

Interactive media: New path to creative careers

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Interactive media cluster grows job opportunities

With Microsoft, Nintendo and RealNetworks all located in the Seattle area—along with over 150 game technology companies—Puget Sound is one of the top game-development centers in the world. The interactive media cluster produces video games, social media, interactive books, and more, with 15,000 + workers statewide.

"The creative climate here cultures new ideas and it's a great place for new companies to settle. They can find new talent to add to their teams and take their products to a new level."

Perrin Kaplan, former Nintendo executive

Skill panel forges partnership

In response to this emerging industry, enterpriseSeattle—King County's Economic Development Council—teamed with the Workforce Development Council of Seattle-King County, to create an *Interactive Media Industry Skill Panel*.

The panel includes Washington's Department of Commerce, gaming and technology companies, Seattle colleges, universities and art schools. Also on the panel is the Washington Interactive Network (WIN). WIN was launched by enterpriseSeattle as the first economic development program in the U.S. targeted directly to interactive media.

Intersection of skilled workforce, jobs

By aligning education with industry openings, the panel helped take full advantage of this booming sector by providing a steady supply of skilled workers. With multiple doors to credentials, workers can optimize their training to existing jobs. This has helped grow Seattle's interactive media industry by 30 percent since 2007.



The Puget Sound area is a national leader in interactive media, an industry that grew by over 30 percent in Seattle since 2007.

Capitalizing on creative climate

With so many gaming and technology companies in Seattle, the region has become a hub in both attracting and retaining talent, and boasts the highest concentration of game developers in the U.S., according to Enterprise Seattle. The skill panel has helped link local workers to high-demand jobs, further advancing Seattle's position in this ever-evolving, high-growth industry.

Total employees in interactive media industry: 15,000 employees statewide.

Economic impact: Over \$4 billion in revenue across Washington.

Local jobs, local workers

- Animators
- Computer software engineers
- Computer developers/technicians
- Computer quality-assurance testers
- Film and video producers
- Audio and video technicians

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