



Commercial Music (TOP 1005.00)

April 2023

Prepared by the South Central Coast Center of Excellence for
Labor Market Research

Program Recommendation

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for the program recommendation – Commercial Music. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

Key Findings

- In the South Central Coast region, **the number of jobs related to Commercial Music are expected to remain steady** for Music Directors and Composers and Musicians and Singers, but **increase** for Producers and Directors, Audio and Video Technicians, and Sound Engineering Technicians.
- Commercial Music is anticipated to experience a **medium risk of automation** for Sound Engineering Technicians, and a **low risk** for the other four related occupations.
- In 2021 there were 976 regional completions in programs related to the occupations identified as aligned with Commercial Music and 266 openings, indicating an **oversupply**.
- Typical entry-level education ranges from **no education credential** for Musicians and Singers, to a **postsecondary nondegree award** for Audio and Video Technicians and Sound Engineering Technicians, to a **bachelor's degree** for Music Directors and Composers and Producers and Directors.
- Completers of Commercial Music programs from the 2019-2020 academic year in the South Central Coast region had a **median annual wage upon completion of \$21,870**.
- 48% of students are **employed within a year** after completing a program.
- 17% of students **attained a living wage** within a year of completion.
- Completers experienced an average of +69% **change in earnings after exiting**.
- 63% of students were **part-time**, 5% **skill builders**, 37% **first-generation**, and 82% **economically disadvantaged**.

¹ The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

There are five occupations in the standard occupational classification (SOC) system that were identified as related to Commercial Music for this analysis. The occupation titles and descriptions, as well as reported job titles, are included in Exhibit 1.

Exhibit 1 – Occupation, Description, and Sample Job Titles

SOC Code	Title	Description	Sample of Reported Job Titles
27-2012	Producers and Directors	Produce or direct stage, television, radio, video, or film productions for entertainment, information, or instruction. Responsible for creative decisions, such as interpretation of script, choice of actors or guests, set design, sound, special effects, and choreography.	Artistic Director, Director, Executive Producer, Multimedia Producer, News Producer, Producer, Production Director, Radio Producer, Television News Producer (TV News Producer), Television Producer (TV Producer)
27-2041	Music Directors and Composers	Conduct, direct, plan, and lead instrumental or vocal performances by musical artists or groups, such as orchestras, bands, choirs, and glee clubs; or create original works of music.	Arranger, Choir Director, Composer, Conductor, Music Composer, Music Director, Music Producer, Orchestra Director, Producer, Songwriter
27-2042	Musicians and Singers	Play one or more musical instruments or sing. May perform on stage, for broadcasting, or for sound or video recording.	Choir Member, Chorister, Gospel Singer, Musician, Opera Singer, Orchestra Musician, Percussionist, Singer, Violinist, Vocalist
27-4011	Audio and Video Technicians	Set up, maintain, and dismantle audio and video equipment, such as microphones, sound speakers, connecting wires and cables, sound and mixing boards, video cameras, video monitors and servers, and related electronic equipment for live or recorded events, such as concerts, meetings, conventions, presentations, podcasts, news conferences, and sporting events.	Audio Technician, Audio Visual Specialist (AV Specialist), AV Tech (Audio Visual Technician), Media Technician, Operations Technician, Stagehand, Video Technician
27-4014	Sound Engineering Technicians	Assemble and operate equipment to record, synchronize, mix, edit, or reproduce sound, including music, voices, or sound effects, for theater, video, film, television, podcasts, sporting events, and other productions.	Audio Engineer, Audio Operator, Mastering Engineer, Mixer, Mixing Engineer, Recording Engineer, Sound Editor, Sound Engineer, Sound Technician, Studio Engineer

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs related to Commercial Music are expected to remain steady for Music Directors and Composers and Musicians and Singers, and increase for Producers and Directors, Audio and Video Technicians, and Sound Engineering Technicians.

Exhibit 2 – Five-Year Projections for Commercial Music in the South Central Coast Region

SOC	Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change
27-2012	Producers and Directors	991	1,111	120	12%
27-2041	Music Directors and Composers	229	230	1	0%
27-2042	Musicians and Singers	623	628	5	1%
27-4011	Audio and Video Technicians	370	408	38	10%
27-4014	Sound Engineering Technicians	67	81	14	21%

Source: Economic Modeling Specialists International (EMSI)

Earnings

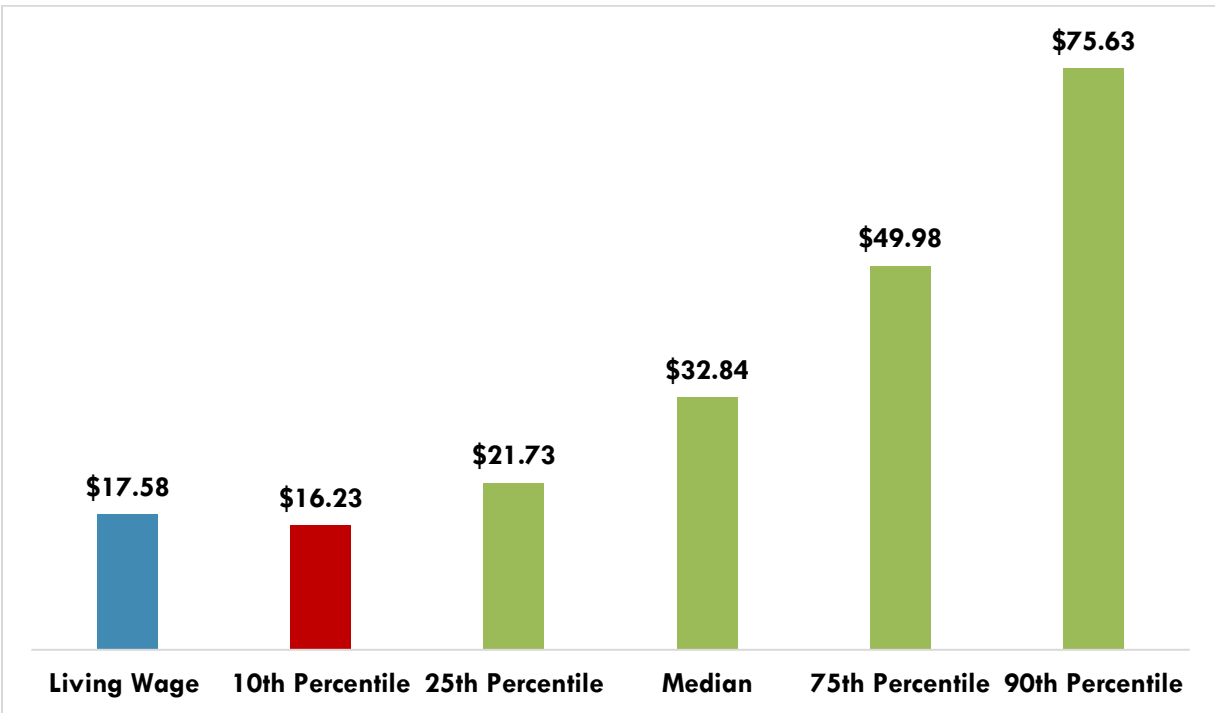
Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25th percentile of wages, median hourly earnings are represented by the 50th percentile of wages, and experienced hourly earnings are represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for Commercial Music in the South Central Coast Region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
27-2012	Producers and Directors	\$28.69	\$43.71	\$76.68
27-2041	Music Directors and Composers	\$15.22	\$26.25	\$37.97
27-2042	Musicians and Singers	\$18.18	\$36.36	\$58.13
27-4011	Audio and Video Technicians	\$20.33	\$27.43	\$36.87
27-4014	Sound Engineering Technicians	\$26.24	\$30.44	\$40.27

Source: Economic Modeling Specialists International (EMSI)

Exhibit 3b – Earnings for Commercial Music in the South Central Coast Region



Source: Family Needs Calculator (Living wage is based on Single Adult households with no children); Economic Modeling Specialists International (EMSI)

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is looking in the field, and what they are looking for in potential candidates. To identify job postings related to Commercial Music the following standard occupational classifications were used:

27-2012	Producers and Directors
27-2041	Music Directors and Composers
27-2042	Musicians and Singers
27-4011	Audio and Video Technicians
27-4014	Sound Engineering Technicians

Top Occupations

In 2022, there were 353 employer postings for the occupations related to Commercial Music.

Exhibit 4 – Top Occupations by Job Postings

SOC Code	Occupation	Job Postings, Full Year 2022
27-4011	Audio and Video Technicians	137
27-2012	Producers and Directors	103
27-2042	Musicians and Singers	51
27-4014	Sound Engineering Technicians	35
27-2041	Music Directors and Composers	27

Source: Labor Insight/Jobs (Burning Glass)

Exhibit 4b – Top Occupations and Risk of Automation

SOC Code	Occupation	Risk of Automation
27-4011	Audio and Video Technicians	Low
27-2012	Producers and Directors	Low
27-2042	Musicians and Singers	Low
27-4014	Sound Engineering Technicians	Medium
27-2041	Music Directors and Composers	Low

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for jobs related to Commercial Music are listed in Exhibit 5. Audiovisual Technicians is mentioned as the job title in 19% of all relevant job postings (48 postings).

Exhibit 5 – Job Titles

Title	Job Postings, Full Year 2022
Audiovisual Technicians	48
Producers	14
News Producers	13
Music Directors	12
Audio/Visual Technicians	9

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Commercial Music field. The top employer posting job ads was Encore Global. The top worksite cities for these occupations were Santa Barbara, San Luis Obispo, Westlake Village, Thousand Oaks, and Santa Clarita.

Exhibit 6 – Top Employers (n=169)

Employer	Job Postings, Full Year 2022
Encore Global	24
Best Buy	14
Scripps Health	13
2K Corporation	6
News-Press & Gazette Company	6

Source: Labor Insight/Jobs (Burning Glass)

Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Commercial Music. Marketing is the most sought-after specialized skill for employers, followed by Electrical Wiring and Video Production. Communications, Customer Service, and Operations were the most requested baseline skills. Microsoft Office, Zoom, and Adobe Photoshop were the most commonly requested software and programming skills.

Exhibit 7 – Specialized Skills (n= 796)

Skills	Job Postings, Full Year 2022
Marketing	30
Electrical Wiring	26
Video Production	24
Zoom (Video Conferencing Tool)	23
Electronic Components	23
Invoicing	23
Operations Management	23
Journalism	21
Post-Production	21
Audiovisual Equipment	20
Equipment Operation	19
Adobe Photoshop	18
Safety Standards	18
Inventory Management	18
Billing	16

Source: Labor Insight/Jobs (Burning Glass)

Exhibit 7b – Baseline Skills (n= 1,237)

Skills	Job Postings, Full Year 2022
Communications	113
Customer Service	75
Operations	69
Troubleshooting (Problem Solving)	61
Planning	54
Management	52
Detail Oriented	40
Leadership	37
Professionalism	36
Self-Motivation	36

Source: Labor Insight/Jobs (Burning Glass)

Exhibit 7c – Software and Programming Skills (n= 293)

Skills	Job Postings, Full Year 2022
Microsoft Office	25
Zoom	23
Adobe Photoshop	18
Adobe After Effects	12
Facetime	10
Adobe Creative Suite	9
Google Workspace	9
Microsoft Excel	8
Video Editing Software	8
Adobe Illustrator	8

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 8 shows the industries with the most Commercial Music postings in the South Central Coast region. Note: 52% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Exhibit 8 – Industries Employing the Most in the Commercial Music Field, 2022

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Educational Services	25	15%
Retail Trade	25	15%
Manufacturing	23	14%
Health Care and Social Assistance	16	9%
Professional, Scientific, and Technical Services	16	9%

Source: Labor Insight/Jobs (Burning Glass)

Certifications

Exhibit 9 lists the most in-demand certifications in the Commercial Music field. The top requested certification in job postings was a Valid Driver's License.

Exhibit 9 – Certifications (n= 115)

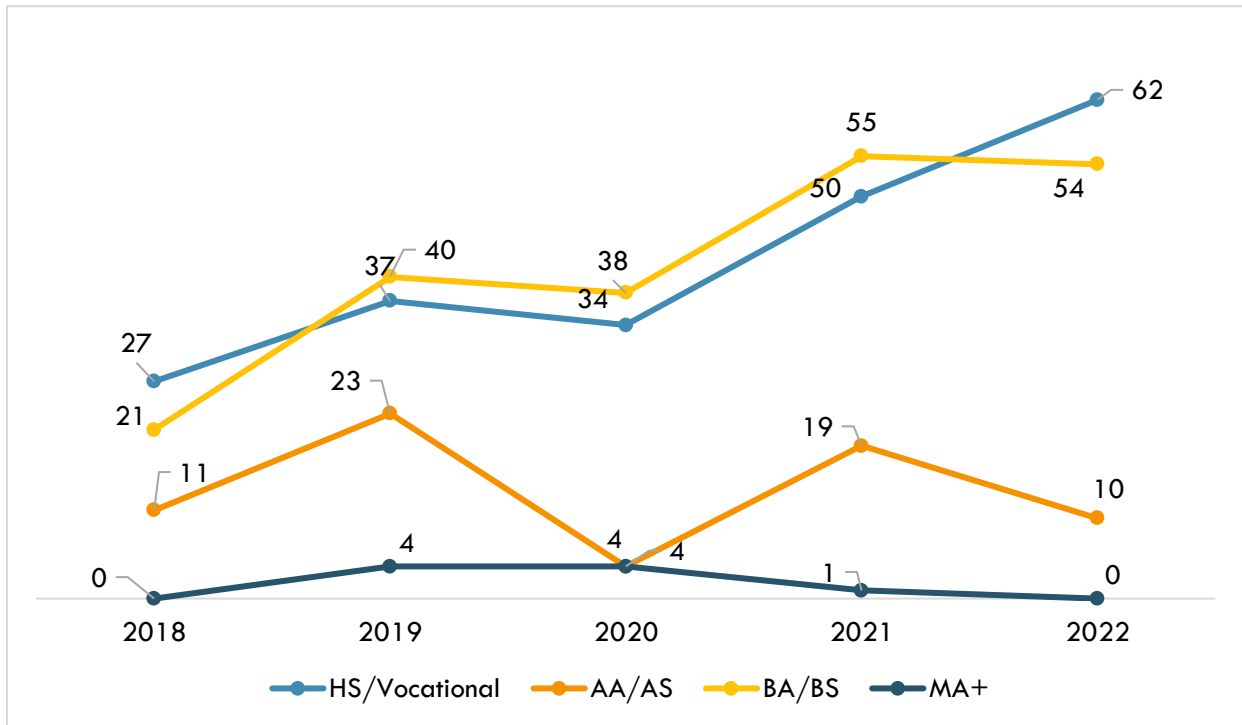
Certifications	Job Postings, Full Year 2022
Valid Driver's License	83
Secret Clearance	6
First Aid Certification	4
Cardiopulmonary Resuscitation (CPR) Certification	3
Counter Intelligence Polygraph (CI Clearance)	2

Source: Labor Insight/Jobs (Burning Glass)

Job Postings - Minimum Educational Attainment Over Time

Exhibit 10 displays the change in job advertisements over the last five years for Commercial Music, according to the minimum advertised education. In 2022, there were 126 total job ads posted with a minimum advertised education, with 62 of them requiring a high school diploma or equivalent.

Exhibit 10 – Educational Demand, Minimum Advertised



Source: Labor Insight / Jobs (Burning Glass)

Job Postings – Proportion of Job Postings by Minimum Educational Attainment Required

To gauge employer preference for candidates with particular education levels, the proportion of job postings by minimum advertised education appears in Exhibit 11. Employers posting job ads for Commercial Music have frequently sought candidates with a high school diploma or vocational training.

Exhibit 11 – Occupational Demand by Education, Minimum Advertised

Minimum Education Requirement	2018	2019	2020	2021	2022
HS Diploma / Vocational Training	46%	36%	43%	40%	49%
Associate Degree	19%	22%	5%	15%	8%
Bachelor’s Degree	35%	38%	47%	44%	43%
Graduate Degree	0%	4%	5%	1%	0%

Source: Labor Insight/ Jobs (Burning Glass)

Education and Training

Exhibit 12 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

Exhibit 12 – Education and Training Requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
27-2012	Producers and Directors	Bachelor's degree	None
27-2041	Music Directors and Composers	Bachelor's degree	None
27-2042	Musicians and Singers	No formal education credential	Long-term on-the-job training
27-4011	Audio and Video Technicians	Postsecondary nondegree award	Short-term on-the-job training
27-4014	Sound Engineering Technicians	Postsecondary nondegree award	Short-term on-the-job training

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Regional Completions and Openings

There were 976 regional completions (2021) and 266 regional openings (2021) in the South Central Coast region aligned with programs related to the occupations in this report.

Exhibit 13 – Completions and Openings

19 Regional Institutions had Related Programs (2021)	976 Regional Completions (2021)	266 Annual Openings (2021)
--	---	--------------------------------------

Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2021)
50.0601	Film/Cinema/Media Studies	186
50.0501	Drama and Dramatics/Theatre Arts, General	160
50.0901	Music, General	150
09.0701	Radio and Television	114
50.0602	Cinematography and Film/Video Production	73
50.0502	Technical Theatre/Theatre Design and Technology	66
50.0904	Music Theory and Composition	39
10.0203	Recording Arts Technology/Technician	36
50.0101	Visual and Performing Arts, General	36
10.0201	Photographic and Film/Video Technology/Technician	34
10.0303	Prepress/Desktop Publishing and Digital Imaging Design	30
09.0702	Digital Communication and Media/Multimedia	13
50.0903	Music Performance, General	13
09.0799	Radio, Television, and Digital Communication, Other	6
50.0910	Jazz/Jazz Studies	6
50.0913	Music Technology	5
50.1004	Theatre/Theatre Arts Management	4
50.0507	Directing and Theatrical Production	2
50.1003	Music Management	2
50.9999	Visual and Performing Arts, Other	1
50.0599	Dramatic/Theatre Arts and Stagecraft, Other	0

Source: Economic Modeling Specialists International (EMSI)

CCC and Non-CCC Awards

Exhibit 14 lists the number of completers from programs related to Commercial Music in the South Central Coast region.

Exhibit 14 – CCC and Non-CCC Awards the South Central Coast, 2021

CCC Programs	Completers
Moorpark College	168
Antelope Valley College	62
College of the Canyons	54
Cuesta College	53
Santa Barbara City College	42
Ventura College	25
Oxnard College	22
Allan Hancock College	20
Non-CCC Programs	Completers
University of California-Santa Barbara	266
California Institute of the Arts	143
California Lutheran University	35
The Master's University and Seminary	23
California Polytechnic State University-San Luis Obispo	21
California State University-Channel Islands	20
Westmont College	20
Ventura Adult and Continuing Education	2
Brooks Institute	0
ITT Technical Institute-Oxnard	0

Source: Economic Modeling Specialists International (EMSI)

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the regional Commercial Music Programs (TOP: 1005.00) for the 2019-2020 academic year.

- Completers of Commercial Music programs from the 2019-2020 academic year in the South Central Coast region had a **median annual wage upon completion of \$21,870**.
- 48% of students are **employed within a year** after completing a program.
- 17% of students **attained a living wage** within a year of completion.
- Completers experienced an average of +69% **change in earnings after exiting**.
- 63% of students were **part-time**, 5% **skill builders**, 37% **first-generation**, and 82% **economically disadvantaged**.

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represent the labor market demand for relevant positions most closely related to Commercial Music. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.