FAIRFAX COUNTY, VIRGINIA

Industry Profile: Digital Media

The digital media market includes digital devices, internet-based tools, platforms, applications, marketing communications tools and services that enhance the collection and sharing of information between individuals and businesses.

FAIRFAX COUNTY: THE POWER OF PLACE

➤ A regional workforce with strengths in analytics, web development, user experience design, system software and app development
➤ Creative talent includes: writers, editors, graphic designers and video editors
➤ A talent pipeline fed by 60+ regional colleges, universities and private-sector programs
➤ Robust communications network includes: major telecommunications carriers, cloud service providers, server networks and data centers
➤ Numerous networking and collaboration forums

“We are a growing company in the digital marketing space, and Fairfax County is a great location to attract top-tier talent. Additionally, the business community is incredibly supportive of each other both professionally and personally.”

— Michael Mathias, CEO of Whereoware

RECENT DIGITAL MEDIA COMPANY ANNOUNCEMENTS

Bleevit Interactive
Digital Marketing
Reston
NEW TO FAIRFAX COUNTY

Google
Digital Services
Reston
EXPANSION

EventBank
Event/Membership Management
Tysons
NEW TO FAIRFAX COUNTY

MULTI DOTS
Wordpress Development
Merrifield
EXPANSION

Orpheus
Web Design and Development
Reston
EXPANSION
269K WORKERS
IN THE WASHINGTON, D.C., METRO
IN CREATIVE AND DIGITAL MEDIA OCCUPATIONS

4.5K+ DEGREES
AWARDED ANNUALLY
DIGITAL MEDIA DEGREES AND CERTIFICATES
FROM 30 REGIONAL COLLEGES AND UNIVERSITIES

TOP ALMA MATERS
DIGITAL MEDIA PROFESSIONALS IN
WASHINGTON, D.C. REGION

<table>
<thead>
<tr>
<th>University</th>
<th>Profiles</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Maryland – College Park</td>
<td>2,051</td>
</tr>
<tr>
<td>George Washington University</td>
<td>1,650</td>
</tr>
<tr>
<td>American University</td>
<td>1,528</td>
</tr>
<tr>
<td>George Mason University</td>
<td>1,463</td>
</tr>
<tr>
<td>Georgetown University</td>
<td>1,389</td>
</tr>
</tbody>
</table>

Source: 2020 EMSI, Profile Analytics

IN THE WASHINGTON, D.C., METRO
IN CREATIVE AND DIGITAL MEDIA OCCUPATIONS

DIGITAL MEDIA TALENT – WASHINGTON, D.C.,
REGION (SELECTED OCCUPATIONS)

<table>
<thead>
<tr>
<th>CREATIVE AND CONTENT DEVELOPMENT</th>
<th>Number of Workers</th>
<th>National Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Relations Specialists</td>
<td>24,160</td>
<td>2</td>
</tr>
<tr>
<td>Market Research Analysts and Marketing Specialists</td>
<td>23,030</td>
<td>4</td>
</tr>
<tr>
<td>Graphics Designers</td>
<td>4,990</td>
<td>7</td>
</tr>
<tr>
<td>Technical Writers</td>
<td>3,540</td>
<td>1</td>
</tr>
</tbody>
</table>

INFORMATION TECHNOLOGY

| Software Developers and Testers                   | 70,780            | 4             |
| Computer and Information Systems Managers         | 19,080            | 4             |
| Web Developers and Digital Interface Designers    | 5,760             | 5             |


NETWORKING
NUMEROUS NETWORKING AND MEETUP GROUPS ARE ACTIVE IN
THE WASHINGTON, D.C., REGION, INCLUDING:

- AMA DC
- BizJournal DC
- brunchwork
- ChecklistDC
- CoFoundersLab Matchup
- DCA Live
- DCFemTech
- DC Inno
- DMV Start Up
- FamousDC
- General Assem.ly
- IVY
- MAVA
- Meetup
- Northern Virginia Technology Council
- NoVA.JS
- NovaNow
- SEED SPOT
- Social Media Club
- Tandem NSI
- Tech.Co
- Technical.ly DC
- TheBridge
- WeWork
- Women in Technology

NEED HELP FINDING TALENT?
FCEDA’S TALENT INITIATIVE CAN HELP
WORKINNORTHERNVIRGINIA.COM