



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

September 2026

Recommendation Based on Labor Market Data: ☐ Yes ☐ With Reservations ☒ No		
	Earning Wage Meets Living Wage	Meets Demand
Bay Region	Entry Level Hourly Wage-\$24 Mid-Career Hourly Wage-\$36 Mid-Career Hourly Wage at or above the Bay Living Wage (\$27)? ☒ Yes ☐ No	Demand: 73 Supply: 123 (168% of Demand is Met) Gap: -50 In-Demand? ☐ Yes ☒ No
East Bay Subregion	Entry Level Hourly Wage- \$19 Mid-Career Hourly Wage-\$32 Mid-Career Hourly Wage at or above the Subregion Living Wage (\$25)? ☒ Yes ☐ No	Demand: 19 Supply: 29 (152% of Demand is Met) Gap: -10 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. In this report, living wage estimates are based on the California Self-Sufficiency Standard. The Bay Region Center of Excellence is gradually transitioning to the MIT Living Wage Calculator. During this transition, we include estimates in the methodology section from both sources for reference and comparison. 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 does not support this proposed program. The occupations meet both the Bay Region and East Bay subregion living wage at the mid-career level. However, there is an oversupply of 50 students in the Bay Region and 10 students in the East Bay subregion. Lastly, 168% of labor market demand is being met in the Bay Region, and 152% of demand is being met in the East Bay subregion overall.

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 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.

- **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: 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 Video and Film Production Occupations in the Bay Region

Occupation	2025 Jobs	2030 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	793	841	47	6%	366	73	\$24	\$36
Total	793	841	48	6%	366	73	\$24	\$36

Source: Lightcast 2026.3

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	2025 Jobs	2030 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	209	223	13	6%	96	19	\$19	\$32
Total	209	223	14	7%	96	19	\$19	\$32

Source: Lightcast 2026.3

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	319	72
Source: Lightcast 2026.3; "Job Posting Analytics." Sep. 2025 - Aug. 2026		

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

Title	Bay	Title	Bay
Videographers	109	Video Operators	4
Videographers/Editors	29	Lead Videographers	4
Drone Operators	19	Adjunct Instructors	2
Drone Pilots	15	Producers/Videographers/Editors	2
Cinematographers	14	Video Coordinators	2
Legal Videographers	12	Campaigners	2
Videographers/Producers	11	Photography Instructors	2
Event Videographers	7	Multimedia Specialists	2
Sports Videographers	6	Camera Production Assistants	2
Source: Lightcast 2026.3; "Job Posting Analytics." Sep. 2025 - Aug. 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
Videographers	27	Brand Designers	1
Drone Operators	9	Camera Production Assistants	1
Videographers/Editors	9	Videographers/Producers	1
Drone Pilots	4	Video Technicians	1
Cinematographers	4	Field Operators	1
Adjunct Instructors	2	Sports Videographers	1
Video Coordinators	2	Youtube Content Creators	1
Multimedia Content Producers	1	Annotators	1
Lead Guides	1	Filmmakers	1
Source: Lightcast 2026.3; "Job Posting Analytics." Sep. 2025 - Aug. 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 (2025)	Jobs in Industry (2030)	% Change (2025-30)	% Occupation Group in Industry (2025)
Motion Picture and Video Production	249	265	6%	31%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	154	161	4%	19%
Teleproduction and Other Postproduction Services	43	47	9%	5%
All Other Professional, Scientific, and Technical Services	40	40	1%	5%
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	33	41	25%	4%
Television Broadcasting Stations	22	28	25%	3%
Web Search Portals and All Other Information Services	19	19	3%	2%
Sports Teams and Clubs	13	14	11%	2%
Temporary Help Services	12	12	-1%	2%
Photography Studios, Portrait	12	12	-2%	2%

Source: Lightcast 2026.3

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

Employer	Bay	Employer	East Bay
Aston Carter	6	Aston Carter	6
Aerotek	6	Doordash	3
Tesla	4	University of California-Berkeley	2
Mount Hermon Association	4	Pacific Fusion	2
Robert Half	4	Rossmoor Walnut Creek	2
24 Seven	3	Aerotek	2

Source: Lightcast 2026.3; "Job Posting Analytics." Sep. 2025 - Aug. 2026

Educational Supply

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 three other CTE educational institutions in the Bay Region issuing 54 awards on average annually (last 3 years ending 2023-24) 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	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.

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

College	Subregion	Associate degree	Certificates of at least 1 but less than 2 years	Total
Academy of Art University	Mid-Peninsula	4	0	4
Pacific Union College	North Bay	1	0	1
San Francisco Film School	Mid-Peninsula	15	34	49
Total	-	20	34	54

Source: IPEDS

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

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 73 annual openings for the Video and Film Production occupational cluster and 123 annual (3-year average) awards for an annual oversupply of 50 students. In the East Bay subregion, there is also a gap with 19 annual openings and 29 annual (3-year average) awards for an annual oversupply of 10 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%	NA
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 Video and Film Production Occupations in the Bay Region

Skill	Posting	Skill	Posting
Adobe Premiere Pro	69	Social Media	40
Photography	61	Final Cut Pro	39
Marketing	59	Video Editing	37
Videography	53	Adobe After Effects	36
Storytelling	51	Color Correction	30
Post-Production	45	Filmmaking	27
Content Creation	44	Animations	26
Video Production	44	Visual Storytelling	26
Workflow Management	44	Branding	24
Motion Graphics	43	Adobe Creative Suite	23

Source: Lightcast 2026.3; "Job Posting Analytics." Sep. 2025 - Aug. 2026

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

Certification	Posting	Certification	Posting
Drone Pilot Certificate	46	Pilot Licensing and Certification	3
Federal Aviation Administration (FAA) Certification	4		

Source: Lightcast 2026.3; "Job Posting Analytics." Sep. 2025 - Aug. 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	11	20%
Associate degree	7	12%
Bachelor's degree & higher	38	68%

Source: Lightcast 2026.3; "Job Posting Analytics." Sep. 2025 - Aug. 2026

Note: 86% 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.

This report uses living wage estimates from the California Self-Sufficiency Standard. The Bay Region Center of Excellence is gradually transitioning to the Massachusetts Institute of Technology (MIT) Living Wage Calculator, which will become the primary living wage benchmark used in future reports. During this transition, we include both estimates

to provide context and allow readers to understand how the selected benchmark affects wage comparisons. Because the California Self-Sufficiency Standard and the MIT Living Wage Calculator use different methodologies, their estimates are not directly interchangeable. The MIT Living Wage Calculator generally produces higher living wage thresholds; therefore, future reports may identify fewer occupations as providing a living wage, even when the underlying occupational wage data has not changed. For comparison, the MIT living wage is \$33 per hour for the Bay Region and \$33 per hour for the East Bay subregion. Under the California Self-Sufficiency Standard, the living wage is \$27 per hour for the Bay Region and \$25 per hour for the East Bay subregion.

Definitions

Demand refers to average annual openings which includes a combination of both [new jobs and replacement jobs](#) between 2025 to 2030. 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 (2025 to 2030) 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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