



Labor Market Analysis for Program Recommendation

Video and Film Production Occupations

East Bay Subregion

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

Certificate Program

July 2026

Recommendation Based on Labor Market Data: ☒ Yes ☐ With Reservations ☐ No		
	Earning Wage Meets Living Wage	Meets Demand
Bay Region	Entry Level Hourly Wage- \$25 Mid-Career Hourly Wage-\$35 Mid-Career Hourly Wage at or above the Bay Living Wage (\$27)? ☒ Yes ☐ No	Demand: 304 Supply: 199 (65% of Demand is Met) Gap: 105 In-Demand? ☒ Yes ☐ No
East Bay Subregion	Entry Level Hourly Wage-\$24 Mid-Career Hourly Wage-\$34 Mid-Career Hourly Wage at or above the Subregion Living Wage (\$25)? ☒ Yes ☐ No	Demand: 86 Supply: 61 (71% of Demand is Met) Gap: 25 In-Demand? ☒ Yes ☐ 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 mid-career levels. An additional 105 students are needed in the Bay Region and 25 students in the East Bay subregion to complete their program. Lastly, 65% of labor market demand is being met in the Bay Region, and 71% of demand is being met in the East Bay subregion overall.

Introduction

This report provides student data on employment and earnings for TOP 1012.00 - Applied Photography and TOP 0612.20 - Film Production in the Bay Region 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 Video and Film Production Occupations in the 12 county Bay Region and in the East Bay subregion. The occupations classified as middle-skill occupations require a certificate, or an associate degree, or it may require a bachelor's degree, but 33% or fewer of current workers in these roles hold one.

- **Audio and Video Technicians (27-4011):** Set up, maintain, and dismantle audio and video equipment, such as microphones, sound speakers, connecting wires and cables, sound and mixing boards, video cameras, video monitors and servers, and related electronic equipment for live or recorded events, such as concerts, meetings, conventions, presentations, podcasts, news conferences, and sporting events.
Typical Entry-Level Educational: Postsecondary nondegree award
Skill Level: 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: 39%
- **Sound Engineering Technicians (27-4014):** Assemble and operate equipment to record, synchronize, mix, edit, or reproduce sound, including music, voices, or sound effects, for theater, video, film, television, podcasts, sporting events, and other productions.
Typical Entry-Level Educational: Postsecondary nondegree award
Skill Level: 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: 39%

Occupational Demand

Table 1. Employment Outlook for Video and Film Production 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
Audio and Video Technicians	3,013	3,004	-8	0%	1,203	241	\$24	\$33
Sound Engineering Technicians	734	750	15	2%	316	63	\$28	\$43
Total	3,747	3,754	7	0%	1,519	304	\$25	\$35

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 Video and Film Production 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
Audio and Video Technicians	855	857	1	0%	344	69	\$24	\$33
Sound Engineering Technicians	186	198	11	6%	86	17	\$26	\$40
Total	1,041	1,055	14	1%	430	86	\$24	\$34

Source: Lightcast 2026.1

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
Audio and Video Technicians	834	159
Sound Engineering Technicians	131	26

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

Table 4a. Top Job Titles in Job Postings for Video and Film Production Occupations in the Bay Region

Title	Bay	Title	Bay
Audiovisual Technicians	296	Event Technicians	12
Retail Display Associates	49	Webcast Producers	10
Audiovisual Specialists	42	Sound Mixers	8
Audio Visual Managers	31	Low Voltage Technicians	8
Audiovisual/IT Technicians	25	Audio Visual Installers	8
Audio/Video Technicians	25	Audiovisual Event Technicians	7
Site Support Technicians	17	Commissioning Specialists	7
Audiovisual Engineers	16	Sound Designers	7
Installation Technicians	12	Interventional Radiology Physicians	7

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

Table 4b. Top Job Titles in Job Posting for Video and Film Production Occupations in the East Bay Subregion

Title	East Bay	Title	East Bay
Audiovisual Technicians	52	Event Technicians	3
Retail Display Associates	16	Audio Visual Installers	3
Audiovisual Specialists	9	Broadcast Technicians	3
Site Support Technicians	7	Technology Technicians	2

Title	East Bay	Title	East Bay
Commissioning Specialists	7	Sound Engineers	2
Audiovisual Engineers	6	Installer Technicians	2
Audio/Video Technicians	6	Audiovisual/IT Technicians	2
Custom Home Installers	4	Installation Technicians	2
Warehouse Technicians	3	Integration Technicians	2

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

Industry Concentration

Table 5. Industries Hiring for Video and Film Production 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)
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	420	364	-13%	11%
Motion Picture and Video Production	318	330	4%	9%
Religious Organizations	193	190	-2%	5%
Promoters of Performing Arts, Sports, and Similar Events with Facilities	181	203	12%	5%
Colleges, Universities, and Professional Schools	146	151	4%	4%
Sound Recording Studios	119	136	14%	3%
Other Commercial and Industrial Machinery and Equipment Rental and Leasing	100	102	2%	3%
Colleges, Universities, and Professional Schools (State Government)	98	98	0%	3%
Local Government, Excluding Education and Hospitals	91	96	6%	2%
Construction, Mining, and Forestry Machinery and Equipment Rental and Leasing	88	91	3%	2%

Source: Lightcast 2026.1

Table 6. Top Employers Posting Video and Film Production Occupations in the Bay Region and the East Bay Subregion

Employer	Bay	Employer	East Bay
Encore Global	55	Eos Group	12
Crystal Equation Corporation	30	Crystal Equation Corporation	11
T-Roc	30	AVI-SPL	11

Employer	Bay	Employer	East Bay
Eos Group	28	T-Roc	11
Encore	26	Astreya	6
Milestone Technologies	23	Tesla	4

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

Educational Supply

There are ten community colleges in the Bay Region issuing 130 awards on average annually (last 3 years ending 2024-25) on TOP 1012.00 - Applied Photography. In the East Bay subregion, there are four community colleges that issued 32 awards on average annually (last 3 years) on this TOP code.

There are seven community colleges in the Bay Region issuing 69 awards on average annually (last 3 years ending 2024-25) on TOP 0612.20 - Film Production. In the East Bay subregion, there are four community colleges that issued 29 awards on average annually (last 3 years) on this TOP code.

There are no other CTE educational institutions in the Bay Region issuing awards on average annually (last 3 years ending 2023-24) on CIP 10.0201- Photographic and Film/Video Technology/Technician.

There are no other CTE educational institutions in the Bay Region issuing awards on average annually (last 3 years ending 2023-24) on CIP 10.0105- Communications Technology/Technician.

Table 7a. Community College Awards on TOP 1012.00 - Applied Photography in the Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Noncredit award	Total
Cabrillo	SC-Monterey	0	0	1	3	4
Chabot	East Bay	1	0	5	0	6
Deanza	Silicon Valley	4	0	5	3	12
Foothill	Silicon Valley	0	0	2	0	2
Laney	East Bay	1	0	6	0	7
Las Positas	East Bay	4	0	7	6	17
Ohlone	East Bay	0	0	2	0	2
San Francisco	Mid-Peninsula	6	0	58	0	64
Santa Rosa	North Bay	0	0	8	0	8
Solano	North Bay	3	0	5	0	8
Total	-	19	0	99	12	130

Source: Data Mart

Note: The annual average for awards is 2022-23 to 2024-25.

Table 7b. 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	7	9	16
Contra Costa	East Bay	0	1	1
Deanza	Silicon Valley	3	0	3
Diablo Valley	East Bay	0	6	6
San Francisco	Mid-Peninsula	9	15	24
Santa Rosa	North Bay	7	6	13
Total	-	26	43	69

Source: Data Mart

Note: The annual average for awards is 2022-23 to 2024-25.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 304 annual openings for the Video and Film Production occupational cluster and 199 annual (3-year average) awards for an annual undersupply of 105 students. In the East Bay subregion, there is also a gap with 86 annual openings and 61 annual (3-year average) awards for an annual undersupply of 25 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1012.00 - Applied Photography

Metric Outcomes	Bay All CTE Program	State 1012.00	Bay 1012.00	East Bay 1012.00
Students with a Job Closely Related to Their Field of Study	75%	67%	66%	76%
Median Annual Earnings for SWP Exiting Students	\$58,379	\$34,427	\$45,191	\$42,670
Median Change in Earnings for SWP Exiting Students	31%	31%	21%	41%
Exiting Students Who Attained the Living Wage	50%	32%	38%	34%

Source: DataVista Program Median of 2020 to 2022.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Video and Film Production Occupations in the Bay Region

Skill	Posting	Skill	Posting
Lifting Ability	232	Audiovisual Equipment	105
Crestron (A/V Systems)	208	Operations Management	99
Zoom (Video Conferencing Tool)	203	Audio-Visual Technology	97
Control Systems	188	Invoicing	87
Technical Issues	168	Google Meet	86
Project Management	134	Equipment Operation	78
Electronic Components	131	Technical Support	77
Inventory Management	121	Workflow Management	76
Microsoft Teams	116	Digital Signage	69
Effective Communication	106	Industry Standards	69

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

Table 10. Certifications in Job Postings for Video and Film Production Occupations in the Bay Region

Certification	Posting	Certification	Posting
Audiovisual Certification	9	ITIL Certifications	5
Cardiopulmonary Resuscitation (CPR) Certification	9	Automated External Defibrillator (AED) Certification	3
First Aid Certification	9	Drone Pilot Certificate	3
CDL Class C License	5	Automotive Service Excellence (ASE) Certification	2

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

Table 11. Education Requirements for Video and Film Production Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	204	38%
Associate degree	133	25%
Bachelor's degree & higher	198	37%

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

Note: 62% 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 CCCCCO 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

Contacts

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