

ICT/Digital Media

Los Angeles County
Sector Profiles Project



Prepared by the Los Angeles Center of Excellence

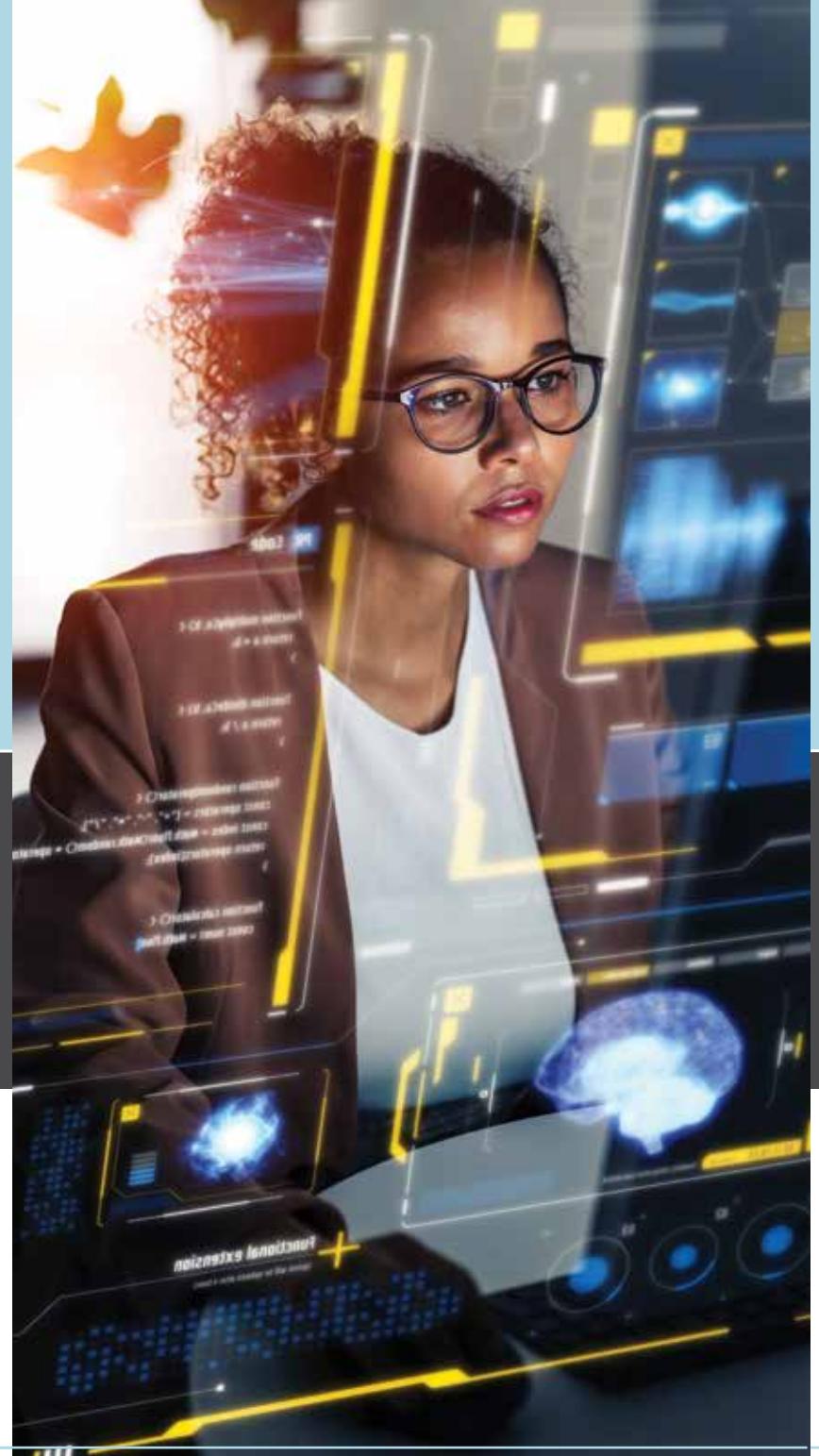
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A project supported by funding from the California Community Colleges
Chancellor's Office Workforce and Economic Development Division

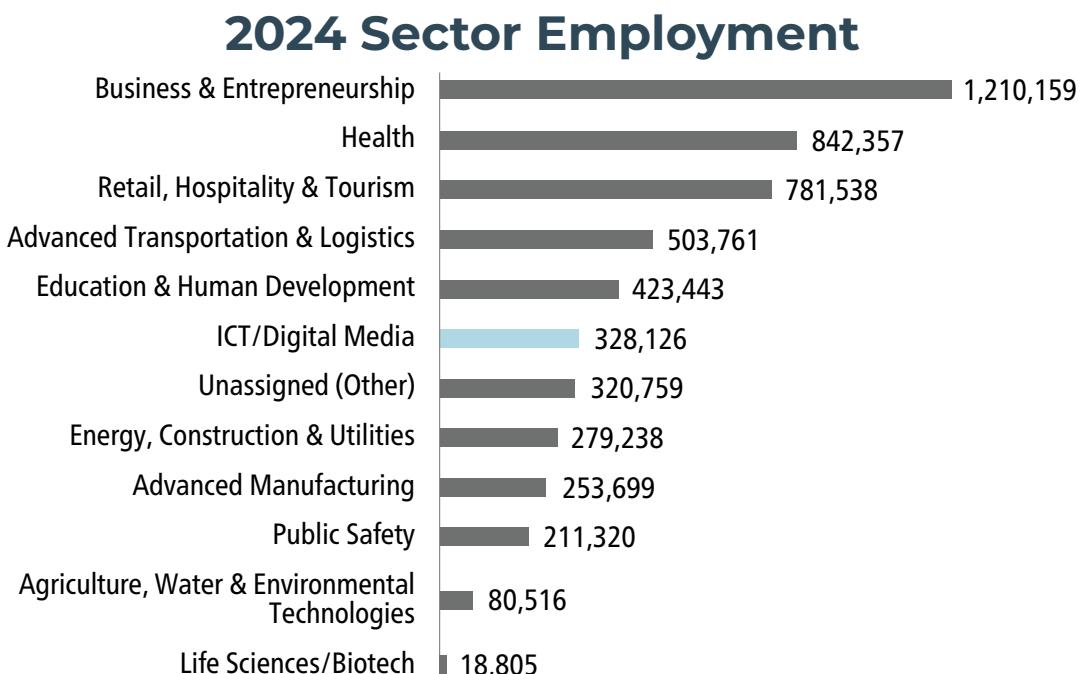


Introduction

To support the collaborative planning and development of career education (CE) programs and to inform regional investments in Los Angeles County, the Los Angeles Center of Excellence developed a series of sector profiles examining labor market and community college program data that identify opportunity areas for workforce development in the region.

These sector profiles highlight middle-skill occupations—jobs that typically require some form of education or training beyond a high school diploma, but less than a bachelor's degree. These occupations are a critical component of the overall workforce and support the economic vitality of the county and state.

The profiles bring attention to community college programs aligned with key middle-skill occupations and by analyzing the number of awards being conferred by postsecondary institutions, identify whether a shortage or oversupply of workers exist for these priority occupations in the sector.



ICT/Digital Media IN L.A. COUNTY

328,126

Jobs in 2024

335,248

Projected Jobs in 2029

7,122

New Jobs by 2029

2%

Projected Job Growth, 2024-2029

\$87,849

Median Annual Earnings, 2024

6%

Of Los Angeles County Employment, 2024

Regional Importance

The ICT/digital media sector shares crossover with the entertainment and film industry, for which Hollywood has long served as the capital. This sector is supported by a diverse workforce of professionals in technical, administrative, and logistical roles, jobs that extend beyond commonly known creative roles such as writers, actors, and directors. However, fast-paced advances in technology have impacted many occupations in the entertainment industry and raised concerns that AI will replace a number of occupations traditionally employed by the film and television industry, an issue which became a major sticking point during the Hollywood strikes in 2023. Similarly, streaming and a shift in how audiences consume content has had widespread impacts on employment, due to effects on box office revenue and how companies control the production and distribution of content.



L.A. Jobs First:

“The Los Angeles County Regional Report,” which is part of the Governor’s “California Jobs First” initiative, identifies economic priorities for the region. Video production and distribution is a target sector in the report. The sector has a high location quotient (indicating a specialized niche) as do several other related industry clusters, which collectively employed more than 280,000 workers in 2022: the performing arts; music and sound recording; marketing, design and publishing; and local entertainment and media. The report notes lower production costs and better tax incentives offered by other regions in the United States and by other countries, such as Canada, which have hurt production activity in the Los Angeles area and contributed to a “deepening” recession in the local industry. The Los Angeles Collaborative’s “Video Production and Distribution Activation Plan” identifies next steps that include assessing the feasibility of creating a county-supported production facility that integrates sound stage operations with on-site workforce development and innovation, in partnership with public and private sector entities (e.g., King County’s Harbor Island Studios).

Sources:

- California Jobs First, “Los Angeles County Regional Report, Part 2,” California Jobs First, September 2024, https://24053461.fs1.hubspotusercontent-na1.net/hubfs/24053461/LA%20County%20CJF%20Regional%20Report%20%80%93Part%202_093024.pdf.
- L.A. Regional Collaborative, “Video Production & Distribution Activation Plan,” June 30, 2025, https://24053461.fs1.hubspotusercontent-na2.net/hubfs/24053461/Activation%20Plans/Video%20Production%20and%20Distribution_Activation%20Plan.pdf.

Top Middle-Skill Occupations

By applying specific criteria to an analysis of employment in the sector, the L.A. COE identified the top 10 occupations in the sector in the county.

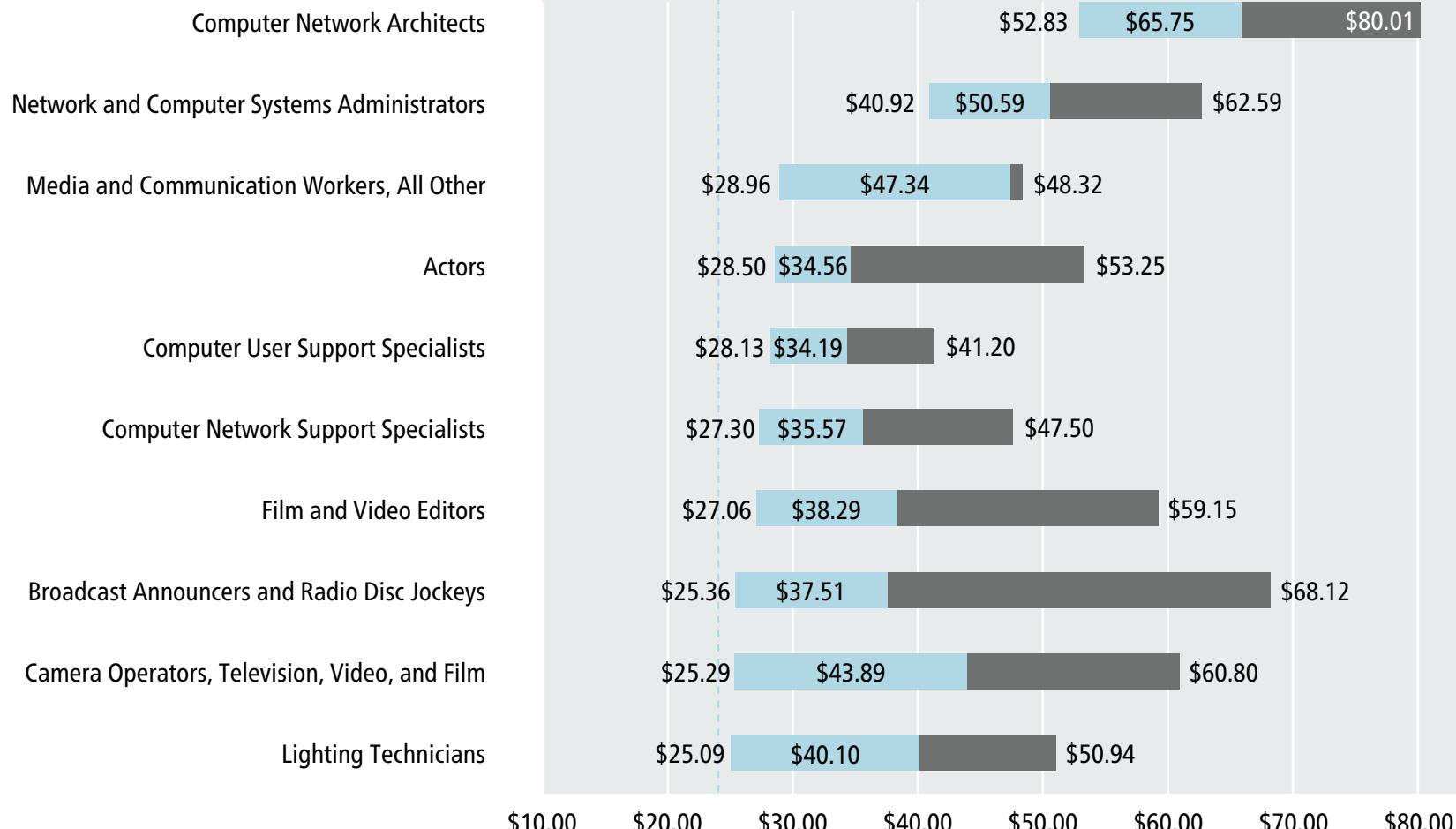
- Only middle-skill occupations were included to highlight jobs aligned with community college training.
- To bring attention to jobs that are in demand by employers, only occupations with more than 50 annual openings in the county were selected.
- Finally, to underscore the importance of connecting students with job opportunities that offer sustainable wages, occupations that pay above the region's living wage of \$24.03 were chosen for inclusion.

Occupation (SOC Code)	2024 Jobs	2029 Jobs	5-Year % Change	Annual Openings	Entry-Level Education
Computer User Support Specialists (15-1232)	15,010	14,856	(1%)	942	Some college, no degree
Film and Video Editors (27-4032)	9,533	9,583	1%	791	Bachelor's degree
Actors (27-2011)	5,513	5,538	0%	614	Some college, no degree
Media and Communication Workers, All Other (27-3099)	7,020	6,927	(1%)	600	HS diploma or equivalent
Camera Operators, Television, Video, and Film (27-4031)	5,732	5,808	1%	497	Bachelor's degree
Network and Computer Systems Administrators (15-1244)	6,790	6,561	(3%)	348	Bachelor's degree
Lighting Technicians (27-4015)	2,351	2,270	(3%)	202	HS diploma or equivalent
Computer Network Support Specialists (15-1231)	3,063	3,065	0%	196	Associate degree
Computer Network Architects (15-1241)	3,416	3,437	1%	184	Bachelor's degree
Broadcast Announcers and Radio Disc Jockeys (27-3011)	1,015	1,003	(1%)	115	Bachelor's degree

Note: Occupations are grouped by sector according to the occupational titles and codes assigned by the Bureau of Labor Statistics' Standard Occupational Classification (SOC) system.

Hourly Wages

Living Wage,
\$24.03/hour



Note: The hourly wage ranges include the 25th percentile (entry-level), median, and 75th percentile (experienced) hourly earnings for workers employed in these occupations Los Angeles County.

Job Postings

Job postings can provide insights into workforce trends and employer hiring preferences. Analysis can reveal which competencies and skills employers most value for new hires, areas in which employers are hiring more aggressively than others, and changes in demand for certain types of workers or specific skillsets.



Earnings

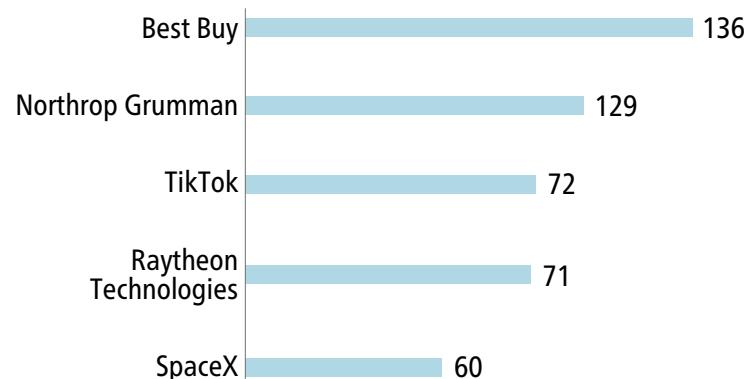
Occupational Title	Number of Job Postings	Median Annual Earnings
Computer User Support Specialists	2,730	\$65,792
Network and Computer Systems Administrators	1,520	\$98,560
Computer Network Architects	1,233	\$122,112
Actors	1,144	\$69,888
Camera Operators, Television, Video, and Film	596	\$67,840
Film and Video Editors	584	\$67,840
Computer Network Support Specialists	371	\$62,464
Lighting Technicians	288	\$62,464
Broadcast Announcers and Radio Disc Jockeys	130	\$50,432
Media and Communication Workers, All Other*	0	N/A

* Job postings for "All Other" occupations such as these tend to be sparse because job titles listed in online job ads typically map to other more easily recognized or more closely aligned occupations.

In-Demand Skills

Specialized Skills	Soft Skills	Software and Technical Skills
• Technical Support	• Troubleshooting	• Operating Systems
• Operating Systems	• Communication	• Microsoft Office
• Computer Science	• Management	• Active Directory
• Help Desk Support	• Customer Service	• Firewall
• Active Directory	• Problem Solving	• Linux

Top Employers



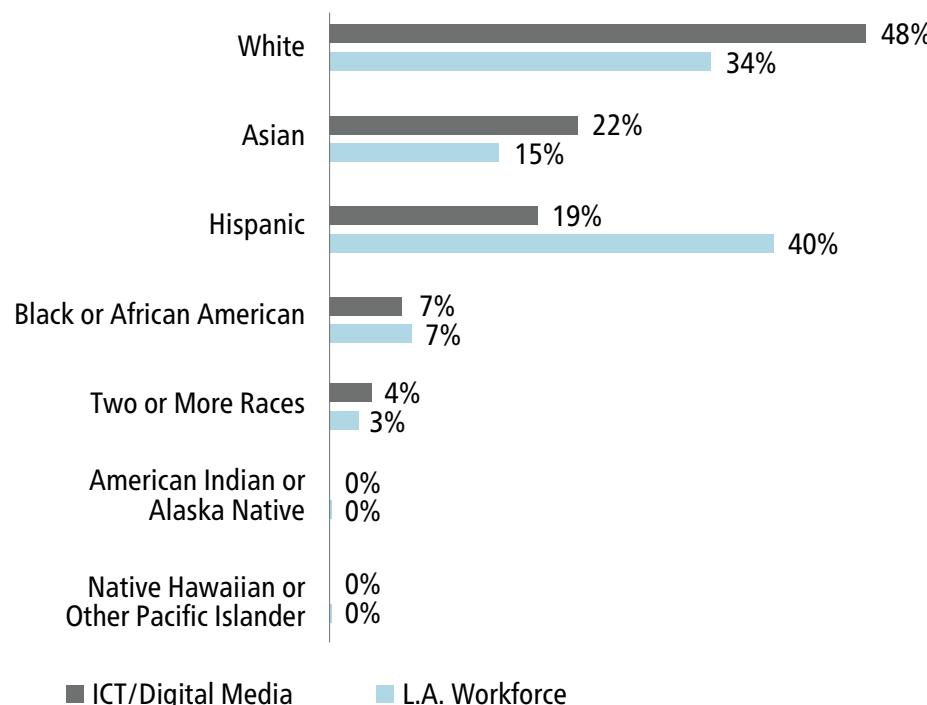
Note: Job posting data was analyzed for the top 10 middle-skill occupations in Los Angeles County from August 1, 2024 to July 31, 2025. Postings are limited to in-state employers and exclude staffing companies.

Workforce & Student Demographics

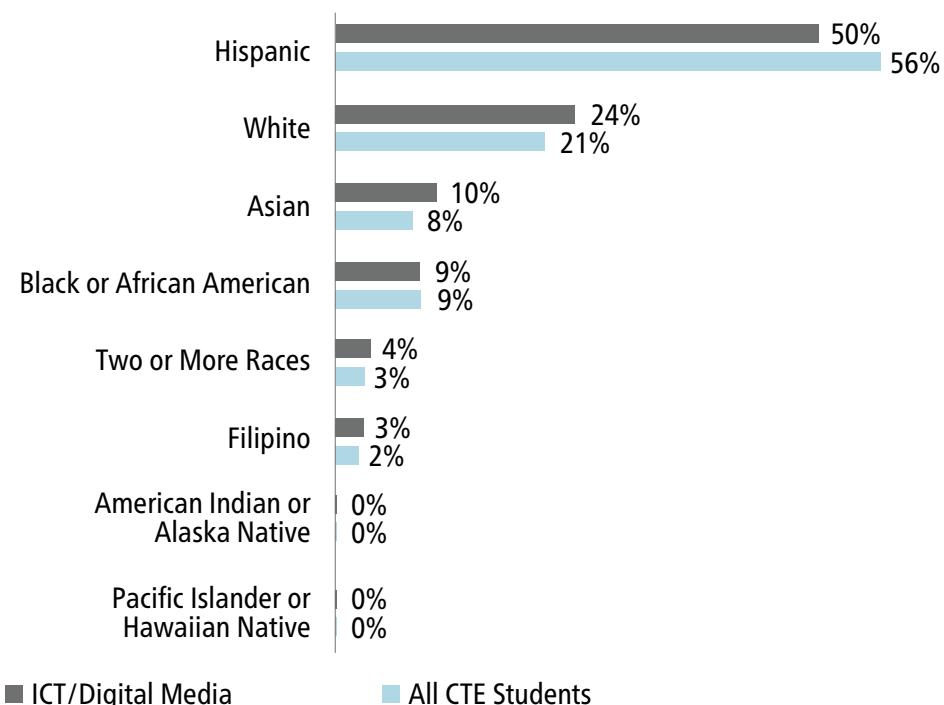
Due to the diversity of their student populations, community colleges play an important role in actively addressing equity gaps and disparities in the labor market while encouraging access to in-demand, well-paid career opportunities for students. Examining workforce race and ethnicity alongside student race and ethnicity can be useful for assessing

whether students from diverse backgrounds are equitably transitioning into the workforce and securing opportunities that align with their education. This type of data analysis can assist with identifying barriers to employment or advancement for certain groups and can highlight employment areas that might benefit from promoting inclusive hiring practices.

Workforce Race & Ethnicity



Student Race & Ethnicity



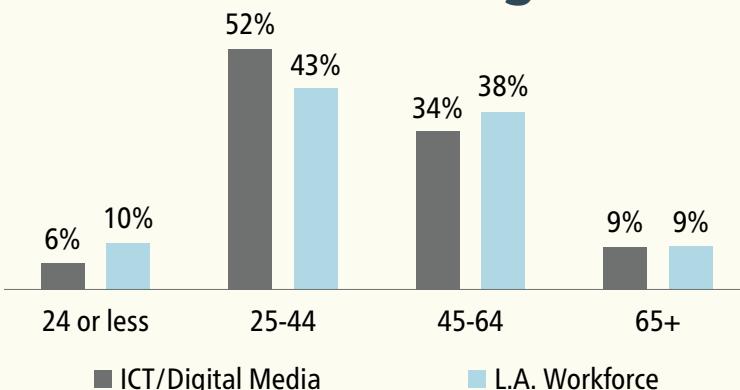
Note: For student data, "All Masked Values," "Unknown," and "Multiple Values Reported" are not included in the above charts. Data shown is from the 2023-24 academic year.

Examining demographics can lend insights into barriers to employment and assist with addressing impending workforce shortages or calibrating institutional allocation of resources.

The L.A. COE recommends three strategies to address equity gaps for community colleges:

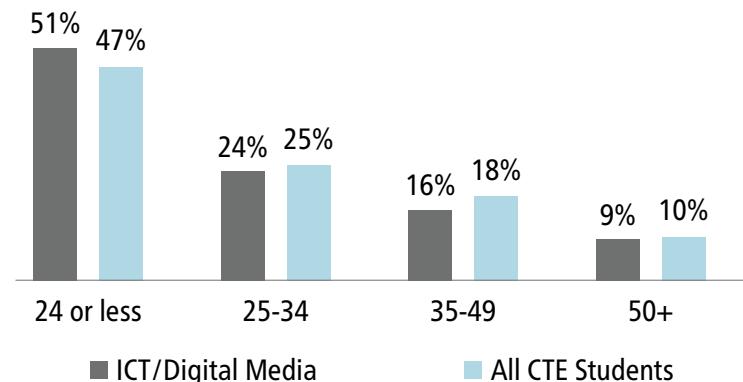
- Collaborate with employers to promote diversity in priority jobs and boost interest among underrepresented groups for these roles.
- Develop targeted recruitment and retention strategies for priority programs with significantly underrepresented groups.
- Focus on closing equity gaps in programs that also have existing disparities in high-demand, well-paid jobs.

Workforce Age

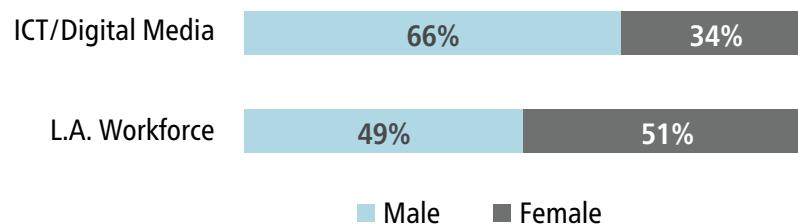


Note: For student data, "All Masked Values," "Unknown," and "Multiple Values Reported" are not included in the above charts. Data shown is from the 2023-24 academic year.

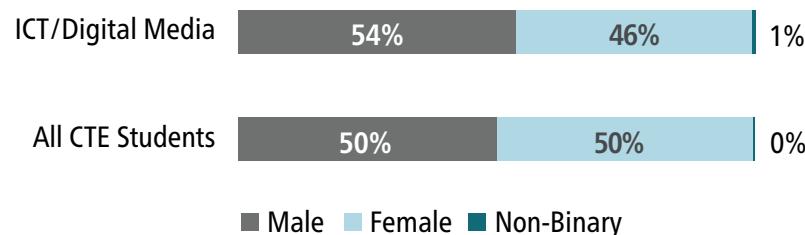
Student Age



Workforce Gender



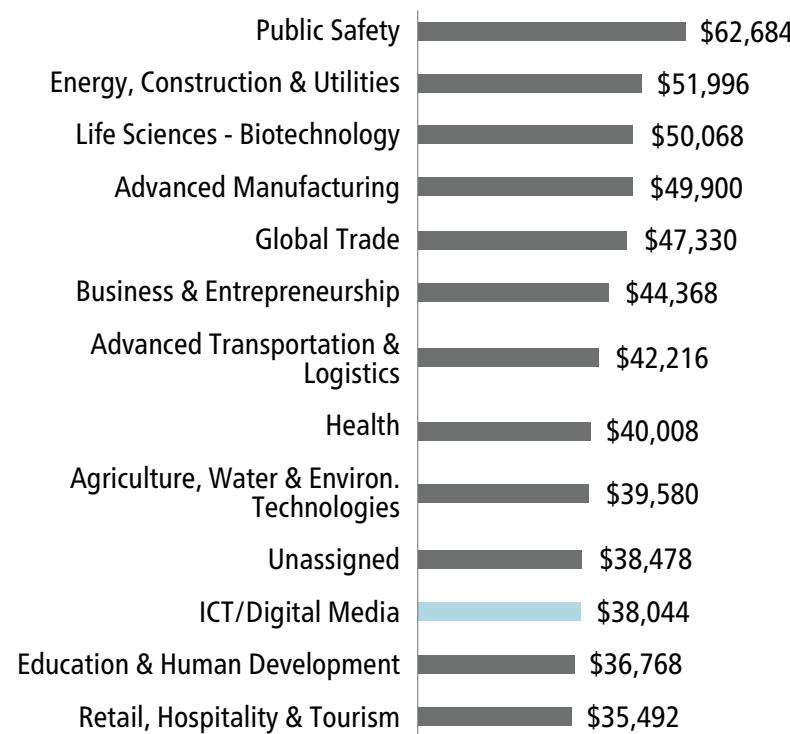
Student Gender



Student Outcomes

Tracking Strong Workforce Program outcomes is critical for evaluating whether regional community colleges are effectively preparing students for in-demand, well-paid jobs. This type of data-driven analysis can assist colleges in assessing whether students are successfully completing programs, securing employment related to their field of study, and increasing their earnings as they transition into the workforce.

Median annual earnings for exiting students, 2022-23



Strong Workforce Program Metrics

Sector	Number of SWP Students	Median Change in Earnings	Percent Earning a Living Wage	Percent with a Job Related to Field of Study
ICT/Digital Media	60,820	29%	34%	68%
Business & Entrepreneurship	59,779	23%	42%	73%
Public Safety	38,218	26%	59%	54%
Health	36,256	38%	35%	83%
Education & Human Development	30,660	32%	27%	76%
Unassigned	14,883	30%	31%	74%
Energy, Construction & Utilities	14,621	35%	51%	77%
Retail, Hospitality & Tourism	11,234	32%	30%	66%
Advanced Manufacturing	9,945	40%	49%	81%
Advanced Transportation & Logistics	7,075	50%	37%	80%
Agriculture, Water & Environmental Technologies	3,641	39%	34%	67%
Global Trade	1,439	25%	48%	59%
Life Sciences - Biotechnology	376	93%	47%	N/A

Note: SWP metrics were the most recent year available.



Program Inventory

Analysis of academic offerings and the average number of awards conferred by community colleges in the county can be used by administrators for strategic planning to address program gaps to meet regional workforce needs, to make informed decisions about resource allocations, and to ensure students have access to programs that lead to promising career outcomes.



Program Awards by Community College

Community College	3-Year Average
Cerritos	140
Citrus	78
Compton	9
East LA	131
El Camino	89
Glendale	168
LA City	304
LA Harbor	26
LA Mission	102
LA Pierce	176
LA Southwest	32
LA Trade-Tech	91
LA Valley	270
Long Beach	417
Mt San Antonio	675
Pasadena	330
Rio Hondo	146
Santa Monica	446
West LA	106
TOTAL	3,736

Program Awards by Taxonomy of Programs (TOP) Code

TOP	Program	3-Year Average
0514.00	Office Technology-Office Computer Applications	764
0602.00	Journalism	134
0604.00	Radio and Television	31
0604.10	Radio	13
0604.20	Television (including combined TV-film-video)	341
0604.30	Broadcast Journalism	7
0607.00	Technical Communication	13
0610.00	Mass Communications	4
0612.20	Film Production	280
0614.00	Digital Media	56
0614.10	Multimedia	24
0614.20	Electronic Game Design	13
0614.30	Website Design and Development	23
0614.40	Animation	193
0614.50	Desktop Publishing	1
0614.60	Computer Graphics and Digital Imagery	10
0699.00	Other Media and Communications	13

continued on next page

The above program inventory provides awards data by TOP code and features a three-year average for the academic years 2021-22 to 2023-24.



TOP	Program	3-Year Average
0701.00	Information Technology, General	150
0702.00	Computer Information Systems	208
0702.10	Software Applications	37
0707.00	Computer Software Development	15
0707.10	Computer Programming	262
0707.20	Database Design and Administration	50
0707.30	Computer Systems Analysis	30
0708.00	Computer Infrastructure and Support	192
0708.10	Computer Networking	158
0708.20	Computer Support	57
0709.00	World Wide Web Administration	56
0709.10	E-Commerce (technology emphasis)	1
0799.00	Other Information Technology	13
0934.30	Telecommunications Technology	9
1005.00	Commercial Music	102
1012.00	Applied Photography	153
1013.00	Commercial Art	39
1030.00	Graphic Art and Design	245
2206.10	Geographic Information Systems	38
TOTAL		3,736



Demand & Supply Analysis

Occupations with similar knowledge areas, skills, and abilities (KSAs) have been grouped together to evaluate workforce demand and student supply in Los Angeles County. The table compares workforce demand as measured by annual job openings in the county with the supply of unduplicated students as measured by the number of awards conferred by community colleges and other postsecondary institutions.



Occupation	Demand (Annual Openings)	Community College Supply	Other Postsecondary Supply	Undersupply (-) / Oversupply (+)
Actors (27-2011)				
Broadcast Announcers and Radio Disc Jockeys (27-3011)				
Media and Communication Workers, All Other (27-3099)	2,821	931	398	-1,492
Lighting Technicians (27-4015)				
Camera Operators, Television, Video, and Film (27-4031)				
Film and Video Editors (27-4032)				
Computer Network Support Specialists (15-1231)				
Computer User Support Specialists (15-1232)	1,670	1,127	418	-125
Computer Network Architects (15-1241)				
Network and Computer Systems Administrators (15-1244)				

Note: Due to variations in employer demand and awards conferred each year, it is important to take into consideration that the over- or under-supply of students may be an underestimation or overestimation.



Appendix: Sector Comparison

Sector	Number of Middle-Skill Occupations	Number of Degrees and Certificates Offered	Number of Los Angeles Community Colleges Issuing Awards
Advanced Manufacturing	46	254	16
Advanced Transportation & Logistics	41	176	14
Agriculture, Water & Environmental Technologies	19	83	9
Business & Entrepreneurship (and Global Trade)	45	510	19
Education & Human Development	6	215	19
Energy, Construction & Utilities	49	235	17
Health	40	318	19
ICT/Digital Media	25	808	19
Life Sciences/Biotech	4	49	11
Public Safety	21	122	19
Retail, Hospitality & Tourism	19	178	17
Unassigned (Other)	12	138	19

Data Dashboard

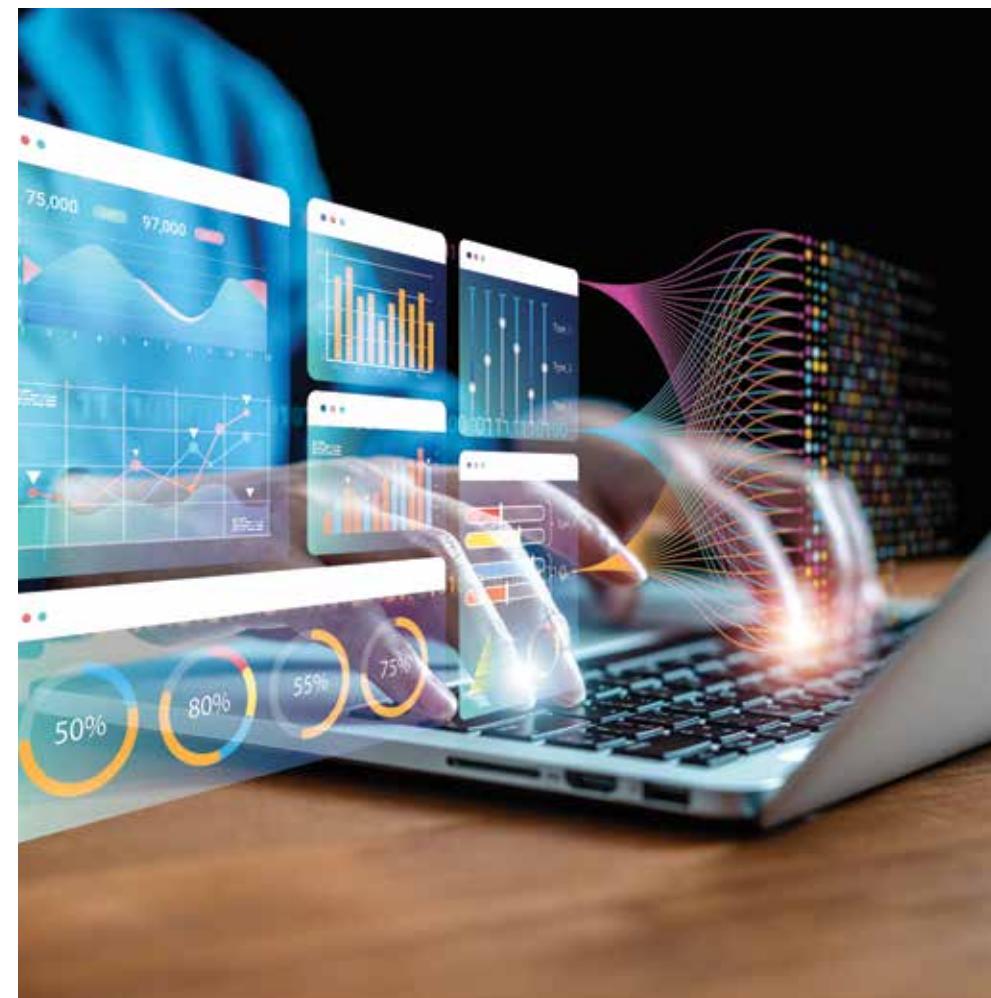
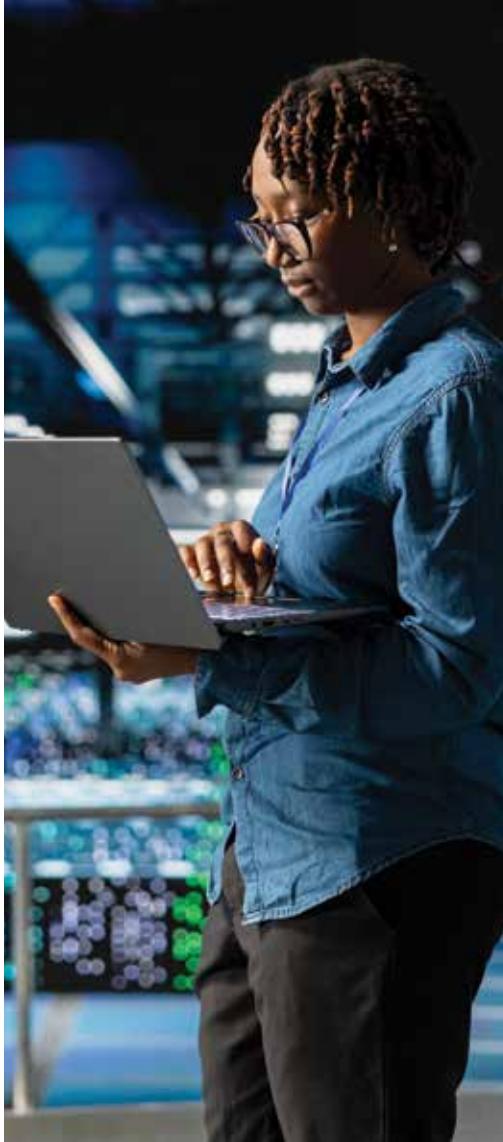
To further assist with regional planning and strategic investments, the L.A. COE has prepared an interactive online dashboard featuring labor market and community college program data.

Access the dashboard:
<https://bit.ly/2025LAdata>



Data Sources:

- Lightcast 2025.3, QCEW, non-QCEW, Self-Employed
- Centers of Excellence Skill/Occupation Crosswalk
- California Community Colleges Chancellor's Office DataVista
- California Community Colleges Chancellor's Office Data Mart
- Integrated Postsecondary Education Data System (IPEDS)
- Chancellor's Office Curriculum Inventory System (COCI)



Accessibility:

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Grant #G0914

Important Disclaimer:

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