Why Georgia for Digital Media?

• Young population – Georgia’s median age is 36.0 (ESRI, 2014)

• Leading destination for young, college-educated professionals

• Low cost of living and high quality of life

• Georgia ranks fifth in the nation for tech employment growth, adding 4,500 jobs in 2012. (TechAmerica Foundation, Cyberstates 2013)

• Georgia ranks fifth in the nation for internet and telecommunications services. (TechAmerica Foundation, Cyberstates 2013)

• Georgia ranks 14th in the nation for overall high-tech employment, and second in the Southeast for overall high-tech employment. (TechAmerica Foundation, Cyberstates 2013)

• Atlanta is the nation’s fourth largest for number of high-tech establishments, and the Southeast’s largest technology city. (TechAmerica Foundation, Cybercities 2010, December 2010- latest as of June 2013)

• Atlanta is the nation’s third largest cybercity in telecommunications services. (TechAmerica Foundation, Cybercities 2010, December 2010- latest as of June 2013)

Entertainment Tax Credit
The state of Georgia offers up to a 30 percent tax incentive to digital entertainment companies doing business in Georgia.
World-Class Education

Georgia is home to a multitude of universities that offer digital entertainment programs, including Georgia Tech, Savannah College of Art and Design (SCAD), Georgia Southern University, Southern Polytechnic, Art Institute of Atlanta, and the University of Georgia.

Georgia Institute of Technology

Georgia Tech is one of the nation’s top research universities. Georgia Tech’s campus is in the heart of the city of Atlanta, where more than 21,000 undergraduate and graduate students receive a focused, technology-based education.

Georgia Tech has eleven different degree programs that produce graduates in the digital entertainment space, including a Masters and Doctorate of Science in Digital Media, and a Master of Human Computer Interaction.

Savannah College of Art and Design (SCAD)

With more graduate and undergraduate degree programs and specializations than any other art and design university in the United States, SCAD is uniquely qualified to prepare talented students for careers in digital entertainment. SCAD is also among the elite in national and international recognition, rankings and career placement, and has been named one of the nation’s “Most Interesting Schools” and one of “25 cutting-edge schools with an eye toward the future” by Kaplan-Newsweek.

Major University & Company Digital Media Research Facilities

- Georgia Tech Research Institute
  Information and Communications Laboratory (ICL)
- Georgia Institute of Technology
  Graphics, Visualization, and Usability Center/ GVU
- Georgia Tech and SCAD-Atlanta
  (GVU) Center, Augmented Environments Lab
- SCAD-Atlanta
  The SCAD Film and Digital Media Center
- SCAD-Savannah
  Electronic Arts (EA) Research Lab
- University of Georgia
  New Media Institute (NMI)
**Bento Box Opens New Animation Studio in Atlanta**

“We really see Atlanta as a great place to engage in talent in Georgia...We’ll be part of the community, and we intend to do a lot more work down there.”

Scott Greenberg, Co-founder of Bento Box

Georgia: Host To High-Tech Innovation

Existing companies and new arrivals have access to cutting-edge technological resources offered by renowned universities such as Georgia Tech. Qualcomm Inc. recently announced the opening of reality game studio in partnership with Georgia Tech. Georgia also offers networking opportunities through the Georgia Game Developers Association (GGDA). www.ggda.org

- Renowned research universities, offering reality game studios and cutting-edge programs
- A top place of innovation, start-up activity and technology employment
- Georgia is home to a creative talent base of 44,423 workers that include multimedia artists, animators, and software engineers. (EMSI, 2014.2)
- Georgia produces more than 6,598 graduates in computer design, programming, engineering and digital media-related programs. (EMSI, 2013 Program Completions, August 2014)

Critical Mass of Computer IT Graduates

<table>
<thead>
<tr>
<th>City</th>
<th>Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin</td>
<td>1,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>2,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>3,000</td>
</tr>
<tr>
<td>Boston</td>
<td>4,000</td>
</tr>
<tr>
<td><strong>ATLANTA</strong></td>
<td><strong>6,000</strong></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>5,000</td>
</tr>
<tr>
<td>New York</td>
<td>6,000</td>
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</tbody>
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Source: EMSI, National Center for Education Statistics, 2013 Completions

"Georgia’s schools and universities have fostered an outstanding curriculum around video games, digital media, music & sound, art, and technology. So you have top schools like Georgia Tech and SCAD providing a steady supply of raw talent."

Chris Klaus, CEO of Kaneva
Nicole began her career with Southern Company in 2001, working in communications. She later moved to Southern Company’s supply chain management organization before joining the Georgia Power economic development team in 2007. Nicole is currently working with numerous digital media projects.

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CONTACT US

Georgia Power has been helping companies locate in our state for more than 85 years. We offer a full array of products and services available at no cost. To receive confidential assistance please contact one of our experienced professionals. Partnering with state and local agencies, Brenda Robbins and Nicole Pearson specialize in digital media as one of their target industries.