



Labor Market Analysis for Program Recommendation

Multimedia Occupations

East Bay Subregion

Prepared by the Bay Region Center of Excellence for Labor Market Research

Certificate Program

May 2026

Recommendation Based on Labor Market Data: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> With Reservations <input type="checkbox"/> No		
	Earning Wage Meets Living Wage	Meets Demand
Bay Region	Entry Level Hourly Wage- \$27 Mid-Career Hourly Wage- \$40 Mid-Career Hourly Wage at or above the Bay Living Wage (\$27)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Demand: 258 Supply: 148 (57% of Demand is Met) Gap: 110 In-Demand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
East Bay Subregion	Entry Level Hourly Wage- \$25 Mid-Career Hourly Wage-\$39 Mid-Career Hourly Wage at or above the Subregion Living Wage (\$25)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Demand: 65 Supply: 21 (32% of Demand is Met) Gap: 44 In-Demand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Note: An occupation is considered to provide a living wage if the mid-career wage is at or above the amount required for a single adult to be economically self-sufficient within a specified region. As a rule of thumb, an occupation will be considered **in-demand** when the supply is less than 75% of the demand **and** the labor market gap exceeds 40 openings (a reasonable regional threshold for starting a new program), but this approach may not apply in all cases. For definitions of demand, supply, and living wage, please scroll to the bottom of the report under **Definitions**.

Recommendation

The labor market data supports this proposed program. The occupations meet both the Bay Region and East Bay subregion living wage at the entry and mid-career levels. An additional 110 students are needed in the Bay Region and 44 students in the East Bay subregion to complete their program. Lastly, 57% of labor market demand is being met in the Bay Region, and 32% of demand is being met in the East Bay subregion overall. However, most of these

occupations require a bachelor's degree, and this certificate program would primarily benefit individuals who already hold a bachelor's degree

Introduction

This report provides student outcomes data on employment and earnings for TOP 0612.20 - Film Production programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at subregion in the state and region.

This report profiles Multimedia Occupations in the 12 county Bay Region and in the East Bay subregion. The occupations classified as above middle-skill occupations require a bachelor's degree or higher.

- Camera Operators, Television, Video, and Film (27-4031):** Operate television, video, or film camera to record images or scenes for television, video, or film productions.
 - Typical Entry-Level Educational: Bachelor's degree
 - Skill Level: Above Middle-Skill
 - Work Experience Required: None
 - Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 26%
- Film and Video Editors (27-4032):** Edit moving images on film, video, or other media. May work with a producer or director to organize images for final production. May edit or synchronize soundtracks with images.
 - Typical Entry-Level Educational: Bachelor's degree
 - Skill Level: Above Middle-Skill
 - Work Experience Required: None
 - Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 26%

Occupational Demand

Table 1. Employment Outlook for Multimedia Occupations in the Bay Region

Occupation	2024 Jobs	2029 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Camera Operators, Television, Video, and Film	1,279	1,261	-18	-1%	552	110	\$25	\$37
Film and Video Editors	1,785	1,760	-24	-1%	738	148	\$28	\$43
Total	3,064	3,021	-43	-1%	1,290	258	\$27	\$40

Source: Lightcast 2026.1

The Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Multimedia Occupations in the East Bay Subregion

Occupation	2024 Jobs	2029 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Camera Operators, Television, Video, and Film	324	334	10	3%	139	28	\$23	\$35
Film and Video Editors	457	461	3	1%	186	37	\$26	\$41
Total	781	795	14	2%	325	65	\$25	\$39

Source: Lightcast 2026.1

Occupation	2024 Jobs	2029 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
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East Bay Subregion includes: Alameda, Contra Costa Counties

Job Postings in the Bay Region and East Bay Subregion

Table 3. Number of Job Postings by Occupation for the latest 12 months

Occupation	Bay Region	East Bay
Camera Operators, Television, Video, and Film	378	91
Film and Video Editors	360	61

Source: Lightcast 2026.1; "Job Posting Analytics." May. 2025 - Apr. 2026

Table 4a. Top Job Titles in Job Postings for Multimedia Occupations in the Bay Region

Title	Bay	Title	Bay
Videographers	123	Videographers/Producers	12
Video Editors	115	Legal Videographers	12
Contract Video Editors	43	Video Producers/Editors	11
Drone Pilots	36	Clinical Observers	8
Videographers/Editors	29	Lead Video Editors	8
Drone Operators	18	Sports Videographers	8
Videographers/Video Editors	14	Content Creators	7
Video Content Creators	14	Film Editors	6
Cinematographers	13	GNC Engineers	6

Source: Lightcast 2026.1; "Job Posting Analytics." May. 2025 - Apr. 2026

Table 4b. Top Job Titles in Job Posting for Multimedia Occupations in the East Bay Subregion

Title	East Bay	Title	East Bay
Videographers	23	Video Coordinators	2
Drone Pilots	16	Videographers/Video Editors	2
Video Editors	14	Women's Basketball Managers	2
Contract Video Editors	11	GNC Engineers	2
Videographers/Editors	9	Digital Production Artists	2
Drone Operators	8	Filmmakers	2
Film Editors	5	Legal Videographers	2
Adjunct Instructors	4	Digital Video Editors	1

Title	East Bay	Title	East Bay
Cinematographers	4	Motion Graphics/Video Editors	1

Source: Lightcast 2026.1; "Job Posting Analytics." May. 2025 - Apr. 2026

Industry Concentration

Table 5. Industries Hiring for Multimedia Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2024)	Jobs in Industry (2029)	% Change (2024-29)	% Occupation Group in Industry (2024)
Motion Picture and Video Production	870	891	2%	29%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	822	737	-10%	26%
Teleproduction and Other Postproduction Services	179	186	4%	6%
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	70	86	24%	2%
Television Broadcasting Stations	69	77	12%	2%
Independent Artists, Writers, and Performers	65	71	10%	2%
All Other Professional, Scientific, and Technical Services	63	62	-2%	2%
Custom Computer Programming Services	52	53	3%	2%
Web Search Portals and All Other Information Services	37	48	31%	1%
Photography Studios, Portrait	35	36	3%	1%

Source: Lightcast 2026.1

Table 6. Top Employers Posting Multimedia Occupations in the Bay Region and the East Bay Subregion

Employer	Bay	Employer	East Bay
Onward Search	30	Aston Carter	15
Spino	25	Onward Search	11
Aston Carter	16	University of California-Berkeley	4
OSI Engineering	13	Doordash	3
Adecco	10	Los Medanos College	2
Aerotek	8	Strativ Group	2

Source: Lightcast 2026.1; "Job Posting Analytics." May. 2025 - Apr. 2026

Educational Supply

There are seven community colleges in the Bay Region issuing 59 awards on average annually (last 3 years ending 2023-24) on TOP 0612.20 - Film Production. In the East Bay subregion, there are four community colleges that issued 21 awards on average annually (last 3 years) on this TOP code.

There are four other CTE educational institutions in the Bay Region issuing 89 awards on average annually (last 3 years ending 2022-23) on CIP 50.0602- Cinematography and Film/Video Production. There are no other CTE educational institutions in the East Bay subregion issuing awards on average annually (last 3 years) on this CIP code.

Table 7a. Community College Awards on TOP 0612.20 - Film Production in the Bay Region

College	Subregion	Associate Degree	Low unit Certificate	Total
Berkeley City	East Bay	0	6	6
Chabot	East Bay	3	7	10
Contra Costa	East Bay	0	1	1
Deanza	Silicon Valley	4	0	4
Diablo Valley	East Bay	0	4	4
San Francisco	Mid-Peninsula	8	11	19
Santa Rosa	North Bay	8	7	15
Total	-	23	36	59

Source: Data Mart

Note: The annual average for awards is 2021-22 to 2023-24.

Table 7b. Other CTE Institutions Awards on CIP 50.0602- Cinematography and Film/Video Production. in the Bay Region

College	Subregion	Associate degree	Bachelor's degree	Certificates of at least 1 but less than 2 years	Total
Academy of Art University	Mid-Peninsula	5	40	0	45
California College of the Arts	Mid-Peninsula	0	15	0	15
Pacific Union College	North Bay	0	4	0	4
San Francisco Film School	Mid-Peninsula	10	0	15	25
Total	-	15	59	15	89

Source: IPEDS

Note: The annual average for awards is 2020-21 to 2022-23.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 258 annual openings for the Multimedia occupational cluster and 148 annual (3-year average) awards for an annual undersupply of 110 students. In the East Bay subregion, there is also a gap with 65 annual openings and 21 annual (3-year average) awards for an annual undersupply of 44 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0612.20 - Film Production

Metric Outcomes	Bay All CTE Program	State 0612.20	Bay 0612.20	East Bay 0612.20
Students with a Job Closely Related to Their Field of Study	75%	66%	70%	
Median Annual Earnings for SWP Exiting Students	\$58,379	\$32,413	\$39,435	\$37,810
Median Change in Earnings for SWP Exiting Students	31%	40%	21%	18%
Exiting Students Who Attained the Living Wage	50%	24%	31%	27%

Source: DataVista Program Median of 2020 to 2022.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Multimedia Occupations in the Bay Region

Skill	Posting	Skill	Posting
Adobe Premiere Pro	233	Color Correction	100
Workflow Management	210	Adobe Photoshop	97
Adobe After Effects	194	Social Media	94
Post-Production	194	Content Creation	88
Video Editing	187	Videography	87
Marketing	178	Adobe Creative Suite	83
Video Production	146	TikTok	80
Motion Graphics	144	Photography	76
Storytelling	131	Animations	75
Final Cut Pro	101	Visual Storytelling	74

Source: Lightcast 2026.1; "Job Posting Analytics." May. 2025 - Apr. 2026

Table 10. Certifications in Job Postings for Multimedia Occupations in the Bay Region

Certification	Posting	Certification	Posting
Drone Pilot Certificate	83	Pilot Licensing And Certification	9
Valid Driver's License	50	Federal Aviation Administration (FAA) Certification	2

Source: Lightcast 2026.1; "Job Posting Analytics." May. 2025 - Apr. 2026

Table 11. Education Requirements for Multimedia Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	13	8%
Associate degree	11	7%
Bachelor's degree & higher	138	85%

Education Level	Job Postings	% of Total
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Source: Lightcast 2026.1; "Job Posting Analytics." May. 2025 - Apr. 2026

Note: 82% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCC Data Mart and CTE Launchboard.

Definitions

Demand refers to average annual openings which includes a combination of both [new jobs and replacement jobs](#) between 2024 to 2029. New jobs represent the total number of additional workers required in an occupation, calculated as the difference between the current number of workers and the projected number of unfilled positions. Replacements are jobs that will need to be filled by [new hires](#) due to existing workers leaving the occupation. The average annual openings figure is derived by dividing total openings (2024 to 2029) by five years.

Supply refers to the average number of [graduates](#) between academic years 2021–2022 and 2023–2024. Graduates include students from community colleges, other two-year private and public institutions, as well as four-year institutions.

Living wage refers to the amount of income required for working families to meet basic needs at a minimally adequate level, considering family composition, ages of children, and geographic differences in costs based on the Self-Sufficiency Standard methodology.

Entry-level wages are the hourly earnings paid to workers who are newly entering an occupation.

Mid-career wages are the hourly earnings paid to workers who have accumulated several years of experience in an occupation, reflecting increased productivity, skill proficiency, and responsibility beyond entry-level roles but short of late-career or senior positions.

Sources

O*Net Online

Lightcast

CTE LaunchBoard www.calpassplus.org

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCCO Data Mart

Contacts

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