

# FLORIDA'S DIGITAL MEDIA CLUSTER SNAPSHOT



Florida is a major center for the vibrant digital media industry, capitalizing on its IT strengths and the collective talents of its resident artists, writers, producers, directors, animators, game designers and audio and video engineers, among others. Over the past few years, Florida companies and individuals have received over 250 patents focusing on the advancement of technologies for interactive video, amusement devices, and education and demonstration tools.

## FLORIDA DIGITAL MEDIA INDUSTRY HIGHLIGHTS

### Size:

4,800 digital media companies

### Workforce:

15,000 digital media professionals

### Areas of Excellence:

Entertainment/theme park industries, animation, simulation, gaming, digital recording equipment.

### Fast Fact:

Florida's new Digital Media Industry incentive program offers financial help to qualified projects and helps maintain the state's competitive advantage in this industry.

### Select Digital Media Workforce in Florida, 2006

Motion Picture and Video Production.....	4,462
Graphic Design Services.....	4,285
Independent Artists, Writers, Performers.....	2,947
Internet Publishing and Broadcasting .....	1,480
Digital Media Components .....	1,315

Sources: Florida Agency for Workforce Innovation; Entertainment Software Association

## RECENT DEVELOPMENTS AT SELECT DIGITAL MEDIA COMPANIES IN FLORIDA:

- ▶ **Electronic Arts** is a leading developer and publisher of interactive entertainment software. Their Tiburon Studio in Maitland has become the **fastest growing among EA's Worldwide Studio facilities**.
- ▶ The West Coast-based **House of Moves** expansion to Orlando establishes the **only professional motion capture studio on the East Coast**, featuring fully integrated film, video and audio facilities.
- ▶ **Myxer™**, a Deerfield Beach company, has grown to over 5 million users who download over 12 million pieces of mobile content each month from more than 10,000 content providers, making Myxer **one of the largest independent distributors of mobile content in the world**.
- ▶ Sarasota's **Medialynx Group**, a provider of e-learning solutions, had a three-year growth rate of over 600%, which landed it on the **2007 Inc. 500 list of the fastest growing companies in America**.



## FOR MORE INFORMATION ON FLORIDA'S THRIVING DIGITAL MEDIA INDUSTRY:

Online: [eflorida.com](http://eflorida.com)

E-Mail: [information@eflorida.com](mailto:information@eflorida.com)

Phone: 407-956-5600



FLORIDA. INNOVATION HUB OF THE AMERICAS.®