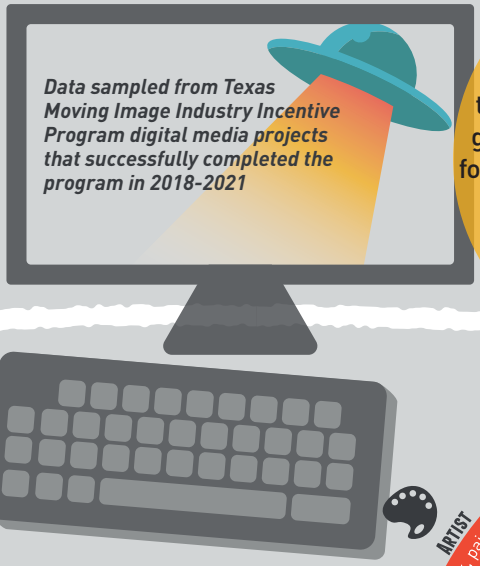
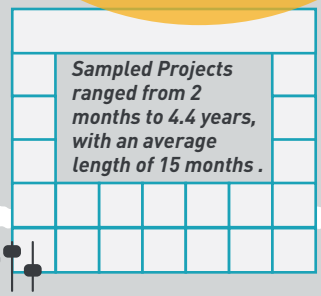
Digital Media Wage Study

Digital Media is comprised of video games, animation, VR/XR experiences and virtual story-telling events. Jobs in these sectors are high-paying, highly skilled, and generally long term. Skillsets like coding, project management, drawing, animation and sound design allow for companies to merge and crossover into other sectors and industries including traditional film and television production.

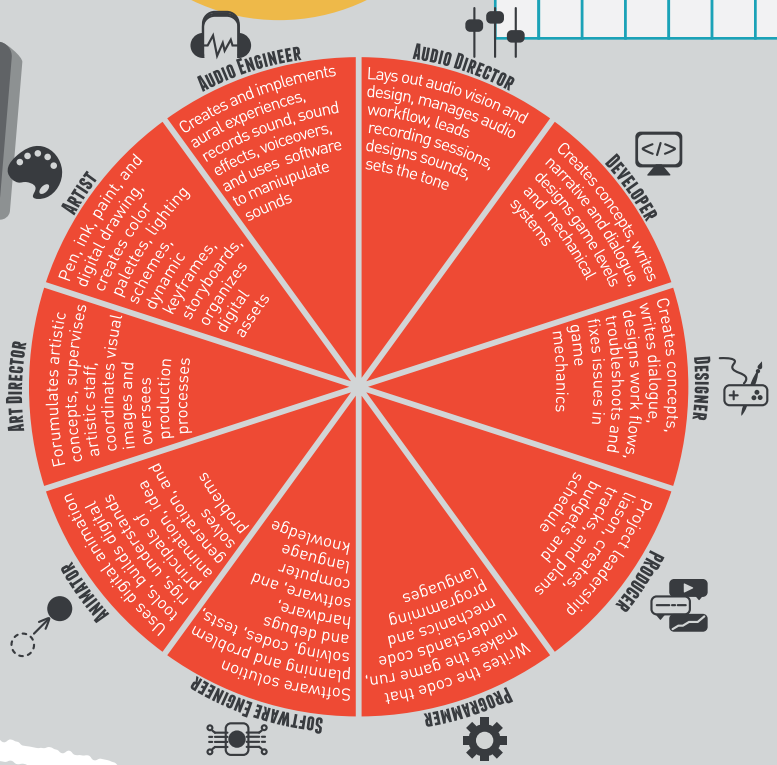
Digital Media jobs last on average 2 months to 4.4 years. Digital media projects support and grow a technology-savvy workforce, that is adaptable and ready to go where there are needs, whether it be in the creative, technology, healthcare or education sectors.





In Texas there are currently:
26 VFX companies
47 gaming studios
39 animation studios
29 VR/XR production companies
1 Volume wall (with 2 more considered for active development)

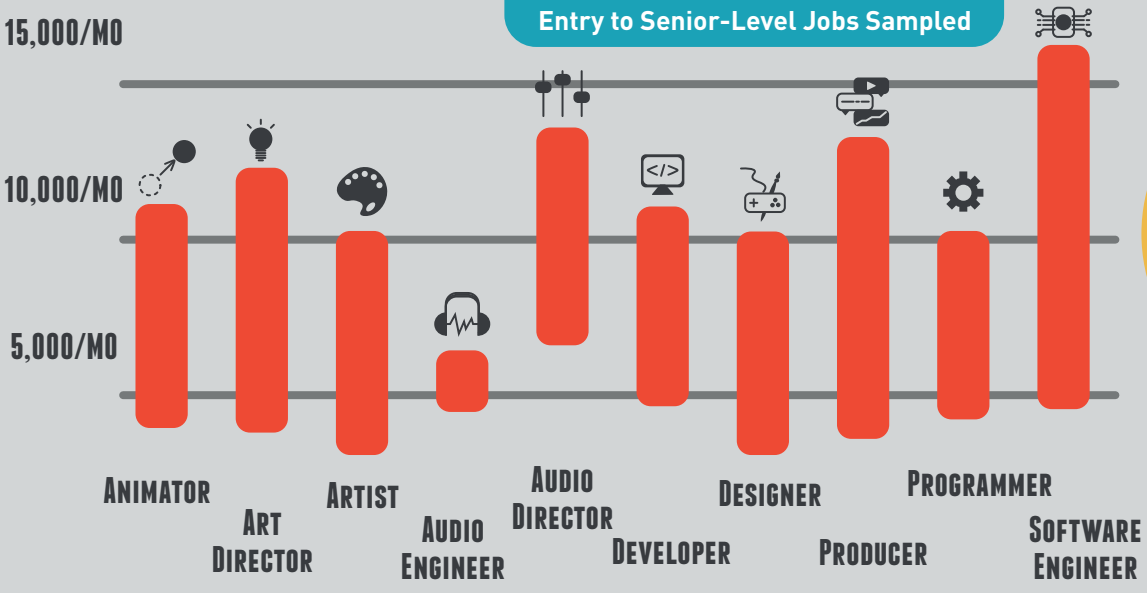
Jobs + Skills



In 2022 Netflix started providing mobile gaming content to its subscribers, acquiring Texas-based gaming studio Bossfight Entertainment, expanding its content library for the platform.

High-Paying Salaries

Entry to Senior-Level Jobs Sampled



Bethesda's Starfield and Arkane Studios' Redfall, two of the biggest games scheduled to arrive in 2023, were both produced in Texas.