



Blazing new trails from imagination to realization

Conditions are excellent for nurturing or expanding digital media businesses here in Connecticut. The workforce is highly educated and highly technical. More and more global leaders are moving to or growing in Connecticut—like ESPN, NBC Sports, A&E, WWE and YES Network—and they’re driving demand for even more creative thinking and technological innovations. Behind that momentum you’ll find state government, stimulating ideas and achievement.

A diverse network of digital media firms

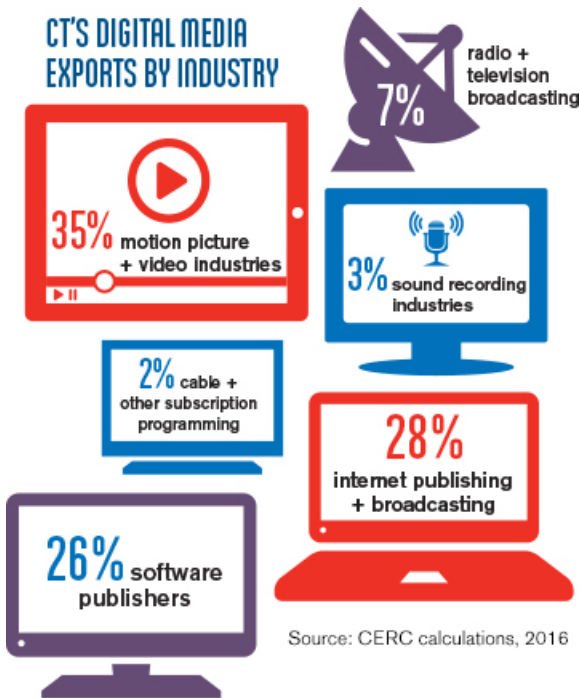
It’s easy to see how quickly the sector is growing. Connecticut is now home to hundreds of production and post-production facilities, studios, game designers, software developers and more. Just as important, the skills and services you need are close at hand in a compact network.

17% digital media job growth in last 10 years
22% increase in jobs expected within 8 years



Source: U.S. Census Bureau, 2013; CERC calculations

CT'S DIGITAL MEDIA EXPORTS BY INDUSTRY



Source: CERC calculations, 2016

Highly skilled and driven to produce

New media businesses are particularly dependent on a talented workforce: just what Connecticut has in abundance. Better still, those highly skilled, well educated workers are highly motivated, ranking Connecticut in the top three states for productivity.

Connecticut keeps priming the talent pipeline with a major investment in digital education at its colleges and universities, such as the Digital Media CT training program at UConn, which includes everything from web and game design to motion graphics, 3-D animation in Cinema 4D, and social media management.

State support drives digital achievement

The state of Connecticut has clearly demonstrated its commitment to supporting digital media innovation. In 2006, the Connecticut General Assembly passed significant tax credits for companies incurring eligible film, TV and digital media production expenses in Connecticut.

PRODUCTION TAX CREDITS

Eligible expense range	Available tax credits
\$100K-\$500K	10%
\$500K-\$1M	15%
\$1M+	30%

INFRASTRUCTURE TAX CREDIT

A 20% tax credit is available for any capital project spending at least \$3M that provides buildings, facilities or installations needed to operate in Connecticut.

DIGITAL ANIMATION & FILM TAX CREDIT

Eligible production companies can receive a tax credit on a sliding scale of up to 30% on qualified digital media and motion picture production, pre-production and post-production expenses incurred in the state.

A quality of life conducive to creativity

While the state's easy access to New York City and other major entertainment centers is a huge plus, so too is the quality of life right in Connecticut. It's the blend of culturally rich cities coupled with naturally stunning countryside that makes Connecticut residents rank quality of life as one of their biggest points of pride.

A community of inspirations

All of these advantages have attracted some of the top talents in their fields to make Connecticut home base. Here are just a few examples:

Blue Sky Studios, a division of Twentieth Century Fox based in Greenwich, has produced such popular 3-D animated films as the *Ice Age* and *Rio* sequels, *The Peanuts Movie* and *Dr. Seuss' Horton Hears a Who!*



ESPN has been broadcasting from Bristol since its founding in 1979. Today, it operates eight related channels and broadcasts in more than 200 countries.

NBC Sports Group consolidated its worldwide operations in Stamford. From this centralized complex, it now produces NBC Sports, NBCSN, Golf Channel, NBC Olympics, 12 NBC Sports Regional Networks, NBC Sports Radio and NBCSports.com.

NBC Universal talk shows, including Maury Povich, Jerry Springer and Steve Wilkos, come to you from the state-of-the-art Stamford Media studios. Each production employs approximately 150–200 crew members, and the audiences provide further economic impact in the downtown Stamford area.

Sonalyt Media in Waterford has five sound stages, equipped for everything from feature films and shows with live audiences to music tour rehearsals and tabletop shoots.

World Wrestling Entertainment, Inc. (WWE) is headquartered in Stamford, where it produces and broadcasts to 36 million viewers in 150+ countries.

Also producing award-winning programming in Connecticut are industry leaders like the **YES Network** and **A&E**.

Of course, there are also many smaller production and post-production facilities, digital animation studios, gaming companies, filmmakers, software developers and digital creators—all of whom are making Connecticut the new digital media mecca.