

LABOUR MARKET INFORMATION STUDY OF THE **CULTURAL LABOUR FORCE** 2019

AUDIO-VISUAL AND INTERACTIVE MEDIA

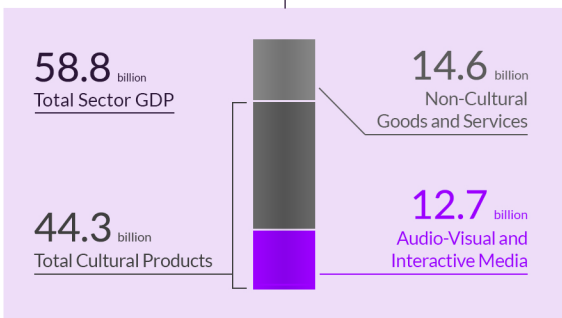
THE DOMAIN AT A GLANCE

The Audio-Visual and Interactive Media (AVIM) domain brings together over **7,800 establishments** with employees nationwide.

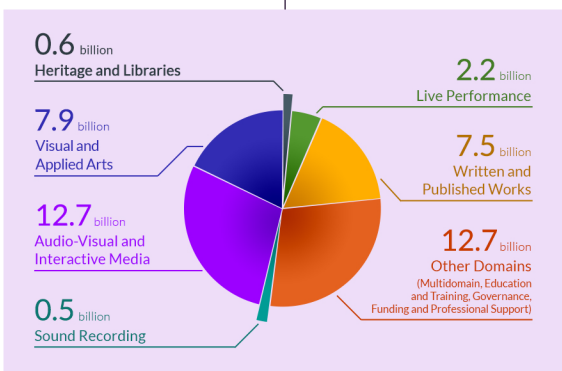
AVIM contributed a total of **\$12.7 billion** to Canada's GDP, or **nearly 30%** of the cultural sector's overall economic contribution from cultural products in Canada.

AVIM comprises a wide range of businesses operating in the production and dissemination of **films, radio, TV, and interactive media content**.

SHARE OF CULTURAL SECTOR GDP (\$ BILLION)



BREAKDOWN OF CULTURAL SECTOR GDP (\$ BILLION)

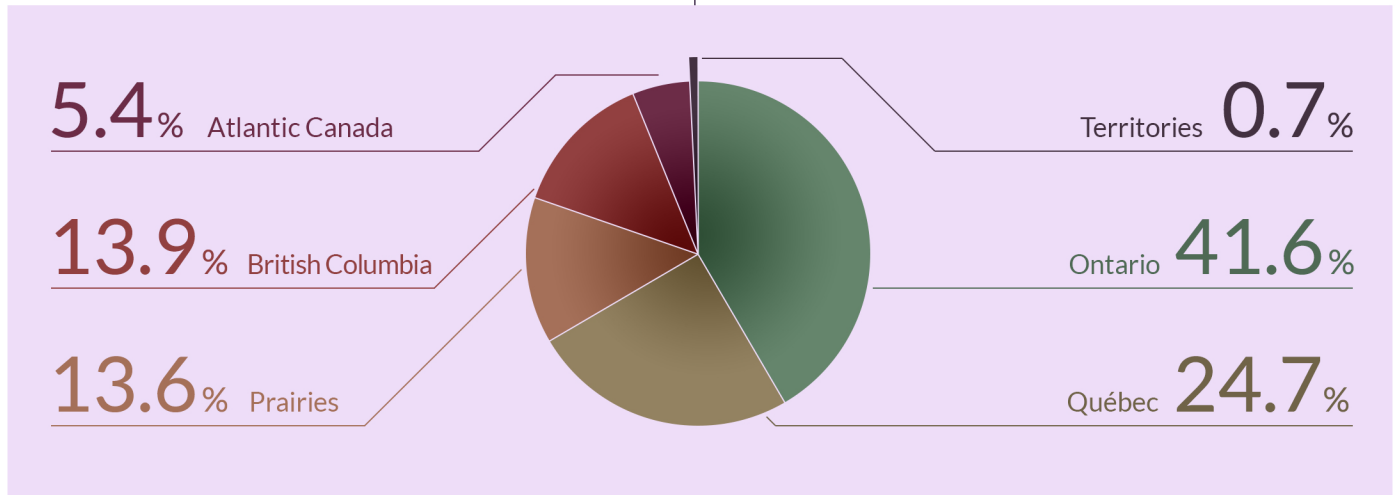


EMPLOYMENT BY OCCUPATIONS

| | |
|---|----------------|
| Total Cultural Occupations | 798,305 |
| Total - Audio-Visual and Interactive Media | 22,080 |
| Creative and artistic production | 6,925 |
| Computer Programmers and Interactive Media Developers | 6,925 |
| Heritage collection and preservation | - |
| Cultural management | 655 |
| Senior Managers - Trade, Broadcasting and | |
| Other Services, N.E.C. | 655 |
| Technical and operational | 14,500 |
| Announcers and Other Broadcasters | 6,500 |
| Broadcast Technicians | 2,245 |
| Film and Video Camera Operators | 5,755 |

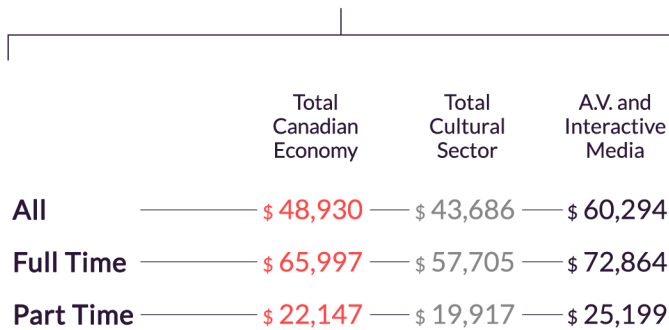
AUDIO-VISUAL AND INTERACTIVE MEDIA

EMPLOYMENT BREAKDOWN BY REGION (%)



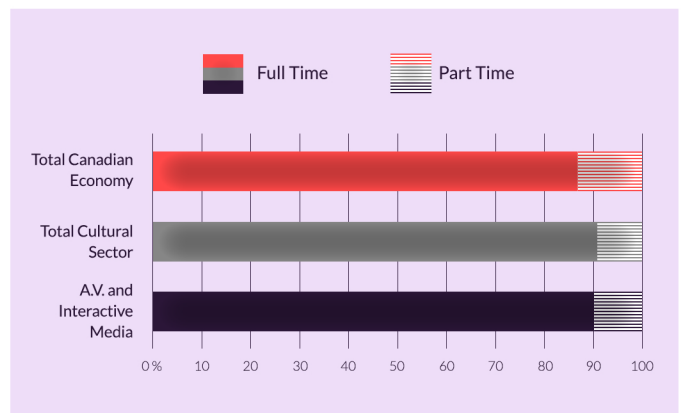
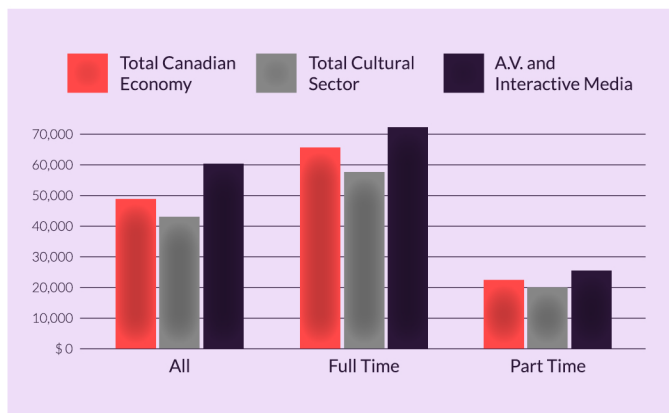
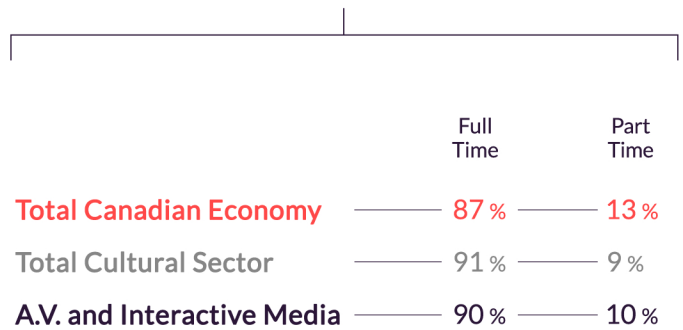
INCOME PROFILE

AVERAGE ANNUAL INCOME BY EMPLOYMENT STATUS (\$)



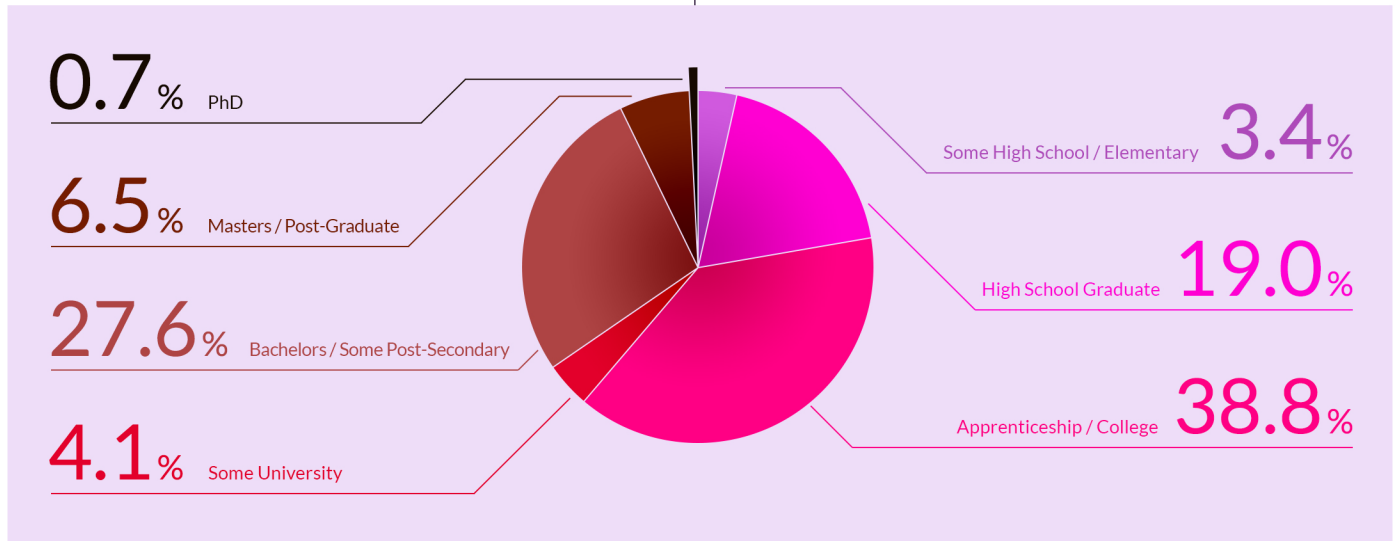
SHARE OF WORKING PART TIME

PART TIME AND FULL TIME DISTRIBUTION (%)



AUDIO-VISUAL AND INTERACTIVE MEDIA

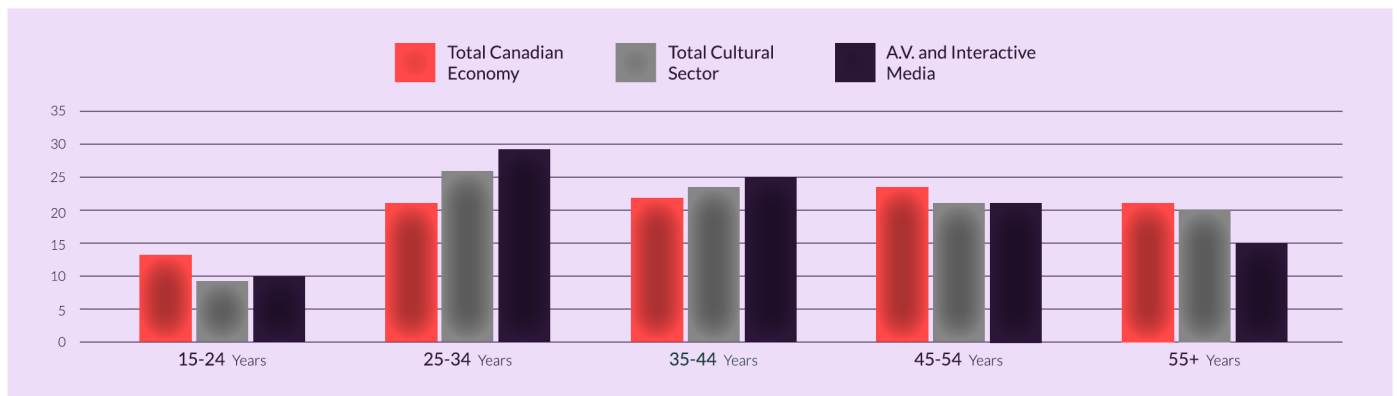
EDUCATIONAL ATTAINMENT DISTRIBUTION (%)



AGE PROFILE

EMPLOYMENT BREAKDOWN BY AGE (%)

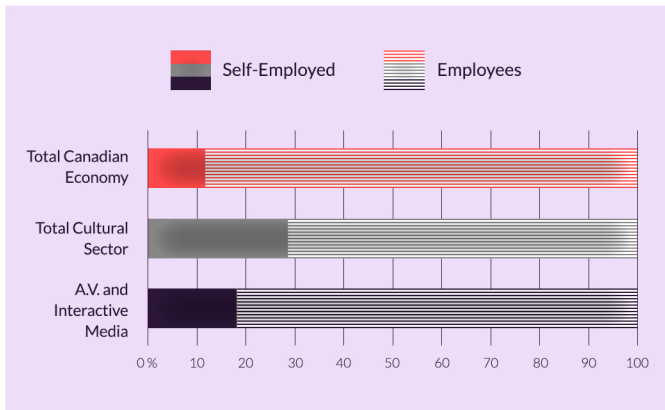
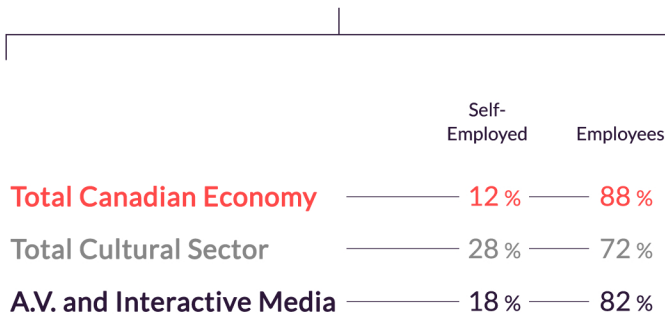
| | 15-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55+ Years |
|-----------------------------------|-------------|-------------|-------------|-------------|-----------|
| Total Canadian Economy | 13% | 21% | 22% | 23% | 21% |
| Total Cultural Sector | 9% | 26% | 23% | 21% | 20% |
| A.V. and Interactive Media | 10% | 29% | 25% | 21% | 15% |



AUDIO-VISUAL AND INTERACTIVE MEDIA

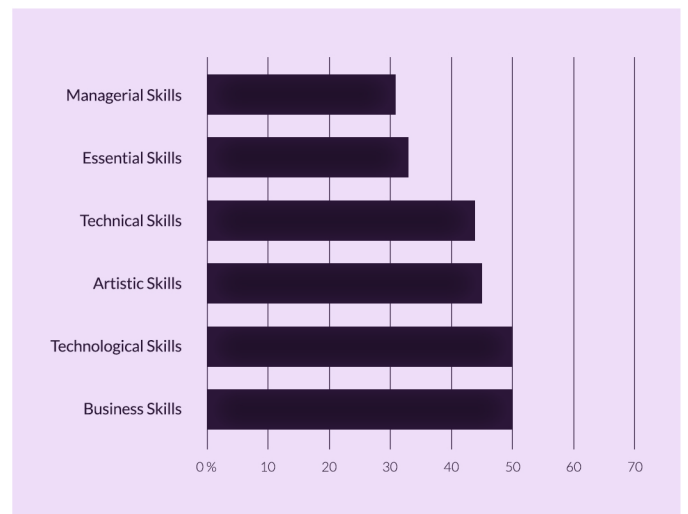
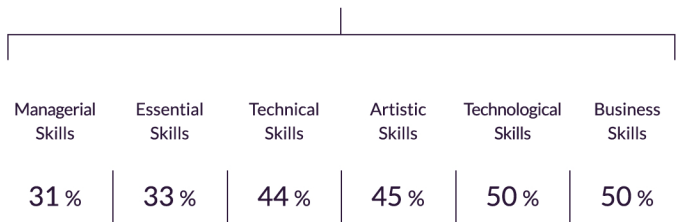
EMPLOYMENT STATUS

DISTRIBUTION OF EMPLOYEES vs. SELF-EMPLOYED (%)



OCCUPATIONAL SKILL GAPS

TOP SKILLS WORKERS WISH TO DEVELOP (SHARE OF RESPONDENTS %)



DOMAIN'S DISTINCT FEATURES*

- Two thirds of workers are found in technical and operational occupations.
- AVIM's average annual income is 38% higher than in the cultural sector.
- Close to 40% of workers have a college education or did an apprenticeship, a similar proportion to the Visual and Applied Arts domain.
- AVIM has one of the youngest workforce of the cultural sector, similar to Live Performance. Almost two thirds of workers are younger than 45 years old, compared with 55% for the overall Canadian workforce.
- Less than 20% of workers are self-employed, compared with 28 % in the cultural sector overall.

SOURCES

Data displayed in this brochure come from the following sources:

Statistics Canada Census, 2016

Statistics Canada Provincial and Territorial Culture Indicators, 2017

The Conference Board of Canada, Cultural Sector Labour Market Information Survey (Individual), 2018-19.

The Conference Board of Canada, Cultural Sector Labour Market Information for Canada's Cultural Sector Report, 2019.

*DISTINCT FEATURES FOR WORKERS IN THE DOMAIN'S SPECIFIC OCCUPATIONS ONLY. SEE EMPLOYMENT BY OCCUPATIONS FOR THE COMPLETE LIST OF OCCUPATIONS COVERED.