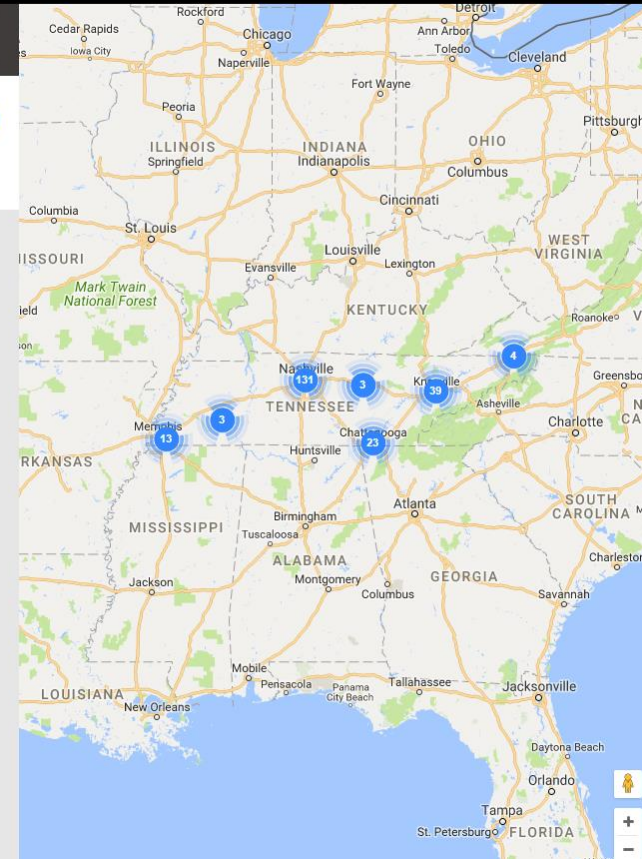
VR/AR

Studios

Education

Community

Showing 220 results for your search



Social Media Content



Gary Vaynerchuk
VAYNERMEDIA / CEO



**RANDI
ZUCKERBERG**

- Facebook: Tennessee Entertainment Commission
- Twitter/Instagram:
 - @TNentertains
 - #CreateTN
- YouTube: tfemc create_here
- @CoreyJohns
- Corey.R.Johns@tn.gov



Create_Here TN Anthem Video



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Interactive & Creative Technology



Key Accomplishments to Date

- Appointment of Tennessee Interactive Digital Media Advisory Council
- Launch of Create_Here Marketing Campaign
- Built Statewide Creative Technology Resource Directory
- Passage of TN Visual Content Modernization Act of 2018

Interactive & Creative Technology



TN Industry Growth: Facts & Figures

- Average Annual TN Interactive Digital Media Wage in 2017: \$109,728
- 2nd fastest Interactive Digital Media employment growth rate in the Southeast US since 2015 at 28.07% (#1 among states with at least 25 total IDM jobs in 2015)
- Top 15 in US for Total Interactive Digital Media job creation since 2015 (#14).
- Direct Annual Tennessee Economic Impact in 2017: \$322.38 million (salaries, bonuses & commissions only)
- Total Annual Tennessee Economic Impact 2017: \$614.91 million (Direct, Indirect & Induced)
- Between \$202 - \$269.78 million in Increased Tennessee Economic Impact since 2015
- 3,500+ Creative Technology Industry-relevant Degrees Awarded by TN Higher Education Institutions Annually in 2016 (most recent available data).