



**Digital Media**

# Where science and art work together to change the world.

**A digital media revolution is underway. It affects everything from gaming to film to music and countless other ways we interact and experience the world. And Austin is at the center of it all.**

Austin is home to creative professionals and high-tech engineering power. It is a region defined by stunning growth, lower business and living costs than most major metro areas and a young, well-educated population. It's a great place to live as well. Austin was ranked as the top location in the country for "the creative class," according to author and leading economist Richard Florida, based on what he calls the "three T's": technology, talent and tolerance.

Austin hosts a number of prestigious and progressive conferences and events:

- Home to the prestigious SXSW music, film and interactive conference
- Austin Game Developers Conference
- Austin City Limits PBS concert series and Music Festival
- Austin Film Festival
- Quentin Tarantino Film Festival

## **WHERE THE CREATIVE CLASS WORKS...AND PLAYS.**

Austin's attractiveness as a place to live and work is a huge draw for digital media companies. Our technological infrastructure, business climate, talent pool, natural beauty and active nightlife make Austin a place where companies can create and innovate. Home to diverse companies like IBM, AMD, Freescale, NCSOFT and Blizzard Entertainment to name a few.

Technology is a significant part of our economy. More than 3,400 tech companies employ over 100,000 workers. The tech industry accounts for 18% of the workforce and 34% of payrolls in the private sector.

- The State of Texas recently established the Texas Moving Image Industry Incentive designed to attract TV, film, animation and gaming companies.
- Two of the biggest game development studios in the industry recently announced their presence in Austin: Electronic Arts acquired Bioware and Disney Interactive Studios acquired Junction Point Studios.

- Austin was ranked as the top spot in the country to live and make movies by *MovieMaker* magazine based on the quality and quantity of local talent, production facilities, film festivals, community enthusiasm and innovation. Austin has ranked in the top three for the past eight years.
- IBM's cell chip, the heart of the Sony PlayStation III, was largely designed in Austin. The IBM Austin facility consistently ranks first of all IBM locations in number of patents generated.

**I think Austin is one of the pre-eminent high-tech art cities. But Austin has always been an art city. And I think a computer game is the quintessential high-tech art. I really believe strongly that the fact that we came here to Austin has been pivotal to my personal and business success.**

Richard Garriot, Executive Producer, NCSOFT Austin

## **YOUNG, EDUCATED. HOME TO THE CREATIVE CLASS.**

Our talent pool may be the most energetic, innovative and educated in the world. Nearly 39% have attained a college degree or higher, compared to the national average of 27%. Here, the best and brightest lead many diverse companies. And you'll find like minds coming every day to join them - whether it's from outside our area or through one of the largest talent pipelines in the country - The University of Texas at Austin.

### **EMPLOYMENT IN HIGH-TECH INDUSTRIES, AUSTIN MSA**

**2007, 3rd Quarter**

High tech manufacturing	35,255
Computer & electronic product manufacturing	31,500
Computers & supply wholesalers	20,503
High tech information & other IT	29,615
Engineering, R&D & labs / testing	19,342
<b>Total</b>	<b>104,715</b>

Source: Texas Workforce Commission

## EDUCATION

Respected worldwide, the University of Texas at Austin (UT) heads the list of area universities and colleges with a combined enrollment of more than 118,000 students. Within 100 miles of Austin, 39 colleges and universities enroll over 330,000 students, and at 200 miles the student population approaches 900,000, adding to one of the world's strongest talent pools.

### DEGREES AWARDED IN SELECT SCIENCE FIELDS, AUSTIN METRO AREA INSTITUTIONS, YEAR ENDING JUNE 2006

	Bachelor's	Master's	Doctor's
Computer & IS	353	94	16
Engineering	1,044	438	191
Physical sciences	172	54	75
<b>Total</b>	<b>1,569</b>	<b>586</b>	<b>282</b>

Source: National Center for Education Statistics

In addition, highly rated elementary and secondary schools contribute to both quality of life and the beginnings of exceptional future talent pools.

## THE UNIVERSITY OF TEXAS AT AUSTIN

As a world-class research institution, UT Austin has annual research expenditures of more than \$497 million. The University consistently ranks in the top 10 nationally for the number of science and engineering doctoral degrees and is the fourth most patent-earning university in the country. The Electrical and Computer Engineering Department has ranked as one of the top 10 in the country.

UT Austin is home to more than 100 organized research units. In addition, the University has become an influential player in the digital and entertainment world.

- The Department of Radio-Television-Film, consistently ranked as one of the top 10 programs in the country, offers a broad range of courses in the media arts leading to the Bachelor of Science, Master of Fine Arts, Master's and Ph.D. degrees.
- The UT Film Institute (UTFI) provides hands-on specialized skill training, fosters individual and collaborative creative growth and serves as a testing ground for the application of emerging film technologies. UTFI, with its commercial partner, Burnt Orange Productions, provides the opportunity for UT students to participate directly in the creation of independent feature films.

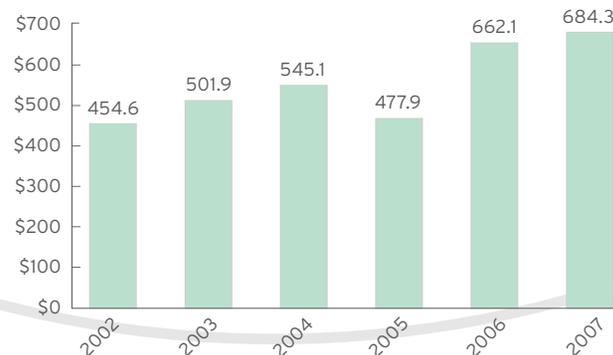
- The Bridging Disciplines Program (BDP) allows undergraduates to earn an interdisciplinary certificate through a course of study that integrates classroom, research and internship experiences.
- The Digital Media Collaboratory (DMC) is an initiative of the IC2 Institute to facilitate coordinated, inter-departmental research and development in digital and interactive media. The primary goal of the DMC is to research, develop, implement and study the impact and influence of new interactive technologies and digital content that enhance human performance and improve the social good.
- The Video Game Development program at Austin Community College (ACC) is designed and developed by leaders in the Austin video game development industry, under the direction of the ACC Video Game Advisory Board.

## INNOVATION

In 2007, more than 2,100 patents were assigned to inventors in Austin. Central Texas patent activity consistently outpaces the national rate and clearly shows Austin's competitiveness as a location for research and innovation. In 2006, the *Wall Street Journal* named Austin the third Most Inventive City in the country due to patent activity.

The region is one of the top targets for venture capital investment in the country, with a demonstrated capacity for generating new ideas and innovation. Austin is home to an active and sophisticated venture capital and angel investor community which includes the Central Texas Angel Network (CTAN). These groups have extensive experience with high-tech startups and early stage companies.

### VENTURE CAPITAL INVESTMENTS IN AUSTIN AREA COMPANIES



Above photograph:  
Courtesy of Action Figure Studios.

Source: PricewaterhouseCoopers /  
Venture Economics / NVCA

# I had always been technically inclined. So I was saving up my money and bought a Super 8 camera, projector, some editing equipment, a bunch of film stock and moved to Austin.

Richard Linklater, Academy Award-nominated American film director and screenwriter

## CENTRALLY LOCATED AND WELL CONNECTED

Austin is strategically located between the east and west coasts and centrally located relative to the major Texas metros of San Antonio, Dallas and Houston. Austin-Bergstrom International Airport is a modern international airport served by 12 major airlines with 300 daily arrivals and departures including direct flights to more than 80 domestic destinations and 3 foreign cities.

## A dynamic business destination. A dynamic business asset.

From a low cost of doing business to affordable home prices, to a lower overall cost of living compared with most of the country, the Austin region makes financial sense.

## NON-STOP JET DESTINATIONS



Our tax structure is fair, user friendly, competitive and designed to make companies feel welcome.

Compared to other major tech centers, Austin is well known for affordable living. Coldwell Banker's home price comparison index shows Austin's middle management housing is 42% below the national average for 2007 (\$243,250 vs. \$422,343).

## COMPETITIVE LABOR COSTS - AVERAGE ANNUAL SALARIES, MAY 2006

	All Occupations	Management	Business & Financial	Computer & Math	Arts, Design & Media	Sales	Office
<b>Austin</b>	<b>\$39,910</b>	<b>\$91,900</b>	<b>\$57,790</b>	<b>\$71,570</b>	<b>\$47,150</b>	<b>\$34,300</b>	<b>\$30,940</b>
Boston	52,100	111,280	72,230	80,170	54,630	45,200	36,910
Chicago	43,430	95,300	65,870	71,410	46,590	39,470	32,670
Los Angeles	43,160	102,440	64,990	72,520	53,100	37,210	32,880
New York	50,840	123,340	75,820	79,320	65,260	46,970	35,640
San Francisco	54,770	114,730	76,980	88,710	64,370	48,410	39,140
San Jose	59,990	127,310	74,740	94,590	62,800	50,990	39,770
United States	39,190	91,930	60,000	69,240	46,110	34,350	30,370

Source: U.S. Bureau of Labor Statistics

## QUALITY OF LIFE

The highest quality of life. As so many "Best of" lists will attest.

The Best Place for Business and Careers. The Best City for Singles. The Best City for Relocating Families. The Live Music Capital of the World. We have it all - highly rated public school districts and entertainment venues tailor made for the outdoor type or the art lover. Home to rock climbers, Tour de France Champions, rock and rollers, movie stars, theater lovers and the top of the creative class.

No matter where you come from, we're sure once you've experienced Austin, you'll want to call it home.

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