



FILM

MUSIC

TELEVISION

GAMES

DIGITAL MARKETING

Distribution & Delivery

Georgia Digital Entertainment



Georgia™

Film, Music &
Digital Entertainment

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1. Introduction

Fast-moving, radical technologies are reshaping today's global entertainment industry. The State of Georgia (USA) - due to its talent base, large media operations, high tech research institutions, favorable business environment and rich culture, among other factors - is uniquely positioned to meet the competitive challenges and economic development opportunities for what experts predict to be a globally proliferated, digital-technology-driven future, where consumers have the ability to not only be content consumers, but also be content creators.

These five digital entertainment industry sectors are:

Film
Music
Television
Games
Digital Marketing

Economics are driving the entertainment industry to adopt newer ways of communicating and collaborating with industry peer verticals and across sectors, as well as with their audiences, to create and deliver better content.

This report will provide a strategic overview of Georgia's current entertainment infrastructure, the economic conditions surrounding it, and the leading-edge technologies and strategies shaping it. It will also explore trends that foretell the transformation and possible convergence of these industry sectors into a broader, more comprehensive digital entertainment economic development ecosystem in the state of Georgia.

The purpose of this white paper is to identify the state's entertainment industry assets and resources and promote the State of Georgia as a premier location in which all digital entertainment companies should do business,



2. Digital Entertainment Defined

Digital Entertainment can be defined as the utilization of digital technology across the target-sectors of film, music, television, games, and digital marketing; the distribution and delivery system supporting those target-sectors; and the collaboration that exists between the sectors and the distribution and delivery system. It is the final piece—the collaboration—that presents the most poignant promise to the industry, and also represents one of Georgia's greatest advantages.

3. The Five Pillars and Distribution/Delivery

The emergence of digital distribution and delivery methods has had a transformational effect on every aspect of the entertainment industry value chain, including film, music, television, games, and digital marketing. Technology has accelerated the pace of change in digital entertainment and forced those within the industry to move quickly in order to stay ahead of the curve.

The nature of the public's consumption of entertainment has also changed in recent years, largely due to the availability of new methods of delivery. Rapid adoption of new distribution methods is completely reshaping the film, music, television, games and digital marketing segments around the world. An example is the rise of peer-to-peer file sharing services such as BitTorrent. This architecture is being used to deliver digital content and has fundamentally changed the Internet architecture by enabling high-speed and high-quality content distribution on the Web. With millions of users, BitTorrent's traffic has at times accounted for as much as 40 percent of all worldwide Internet traffic. The cooperation of many of the largest digital entertainment content producers from a variety of industries demonstrates that peer-to-peer file sharing has become a mainstream distribution-method reality.



The Digital Cinema Initiative (DCI), a joint venture of six motion picture studios, establishes an 'open architecture for digital cinema that ensures a uniform and high level of technical performance, reliability and quality.' Digital cinema is radically changing the way that motion pictures are made as well as the methods used to deliver them to theaters. On its own, digital cinema represents a profound change to the basic business model of the industry. Digital movies can be produced and distributed less expensively when compared to traditional motion picture film production. For instance,

new camera systems such as the Red Camera allow the capture of digital images directly to hard drives or flash-based storage at resolutions that dwarf HDTV. Combine this with new digital post production workflows including the rapid adoption of new, less expensive editing platforms, color correction, and special effects, and you get a completely digital model of creation, distribution and delivery is shaping the future of the film industry.

Another example of distribution methods causing changes in the entertainment industry is iTunes' incredibly successful use of digital distribution for music sales. The widespread adoption of digital music by consumers is the major force behind this change, and with service providers using digital (MP3) versus physical (CDs) delivery formats, the way the majority of music is purchased has been transformed, as has the recording industry's basic business model.

Interconnectivity is transforming the entertainment industry as well. The Recording Academy recently reported a noticeable increase in popularity ratings that can be attributed to the interactive voting component during the broadcast of the Grammy Awards show. Their successful, real-time aggregation of both SMS voting (text messaging) and Internet-based transactions enabled the Recording Academy to provide a new, engaging experience to one of the most-watched music awards ceremonies. This would not have been possible absent the effective combination of delivery technologies that are available to the digital entertainment industry today.

Digital broadcasting of television signals is now mandated as the standard for full power television stations to broadcast over-the-air signals in the United States. The use of communications satellites in the distribution of digital television programming has been a standard part of the broadcast distribution model for years. Today, IPTV, streaming and downloadable versions of new TV shows, and pay-per-view shows and events are all important parts of the current broadcast distribution model. Recently the free Internet website Hulu got over 35 million viewers per month (comScore Feb. '09). This represents a massive increase in the number of people choosing to view television over the Internet.

Digital Distribution has transformed the marketing and advertising world as well. Businesses such as DGFastChannel have capitalized on digital distribution methods to deliver advertising content to television broadcast and cable destinations, as well as radio stations. Their success



demonstrates that a company who embraces digital delivery and distribution will most likely become a market leader. Companies of all sizes and across a wide variety of industries are working to incorporate new tools into their new media strategy—some have full-time employees dedicated to keeping their Facebook content current and use Twitter to respond to customer inquiries and feedback. Celebrities and members of the media are now actively using Twitter which has given it major street credibility with mainstream consumers, and Twitter recently played a role in the Iran protests that has launched it beyond a simple entertainment tool.

The rapid growth in the power of game technology has also transformed entertainment. Playing games as a form of leisure activity has been socially acceptable for centuries, and advances in electronics have changed not only the widespread acceptance of games, but also the way people across the world use games to connect with one another. Games have become increasingly complex and interactive so that thousands of people can simultaneously play a single 'Massively Multiplayer Online Game' (MMOG). But beyond simply entertaining people, games have become a platform to create relationships, train employees, and run economies. The release of a free-to-play game model coupled with optional purchases of features such as vanity items or additional powers has accelerated the adoption of microtransactions in games, changing the entire model of how game developers create profits.

Games also have an enormous impact on the economy. The Electronic Software Association (ESA) estimates that U.S. computer and video game software sales were \$9.5 billion in 2007—more than three times the sales number from ten years ago—and are continuing to grow at a rapid pace. The full economic impact of the industry reaches much further, however. Game companies employ developers, designers and artists and the spread of games drives not only hardware and software sales, but technology advancements as well. In a paper on Game Impact Theory, Roger Smith, CTO for U.S. Army Simulation, Training, and Instrumentation, credits the game community for spurring improvements in CPUs, memory, graphics chips and cards, display monitors, network connections, sound generation, user interface devices, and back-end server computers. These advances benefit all industries that utilize these technologies and their corresponding price/performance ratios, and have contributed to the serious games movement, with America's Army being the most successful serious game to date.



The digitization of the entertainment industry has brought many new companies into the market due to lower barriers to entry resulting from technological innovation. The increased competition created by newcomers using cost-effective distribution and delivery methods to transform the business model in turn spurs further adoption of new techniques and an ever-changing business model.

4. Digital Entertainment in Georgia

4.1 Film

The largest state east of the Mississippi River, Georgia offers an astounding variety of landscapes including beautiful mountains, rural farmlands, coastal beaches and islands, swamps and marshes, scenic rivers and lakes, small towns, major metropolitan cities and more. Hundreds of motion pictures (major and indie) have been made in the state of Georgia, but in the first quarter of this year production has increased 700%! In addition to its natural beauty, varied topography, good climate and talented film professionals, Georgia now offers an unbeatable tax incentive of thirty per cent.

Georgia has long been friendly and welcoming to film production--in fact, Georgia, under then governor, Jimmy Carter, created the first state film commission to assist filmmakers who wanted to shoot in Georgia. That was 1972 and the attractiveness of the state as a production center has continued to grow.

Georgia boasts one of the deepest and most experienced crew bases in the country, with more than 4,000 union and non-union professionals. Another 800 production suppliers and support vendors also make their home here, from lighting and grip to film and HD camera rental houses, sound stages, post production facilities, film labs, video game development studios, sound design and recording studios, and much more. Georgia also has an extensive network of tremendously talented actors and casting agencies in addition to the crew base. The outstanding talent pool is consistently replenished with new graduates from Georgia State University (GSU). Located in downtown Atlanta, GSU is designated as the third most diverse university in the US. Of the 27,000 student body, 600 are undergraduate majors, 20 are Masters level production students and 10 study film theory and criticism as doctoral students. These film students are trained on state



of the art equipment in a multi-million dollar facility (DAEL). They produce award-winning short films, and they are available to work as PA's or interns on film projects shooting in the state.

The presence of a large film school helps to create the vibrant youthful film community found in Atlanta. This population which supports independent film productions and screenings, in addition to the annual Atlanta Film Festival, fosters a film-friendly cultural and artistic environment.

4.2 Music

Georgia is the home to a multitude of artists, producers, engineers, technicians, promoters. More than 37 artists, producers, songwriters, conductors and other musical talents with Georgia ties were honored as 51st Annual GRAMMY® Award nominees. Over the past few years the music scene in the Southeast, with Atlanta as its hub, continues to nurture a diverse music community.

Georgia is the birthplace of a number of music icons including James Brown, Ray Charles, and Otis Redding. In its early years, the Atlanta music community included: Little Richard, Gladys Knight, Brenda Lee, Billy Joe Royal, Joe South, Tommy Roe and the Classics IV, along with the burgeoning activity of the southern rock scene of Capricorn Records. Early visionaries included Bill Lowery, Phil Walden, Sam Wallace, Buddy Buie, Wade Pepper, Gwen Kesler and Mary Tallent who were determined to make a statement about their region's uniquely rich cultural heritage.

From the multi-GRAMMY winning and celebrated Atlanta Symphony Orchestra to our gospel greats such as Dottie Peoples, contemporary Christian artists Third Day and Casting Crowns, to country's finest including Travis Tritt, Mark Wills, Trisha Yearwood and Sugarland, Atlanta has either bred such luminaries or they have chosen to become a part of our collective and take advantage of the sophisticated infrastructure developing around the Atlanta music community.

The pop, rock, and alternative scenes continue in a grand Southern tradition, having produced such pioneers as Athens' R.E.M., B-52's, and Matthew Sweet. Atlanta has been home to the Black Crowes, Drivin 'N Cryin, Indigo Girls, Collective Soul, Butch Walker & Marvelous 3, Shawn Mullins, Sister Hazel, and John Mayer.



Film, Music &
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Top producers Dallas Austin, Bryan Michael Cox, DaddyO (Glenn Bolton), Jermaine Dupri, Jazze Pha, Organized Noize, and Brendan O'Brien give the top names in the business a great reason to record in Atlanta. Many artists have relocated to Atlanta including the illustrious Sir Elton John.

Atlanta has been described as "the new Motown". The emerging urban music scene has been home to many of the biggest selling and most influential Hip Hop and R&B artists, songwriters and producers including: Usher, Ludacris, T.I., TLC, Lil' Jon, OutKast (Andre 3000 and Big Boi), Jermaine Dupri, Young Jeezy, Ciara, Ne-Yo, Cee-Lo, Morris Day, Arrested Development, Whitney Houston, Toni Braxton, India.Arie, Whitney Houston, Monica, Bone Crusher, Goodie Mob, Yung Joc, J-Bo, Dem Franchize Boys, DJ Unk, Bubba Sparxx, Bobby Valentino, Pastor Troy, Lil Scrappy, Trillville, Bow Wow, Shop Boyz, Ying Yang Twins, 112, Jagged Edge, Lloyd, Kelly Price, Keri Hilson, Sean Garrett, Johnata Austin, Polow da Don, and Faith Evans.

In addition to Def Jam, Atlanta has a number of other successful record labels: So So Def Records, DARP, Grand Hustle Records, BME Recordings, Organized Noize, Disturbing Tha Peace, Big Oomp Records, Moodswing Records and Daemon Records.

Georgia has experienced significant growth in the music industry in the number of recording establishments, record labels, and other professional services located in the region. The Music SourceBook is a complete guide to music labels, distribution and publishing, and contains everything from promotion and legal information to studio facilities and concert events.

4.3 Television

Georgia serves as a production center for television work just as it does for film, and for many of the same reasons: locations, weather, crew base, climate, tax incentives. Numerous television films have been shot in Georgia, as well as television specials and television series. Before Tyler Perry's series, "House of Payne" and "Meet the Browns", there were others, such as the critically acclaimed, "In the Heat of the Night" and "I'll Fly Away". Serving as home –base for both Turner Broadcasting Systems and Cox Communications, Georgia continues to draw producers interested in creating projects for distribution on cable broadcast television and digital media platforms. Turner's local affiliate, Peachtree TV is providing a venue for producers to experiment with various scheduling arrangements and day



parts and audience demographics.

In addition, Georgia's public television network provides the state with innovative television fare, as well as providing a site for experimentation with emerging media reaching out to non-traditional viewers. The University of Georgia also recently acquired a television station which is being housed within the Grady College of Journalism and Mass Communication. The intent is to determine whether hyperlocal programming can succeed in a commercially viable way through user-generated content. The ultimate goal is to effectively distribute the programming statewide. WNEG will be part of a larger Center for Media and Social Responsibility that Grady College will host to distribute information on multiple platforms, while also giving journalism students the opportunity to produce in multiple ways.

National trade organizations associated with television have active chapters in Atlanta. The National Academy of Television Arts and Sciences serves the southeast region which comprises the following geographic areas: Alabama, Georgia, Mississippi, South Carolina, and Asheville, NC. The regional office of the Association of Independent Commercial Producers, which is located in Georgia, is a strong collective voice for this \$5 billion-plus industry, addressing its many audiences within the advertising community, business circles and government offices. Georgia Production Partnership is a not-for-profit coalition of companies and individuals who are active in the state's film, video, music, and interactive game industries. Established in 1998, this professional group represents the production community and promotes media production in the state. The National Cable & Telecommunications Association (NCTA) show has also be held in Atlanta in recent years.

4.4 Games

With an impressive technology infrastructure in place, Georgia is leading the way in the thriving and powerful video game development industry. Emerging media industries such as game development, animation and interactive entertainment are booming all across the state and in the fast-paced video game industry, access to the right tools and assets is necessary to surpass the competition, accelerate technological innovations, and achieve economic success.

Video Game Production Expenditures in Georgia:
2005 - \$13,300,000 (Economic Impact is \$24,000,000)



2006 - \$21,800,000 (Economic Impact is \$38,913,000)
2007 - \$71,000,000 (Economic Impact is \$126,735,000)

The most technically ambitious and anticipated games being developed in Georgia are MMOGs, which can take five years and more than \$10 million to develop completely. Georgia-based Kaneva falls into this category. Kaneva is an MMOG (massively multi-player online game), a broad description for a vast world of internet-based games in which players can create an animated character, or avatar, that lives in a virtual world, going on quests, buying clothing, building houses, and engineering hostile corporate take-overs.

Global Agenda is an MMO action game that takes place in a dystopian 22nd century, under development at Hi-Rez Studios in Metro Atlanta and Iceland-based game developer and publisher CCP Games has also established its North American headquarters near Atlanta in Stone Mountain, GA. CCP's titles include the massively multiplayer online game EVE Online™ amongst the most successful in the industry with a reported 11.5 million paying subscribers (at \$14.95 per month) at the end of 2008. EVE Online™ was first released in May 2003 and still retains a large, loyal user base. CCP's future MMOG, World of Darkness™, will be released with much anticipation soon.

After years of developing games for its website and the major console-based systems (PlayStation, Xbox, Wii, etc.), the Georgia-based Cartoon Network (CN) has launched its first MMOG. FusionFall was launched in January 2009 after roughly three years of development and beta testing. Atlanta-based Good Egg Studios, started in 2007 by Craig and Liz Kronenberger, is hoping to instill social responsibility among the players of Elf Island. Elf Island turns online gaming efforts into tangible offline results through non-profit partnerships. Elf Island invented Gaming for Good, Mirrored Gaming and GoodQuests and is an independent children's interactive entertainment developer that delivers entertaining game play for kids that inspires, rewards actions and builds awareness of social issues around the world. Elf Island partners with nonprofits such as Polar Bears International and Wild Aid, using donations that accumulate as player activity increases to help track polar bears or preserve endangered sharks in the Galapagos.



Blue Heat Games is one of the largest independent mobile-game studios, having developed 36 games for cell phones and wireless devices. The success of the game industry in Georgia is attributed to many factors, including:

- A young population (average age consistent with gaming professionals).
- A critical mass of graduates in computer design, engineering and animation through Georgia Tech, Southern Polytechnic State University, Kennesaw State University, and Georgia State University, (which combined produce over 1,000 graduates from information technology related majors), as well as Savannah College of the Arts (SCAD) and other private and public institutions.
- A leading position on attraction of in-migration of young, college-educated professionals, population and job growth.
- A widely considered top place of innovation, start-up activity and technology employment.
- High-tech research being conducted at the region's world-class universities is creating new companies, jobs and talent needed to grow the industry.
- A strong transportation and telecommunications infrastructure which has made the region a prime location for reaching the global marketplace, particularly Asia.

For an interactive map of Georgia game companies, visit www.gwinnettchamber.org/gaming.

4.5 Digital marketing

Now more than ever, Digital marketing provide the medium on which consumers and business interact with each other. Home to over 40 Interactive Agencies and a thriving entrepreneurial and startup community, Georgia provides the Entertainment industry with a strong technical means to deliver their content and entertainment experiences with the rest of the country and the world.

With the explosion of Entertainment available online and a growing number of platforms ranging from the Web to iPhones and other mobile devices, Georgia is well suited to provide the support and partnership that is found in only the most successful centers of the entertainment business.



Larger national interactive agencies like 360i, BKV, LBI, Moxie Interactive, Engauge Razorfish and Sapient all have placed offices in Atlanta to take advantage of the thriving Digital Application marketplace that is alive in Georgia. A number of growing agencies like Definiton6, IQ Interactive, and Solar Velocity also have chosen Georgia as their home due to the amazing diversity of talent and resources thanks to a well educated young workforce versed in digital marketing. The state has an incredibly industry-diverse number of enterprise and large corporations, and it has become a growing center for the convergence of traditional media, entertainment, and rich interactive media.

According to ComScore Video Metrix, as of the summer of 2009, over 78% of U.S. Internet users watch online videos and this number continues to rise. Online video companies like PlayOn! Sports which was selected by TAG as one of the 2009 Top 10 Innovative Technology Companies have chosen Georgia as their home. Exciting new companies like Vitruve Inc., sit at the convergence of Online Video and Social Media offering brands compelling ways to connect with consumers and through the utilization of consumer-generated video, photo, text, art or audio. Vitruve, based in downtown Atlanta, is a 20-employee firm specializing in the creation of online social marketing campaigns and tracking tools for Fortune 1000 companies. Founded in May 2006, the firm has more than 50 clients. Brands marketed by Vitruve include Chick-fil-A, Pepsi, Miller Lite, Dell and Arby's.

Social Media continues to be an area of extreme growth and is a center of exciting opportunity for the delivery of Digital Entertainment to the world. Facebook, YouTube and Twitter provide just some of the Social Media platforms that companies and consumers have found to share Digital Entertainment and there are companies in Georgia that are leveraging the power of these existing communities and platforms. Two such companies, TwitPay and Skribit, were recently launched by the Atlanta's Startup Weekend, hosted at Georgia Tech's Advanced Technology Development Center (ATDC) and showcase the young and vibrant entrepreneurial community being forged around the Digital Application space.

Skribit is a blogger tool that aims to cure writer's block by tapping an existing blog's readership for post suggestions keeping the blog fresh and relevant to its subscriber base. TwitPay leverages the hot social media



platform Twitter and the online powerhouse Amazon to provide a medium for companies to engage with their audience. Customers can use Twitter to learn about, hear about, then buy uploaded digital content such as music, ebooks, pictures and videos, and then TwitPay can help deliver it.

In addition to the mainstream social media sites, there are innovative companies in Georgia that aspire to provide the next big social media platform or provide companies and existing communities their own social media space on the web. ThePort Network, co-founded by Catalyst Magazine's 2002 Entrepreneur of the Year, Bob Cramer, is one such company that enables companies to enhance their existing web presence with branded online communities, creating engagement between the brand and its constituents, stimulating interaction between community members and the brand.

Rank 'em is another example of a promising digital application startup based out of based out of Athens, Georgia. Rank 'em is a crowd sourced ranking platform with a focus on music that allows fans to rank their favorite songs from all their favorite artists. Once Rank 'em establishes itself as the go-to resource for accelerating music discovery by aggregating the fan favorites, the platform has plans to extend to additional verticals such as film, television, and games.

And of course, Georgia understands and supports community. Groups like the Technology Association of Georgia (TAG), the Atlanta Interactive Marketing Association (AiMA) and the Atlanta Web Entrepreneurs group (AWE) boast membership numbers of over 1,000 digital application focused business professionals. New groups like the Digitainment Atlanta group founded in 2009 continue to emerge to serve this fast growing community in order to take advantage of a confluence of emerging economics trends, an existing business infrastructure and a forward-looking legislative commitment around the Digital Entertainment industry.



SPOTLIGHT: Atlanta's Wireless Industry

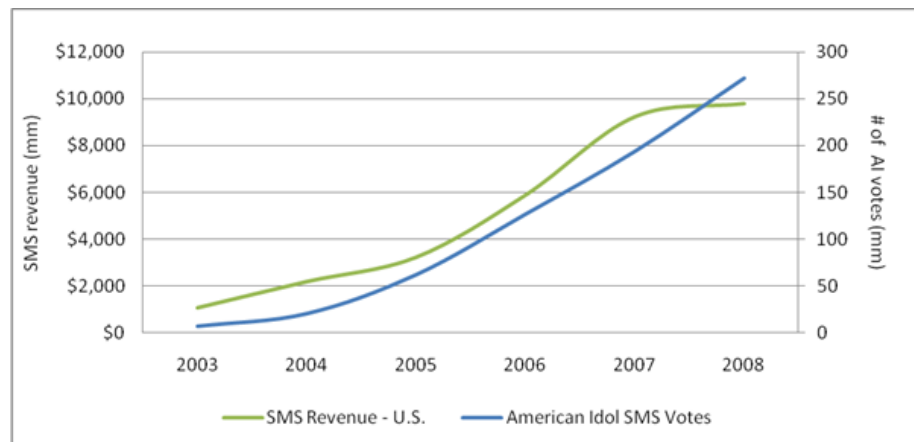
Critical to the success of digital entertainment is the ability to successfully deliver the finished product to the consumer. With domestic wireless penetration rates around 90%, mobile devices have become the most ubiquitous digital content delivery mechanisms in the United States.

As the former headquarters of BellSouth and Cingular (both now part of AT&T), Atlanta plays a vital role for AT&T and is the headquarters for AT&T Mobility and Consumer Markets, the company's national consumer telecommunications operations. Consequently, having AT&T's wireless headquarters in Atlanta has driven many of the largest players in the industry to open local offices. These include Nokia, Siemens, Qualcomm/Firethorn, Samsung, SonyEricsson, and most recently, Research in Motion (the manufacturer of BlackBerry™) to name a few.

In addition to AT&T, Atlanta is also home to Cox Communications, which is currently building out its own wireless network to offer wireless services to its base of over 5 million cable subscribers. SouthernLINC wireless, a subsidiary of Georgia-based Southern Company, also serves another 300,000 wireless subscribers from Atlanta. The net impact of being within proximity to these companies is having access to the decision makers that have significant influence of over 25% of the U.S. population.

Further validation of Atlanta's prominence in the wireless industry was achieved when the GSM Association (GSMA), whose members represents over 3 billion wireless subscribers across 219 countries, opened its North American headquarters here in 2007. GSMA executives noted that their decision was influenced by AT&T's presence, and by the fact that Atlanta "met the association's criteria for quality of life, cost of business, time zone, and access to talent."

From a Television perspective, one of the highest profile successes with wireless convergence involved Cingular/AT&T's sponsorship of American



Idol's text message (SMS) voting. During American Idol's second season in 2003, Cingular rolled out SMS voting to complement the existing dial-in voting option. The results were nothing short of spectacular. The television/mobile combination put SMS messaging squarely on the map in the United States, introducing subscribers to a new form of communication that has grown tenfold from \$1 billion in 2003 to an estimated \$10 billion in 2008.

As illustrated by the chart in Figure 1, SMS revenues in the U.S. have been propelled by the mass awareness generated by American Idol text voting that began in 2003.

Figure 1 - Data in millions

Regarding digital content, Atlanta's stature is boosted by the presence of Turner Sports, whose management of the NBA, NASCAR, and PGA digital properties have enabled leading edge wireless applications to be developed and launched from Atlanta as well. Furthermore, Turner's CNN and the Weather Channel's mobile sites are consistently rated in the top 10, drawing approximately 15 million combined unique visitors per month.

Mobile gaming in Atlanta is also a growth area as companies are finding Atlanta's local technology and creative resources to be a key strategic advantage in this highly competitive \$800 million industry. For example, Alcatel-Lucent recently decided to partner with Georgia Tech's Broadband Institute to form a team dedicated to developing sophisticated new gaming and entertainment applications in Atlanta. Additionally, mobile game development companies like Blue Heat in Atlanta and educational content for mobile companies like Urban Planet Mobile in Savannah call Georgia home.

4.6 Distribution and Delivery

Georgia is the hub of the distribution and delivery of digital content that has enabled the proliferation of the digital entertainment industry. Greater Atlanta-based companies touch every aspect of digital distribution, from state of the art equipment companies such as Cisco's Service Provider Video Technology Group (formerly Scientific-Atlanta) out of Lawrenceville, Georgia, which makes the set top boxes for AT&T's U-Verse product, for example, and EMS Technologies, out of Norcross, Georgia, which makes the compressors that enable smaller antennas for XM radios, to Internet Protocol Television (IPTV) and innovative new companies such as Clearleap, a TV technology platform that brings the power and flexibility of the internet into the traditional TV ecosystem. The Georgia based



technology platform is founded by executives and technologists who authored much of the VOD systems the cable and satellite television industries use today and was created to drastically improve the way television programming is managed, monetized and delivered. Clearleap's two core products are Clear|flow and Clear|profit. The former is a technology platform that empowers the TV industry to offer more relevant, timely, and localized content- and volumes more choice to subscribers. Clear|flow also gives operators the ability to program VOD and linear channels from the convenience of their desk top- a huge leap forward from how the industry operates now. The platform also offers content producers an easy way to distribute their content to the home television screen and their partners include traditional programmers to best of the web video. Clear|profit helps the cable industry better manage advertising by offering technologies that drastically improve the entire process of matching an ad to content. In less than two years, Clearleap has built a platform and a customer base that includes content providers as well as cable and IPTV providers across the country.

Internap Network Services Corporation is also headquartered in Atlanta. Internap offers route-optimized delivery of content over the Internet. Their Content Delivery Network (CDN) delivers services through Private Network Access Points (PNAPs) in North America, Europe, Asia, India and Australia. Internap's technology using a multi-layered approach of geo-targeting, routing-optimization, server clustering, and fault-tolerant storage systems to quickly and securely stream and distribute video, audio, advertising and software to audiences across the globe through strategically located high-capacity data centers. Internap provides game developers a low latency networked infrastructure that is well suited for online games, particularly massive multiplayer online games (MMOGs), and is playing an integral role in creating a breakthrough experience in the new game Global Agenda, developed by Hi-Rez Studios.



Atlanta-based Crawford Communications is an example of an electronic media services company in Atlanta that offers a full spectrum of services including satellite, video, and audio post production as well as digital media archiving services. Crawford, one of the largest TV network operations in the US, has been providing turnkey broadcasting solutions for clients across the globe since 1984. Crawford's clients also have access to the Southeast's premier post production facility, which has been providing many different type of clients a full suite of audio and video post production

services since 1981. They also have an impressive number film and television credits under their belt, the latest of which include "Star Trek" with Tyler Perry, "Happy Tears" with Demi Moore, new Lifetime series "Drop Dead Divas," ABC's episodic pilot "Solving Charlie" and the list goes on. Most of these major pictures came to Crawford Post for automated dialogue replacement (ADR) and dailies work, while others like award-winning indie film "The 27 Club" received high definition (HD) post production services.

TANDBERG Television's global headquarters is in Duluth, Georgia. Part of the Ericsson Group, TANDBERG Television delivers the multimedia technology and expertise that is moving digital video forward. Whether it's advanced compression systems, on-demand or content distribution, the company's award-winning solutions are used by the world's leading broadcasters, operators and programmers to deliver new viewer experiences and advertising opportunities. With a broad suite of open, standards-based products, TANDBERG Television offers the highest quality solutions for Digital TV, HDTV, VOD, and IPTV. In the distribution & delivery market, TANDBERG's MediaPath® Secure Content Delivery System is used by the premier production houses in North America to distribute highly secure content files over satellite or terrestrial networks.

Duluth-based Concurrent Computer Corporation is another example of a leading Digital Distribution and Delivery company headquartered in Georgia, with over 1.7 million video streams currently deployed world-wide. Concurrent's on-demand technology is shaping the future of video - as a leading provider of open, commercial-grade video solutions, Concurrent enables service providers to deliver the next-generation of rich, reliable and personalized video applications to any device, anytime, over any network. Concurrent's MediaHawk® Video Solution is designed to support broadband, wireless, and Internet delivery protocols from a unified, open standards based platform. Concurrent is also a leading provider of solutions for advanced advertising, content delivery and management and data collection and reporting, enabling operators to collect granular-level data across multiple screen environment, which can then be correlated into actionable information to enable a high level of advertising precision.

Atlanta is also the home of promising start-ups in the Digital Distribution and Delivery space. Asankya, a spin-out from the mobile computing labs of Georgia Institute of Technology, has developed patent-pending technology that makes the Internet a more efficient means to deliver high bandwidth



and real-time traffic. Asankya has reinvented Internet transport using real-time network information to optimally transfer data over multiple pathways simultaneously - dynamically avoiding bottlenecks that limit speed and quality today. Asankya has been working exclusively with the U.S. Intelligence Community, but has recently launched their commercial network offering, RAPIDnet(tm), enabling applications with private network performance, security, and reliability, over the Internet.

The recent announcement by the global technology and Fortune 500 Company NCR to relocate their corporate headquarters, their Global Customer Service Center of Excellence and a high tech manufacturing facility to Georgia reaffirms Georgia's leadership position in digital entertainment as well. NCR has launched into the Digital Entertainment space by partnering with Toshiba and MOD systems to offer media kiosks at popular public locations. The kiosks allow consumers to download music and movies either directly to a media device such as a mobile phone, or to an SD card and then play back the content either directly on the device or by using the SD card in a variety of other devices. NCR CEO Bill Nuti has explained the decision to enter the 125 year old company into the "growing and burgeoning (digital entertainment) environment" as part of a long-term strategy to be a leader in how the world connects, interacts, and transacts with business.

5. Testimonials

Existing Digital Entertainment companies and professionals explain why they have chosen to start, relocate, or expand their business in Georgia.

5.1 Dan Darling, Turner Broadcasting System, Inc.

Turner Broadcasting's local roots reach back to the company's founding some 40 years ago. Since then, Atlanta's talent pool of creative and technical expertise has furthered our company's extraordinary growth and business success. We have collaborated with and benefited from the wide range of telecommunication, information technology and digital arts companies operating in the area. Today, our business and civic ties to Atlanta are as strong as ever. A global leader in branded news, entertainment, animation and sports content for multiple user platforms and in consumer and production technology, we continue to grow in and with the hometown that gave us our start, and that we have helped shape as a 21st-century innovation crossroads for the world.



5.2 Sylvia Russell, AT&T Georgia

At AT&T, our mission is to connect people to their world everywhere they live and work and do it better than anyone else. As the headquarters of AT&T Mobility and Consumer Markets, and the home of approximately 20,000 AT&T employees, Atlanta plays a vital role for the company, our employees and our consumers.

5.3 Christopher W. Klaus, Kaneva

Online games are extremely competitive and seeing an explosion in growth internationally as well as in the U.S. More specifically, the State of Georgia [and Metro Atlanta] provides our game companies an edge over the competition. Georgia's cutting-edge technology schools are incubators for new and exciting entertainment technology. The region's support to qualify and create a specialized workforce for our industry enables us to keep digital entertainment resources here. In addition, Georgia offers the best digital entertainment incentives package in the nation, attracting new venture capital and angel investment that enables a deeper level of support and resource to the emerging startup and nascent game market for the region.

5.4 Tony Quin, IQ Interactive

IQ Interactive is an award-winning interactive agency based in Atlanta with offices in New York and Vancouver. IQ has won over one hundred national and international awards since 2006 including the coveted grand prize at Cannes for its work for VW. IQ's clients include UPS, Intercontinental Hotels, IBM, Royal Caribbean, Barclays bank and Johnson & Johnson to name a few. The agency located to Atlanta in 1995 from the West Coast to take advantage of the growing creative community and lower production costs. Recent years have not only shown a growth in world class digital talent in Atlanta coming out of Georgia Tech and SCAD, but also seen top talent moving back to the city after stints in New York and San Francisco. Atlanta continues to be a world class digital market with an international cosmopolitan environment and favorable economic climate. The weather's pretty good too. To see IQ's work go to www.iqinteractive.com



5.5 Todd Harris, Hi-Rez Studios

The state's entertainment incentives have supported our efforts to build an exceptional, Georgia-grown game development studio. We have relocated

over a dozen experienced game industry professionals to Georgia and put them in mentoring positions with talented new graduates. Our studio now employs over 45 programmers, digital artists, and designers in the production of our action massively multiplayer online game Global Agenda planned for release in late 2009. And, given the current incentives, we plan on being in Georgia for the long-term.

5.6 Greg Foster, Noro-Moseley Partners

Noro-Moseley has been an early and early growth stage venture capital firm in Atlanta for over 25 years. Our firm has invested in over 160 companies throughout the Southeastern US, with most of our portfolio companies residing here in Georgia. For decades, Georgia has been a leader in the field of media and entertainment, home to large media operations like Turner Broadcasting, Cox Communications, and The Weather Channel. Over the last decade, the critical mass of talent and ideas surrounding these large media stalwarts has begun to translate into enormous new business opportunities in the fields of gaming, social networking, digital video, and IPTV. The State of Georgia has jumped in to provide enormous incentives for businesses to relocate to the State and for local businesses to expand into new digital media categories. As one of the largest and oldest venture capital firms in the Southeast, we have made a concerted effort to find Georgia-based investment opportunities in the digital media space. Less than a year into our latest fund, we've already completed two digital media investments and we're looking to do more. The private and public commitment in Georgia to the digital media arena is unparalleled and presents a very exciting opportunity for our firm.

5.7 Shachar Oren, Neurotic Media

Neurotic Media is the market leader in online and mobile digital entertainment download solutions and is the digital platform-of-choice in the entertainment download marketplace, used in-house by major and independent record companies, e-tailers, brands and marketing agencies to empower private-label download distribution services. Neurotic Media's Software-as-a-Service ("SaaS") platform automates secure digital delivery (Web, Phone, etc.) of top-tier pre-licensed catalogs using turnkey private-labeled websites with integrated consumer data-mining services, as well as do-it-yourself content management services, store building and management tools (both Web and WAP), unique code redemption services



(for gift-with-purchase incentives and loyalty programs), and both online and mobile delivery options for a plethora of digital products and formats. Atlanta has served us as an advantageous location for multiple reasons: The development community (emerging from Georgia Tech and Kennesaw) is very talented, and unlike their peers on the West Coast, they like sticking around for a while; the entertainment business is highly developed on the creative side but not so much on the business side, which afforded us the opportunity to cherry pick talent with less competition; our local hi-tech vendor services, and all other overhead frankly, come at costs that are considerably lower than in the NE or out West, and yet are unrivaled in quality; also, the quality of life is great; and commuting to see clients out of ATL is a breeze as Delta and AirTran provide direct flights to pretty much everywhere. As a company, we could have not made the same achievements elsewhere.

5.8 Matthew Coble, Schematic Atlanta

Schematic is a full-service interactive agency based in Los Angeles and with offices in North America, Latin America, and Europe. We deploy our in-house marketing, creative and technical staff to develop solutions to our clients' communications and operations challenges. Our company works across a variety of digital platforms, including the Web, television, mobile devices, and public environments. While each medium requires specific experience and expertise, in all cases, we endeavor to improve the interactions between our clients and their customers and to make the interfaces we experience in our daily lives more powerful, simple, and engaging.

Given the heritage of our company, it made perfect sense for us to start an office in Atlanta in 2006 to expand our client relationship with Turner Broadcasting, to grow our presence in the southeast, and to bring the unique employment opportunities at our agency to the many talented people in Atlanta and those who are returning home or simply discovering that the South is a great place to be. From Atlanta, we can easily reach our clients from Washington, DC (National Public Radio, the Library of Congress) to Florida (Home Shopping Network, the WTA Tour) and throughout the Southeast. From the start, we have also cultivated relationships with Georgia Tech, UGA, SCAD, and the other schools in Georgia both to hire the talented students who emerge from their programs and to collaborate with faculty and students alike on the innovations—multi-touch and gesture-based interface systems, mobile location based services,



new interactive narrative forms, etc.—that will shape our industry going forward. In short, Atlanta has what we need to be successful: great talent, great clients, and the creative, innovative spirit that drives our business. To learn more about Schematic, please visit our website at <http://www.schematic.com>.

5.9 Marcus Matthews, Blue Heat

As a graduate of Georgia Tech, I've always been aware of Georgia's potential in the video gaming industry. I started in the interactive media space after graduation by working in Atlanta for IBM's Multimedia Group and Turner Broadcasting's Games Group. I relocated to San Francisco to join Sega of America and eventually ran its sports group, which generated about \$100 million in revenue. I noticed, however, that the caliber of talent I worked with in Atlanta was similar to the people at Sega. The big difference was that the video game industry was in California, not Georgia. So when I decided to start Blue Heat, I realized that Georgia was the best location. Even though the cost of living is much cheaper, that wasn't the driving factor. I felt there was a lot of untapped talent. And since starting in 2001, Blue Heat has evolved into one of the larger independent mobile game studios in the US. Blue Heat has shipped over 35 mobile games, including Jimmy Neutron (the Nickelodeon TV character), Sid Meier's Railroad Tycoon Mobile, and EA Sports NBA Live Mobile.

5.10 Craig Kronenberger, Elf Island

The Georgia tax incentive program has been instrumental in the continued success of our start-up company. Because of this additional funding we are able to progress the momentum of Elf Island's product development and marketing program. As a result, this positively impacts the kids who play Elf Island and the revenue generated for our company.

Investors love the idea that cash can come back to Elf Island for further development. It has clearly been an additional incentive for potential investors to provide funding in a kid's gaming start-up during a down economy. In a down economy the tax credits have provide cash reserves, which has provided additional job security for our employees during a recession.

5.11 Bill McCargo, Cisco (formerly Scientific Atlanta)

Scientific Atlanta (now a part of Cisco) has been operating very successfully for over 57 years in Georgia. We find the quality of life to be both excellent



and very affordable in comparison to other technology centers. Cisco acquired our company for our advanced video capability, and has now made our technology a center piece for the advancement of its video strategy. Our ability to attract technology talent is one the reasons for our long term success, and is again another reason that we find that once they relocate to our area, they become very attached to the region and "never want to leave."

5.12 Kirk Sarkisian, Discrevolt

Discrevolt's award-winning platform provides digital distribution to independent artists/labels through download cards, merchandize sales widgets and LIVESPASS 'instant live concert recordings.' With over 3500 artists/label customers, and over a million cards in distribution, Discrevolt empowers artists and labels to market their content from anywhere on the web.

All services and expertise needed from concept to growth are abundantly available in Atlanta. From programmers to graphics, from production to marketing and communication, Atlanta and the surrounding area has delivered a level of quality and creativity that exceeds by any measure. We are excited about the continuing development of a talent-pool based within reach and cultivated from the likes of Georgia Tech, UGA AND SCAD.

5.13 Michael Kogon, Definition 6

Definition 6, the Southeast's largest independent award-winning full-service interactive marketing agency, has been headquartered in Atlanta since it was founded over 11 years ago. Combining innovative marketing and ebusiness solutions, ranging from eCommerce and website design to rich media and Web 2.0 technology, with a consultative approach, Definition 6 ensures desired client outcomes are met. With solid infrastructure and web application development expertise, Definition 6 helps bridge the gap between marketing and IT. Definition 6 maintains key partnerships with both Microsoft and Google, and for more than a decade, has generated real business results for clients such as Gables Residential, Kawneer, La Quinta Inn & Suites, Verifone, and Wendy's/Arby's Group, Inc.

Atlanta offers an amazing diversity of talent and resources, it has an incredibly industry-diverse number of enterprise and large corporations, and it has become a growing center for the convergence of traditional media, entertainment, and rich interactive media. Add to that it's highly competitive cost of living compared to other large markets and the ease of cost-



effectively travelling to other cities from Atlanta and you have a great combination of factors that make doing business here highly attractive. To learn more about Definition 6 please visit www.definition6.com

5.14 Karen Lennon, Beyond Z

Georgia is a wonderful place to start and grow a business in media/entertainment/technology for advanced media and entertainment as it provides an environment of collaboration, incentive, and enthusiasm. I have been based in Atlanta throughout my career and have found that the easy access to existing and emerging talent through the region's educational institutions, knowledge capture and collaboration from companies headquartered here and from industry colleagues, interested investors who provide advice and networking, has given me the chance to confidently compete in the marketplace. The key to success in advanced media is understanding the whole environment, content, enabling technologies, distribution, and performance in the consumer experience. With leading companies across the food chain being based in Georgia, we, as an industry, have proven that through innovation, we are leading.

Additionally, the ongoing development of the tax incentive program has been recognized nationally and internationally, positioning Georgia as the emerging "place to be" for developments across the board. These incentives, along with already recognized successes will help us all continue to grow Georgia/Atlanta as a center for the Advanced Media and Entertainment industries.

5.15 Kathleen Fitch, Crawford Communications

Crawford Communications, Inc. works across a full range of digital services including video, film, audio, satellite, and digitizing and archiving. With many corporations headquartered in Atlanta as well as the universities and Georgia incentives, the city and state have been a force in digital media. We've seen a significant increase in business because of the high demand for going digital. Our talented engineers and staff built our facility with the future in mind and have successfully integrated this technology into our daily workflows. Everyone at Crawford is excited about the long-term growth of digital media and what it means to the industry.



5.16 Scott Tigchelaar, Riverwood Studios

Riverwood Studios was built in 1989 as key infrastructure component of Georgia's then burgeoning film industry. Set on 120 acres just 35 minutes from the airport, Riverwood's facilities include 4 soundstages, production offices, construction mill and most recently a live/work historic town backlot being developed adjacent to the studio in the historic district of the city of Senoia, GA.

A long shooting season, diversity of locations, existing production infrastructure, crew base, educational support, and ease of access via the airport were all critical considerations in the decision 20 years ago to locate Riverwood's facilities in Georgia... and the same still hold true today.

Notwithstanding the physical and financial attributes of locating a production studio in Georgia, one of the most critical advantages we've experienced as a company is the unity and responsiveness of Georgia's entertainment community and State Government to challenges that directly affect our industry. Working together, we've developed economic incentives that position Georgia competitively at the center of the world stage for new media and entertainment production.

The difficulties in starting, expanding, or simply operating a business in today's economic environment are challenging enough. It's nice to know that in Georgia you're not alone... you're part of a greater business community and State Government that come together as a team to identify and overcome those challenges.

5.17 Braxton Jarratt, Clearleap, Inc.

Atlanta is the perfect headquarters location for us because of the massive television and network technology industries located here. As Clearleap straddles both sectors, this region is rich in resources and talent for us.

We were able to secure top notch financial investors in both Silicon Valley and Atlanta, which speaks volumes about the confidence investors have in Atlanta's ability to support fast growth technology companies.



6. Digital Entertainment Criteria

6.1 Cutting-Edge Technology Schools

Georgia Institute of Technology (Georgia Tech)

One of the nation's top research universities, Georgia Tech is distinguished by its commitment to improving the human condition through advanced science and technology. The campus occupies more than 400 acres in Atlanta where more than 19,000 undergraduate and graduate students receive a focused, technology-oriented education. Accredited by the Southern Association of Colleges and Schools (SACS), the Institute offers many nationally recognized, top-ranked programs. Undergraduate and graduate degrees are offered in the Colleges of Architecture, Engineering, Sciences, Computing, Management, and the Ivan Allen College of Liberal Arts. The Georgia Tech Research Institute (GTRI), with 1300 employees solves complex problems for government and industry. Georgia Tech is consistently ranked in U.S. News & World Report's top ten public universities in the United States. Over the past decade, research expenditures increased by 99 percent to \$524.9 million in 2008. Georgia Tech ranks as number six in research expenditures among universities without a medical school. In addition, Georgia Tech has an estimated \$5.5 billion annual impact within the state of Georgia.

Within Georgia Tech there are more than twenty different initiatives, centers, colleges, labs and institutes pertaining to digital entertainment. The Information Technology and Communications Lab (ITTL) at GTRI conducts a broad range of research in areas of computer science, information technology, security, communications and networking. Researchers focus on next generation technologies.

The Graphics Visualization, & Usability (GVU) Center at Georgia Tech is an interdisciplinary research center encompassing a number of individual colleges at Georgia Tech as well as external collaborators. GVU focuses on unlocking and amplifying human potential through technical innovation in computing technologies. The faculty and students associated with GVU bring expertise ranging from science and engineering to the humanities and design. Deep collaboration between these diverse domains enables the GVU Center to engage in research that would otherwise be difficult to tackle in traditional academic and industrial settings. After more than fifteen years of practicing interdisciplinary research, GVU has gained an international recognition in 3D compression, animation, augmented reality, collaborative work, educational technologies, gaming, graphics, human-computer interaction, information visualization, new media, online communities,



perception, robotics, ubiquitous computing, virtual reality and wearable computing.

The Digital Media graduate program in the School of Literature, Communication and Culture housed within the Ivan Allen College of Liberal Arts is the nation's first humanities-based academic program in the digital arts and is one of the oldest in the country to embrace digital media and video games education and research. Led by internationally renowned theorists and practitioners, the master's and doctoral programs offer groundbreaking education in practical skills and theoretical foundations. Program graduates work around the world as leading designers, producers, and critical analysts of digital media.

Georgia Tech's Digital Lounge website, www.digitallounge.gatech.edu, showcases research, design, and critique from digital media programs and centers across Georgia Tech. The site features profiles and news in the areas of gaming, digital life, entertainment, and music as well health and education. <http://www.gatech.edu/>

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, the Savannah College of Art and Design is uniquely qualified to prepare talented students for professional, creative careers. SCAD graduates are in demand to become the next generation of creative leaders. SCAD is among the elite in national and international recognition, rankings and career placement and have 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. With campuses in Savannah, Atlanta, Hong Kong, Lacoste, France, and degree programs offered online through SCAD-eLearning, the university attracts students from all 50 states and more than 90 countries.

The SCAD Film and Digital Media Center—the former headquarters of WXIA, the local Atlanta-based NBC affiliate television station—will house academic majors within the School of Film and Digital Media, including animation, motion media design, interactive design and game development, visual effects and television producing.



SCAD Atlanta's intention is to create one of the most state-of-the-art digital media facilities in the Southeast. The new facility, scheduled to be opened in Fall 2009, will provide SCAD students with the opportunity to work and train in a real-world studio environment. Each major will have distinct labs and studio space. Labs will facilitate traditional classroom studio work, directed industry projects, and research and development for emerging types of media.

The expansive center has complete sound facilities, ample shooting space, multiple compositing facilities, and a large alternative methods and experimental animation area. Experimental immersive and interactive pieces can now be created using any and all methods available—both practical and digital. Accommodations also are available for students majoring in visual effects to fabricate miniatures or practical set extension to complement their digital elements. <http://www.scad.edu/>

University of Georgia

With 34,000 students from throughout Georgia, the country, and 127 other nations, The University of Georgia is the state's flagship institution of higher education. The oldest state chartered land grant university in the nation, it is located in Athens, 65 miles northeast of Atlanta. U.S. News & World Report's 2008 "Best Colleges" edition has UGA tied for 20th among national public research universities, and Kiplinger's Magazine ranks UGA 4th in its 2008 list of the "100 Best Values in Public Colleges." The Peabody Awards program, often cited as the most prestigious award in electronic media, is administered by the Grady College of Journalism and Mass Communication at the University of Georgia. . The Peabody archives, housed at UGA, contain some of the best radio and television programs produced in the last six decades.

UGA's Department of Theatre and Film Studies, based in the Franklin College of Arts and Sciences, is home to one of the nation's first computer animation programs. This unique program provides a strong foundation in computer animation within the dramatic arts, including directing, design, history, and theory for both stage and screen.

Facilities boast several computer labs devoted to 3D animation and interactive media, including a high-end graphics lab for class and personal projects, an optical motion capture studio, and a green screen room for compositing live action with animation. Recent professional projects include



animation for museums, stage performances, and History Channel features. The department conducts cutting-edge research in interactive media, such as the NSF-funded project Virtual Vaudeville: A Live Performance Simulation System. The department, with alumni including Wayne Knight and Alton Brown, has a long history of preparing media professionals. Recent students from the Department's MFA and undergraduate programs have worked for Disney, Giant Studios, Cartoon Network, HydraulX, Scanline, and Electronic Arts.

The Film Studies program emphasizes connections between cinema history, theory, and production. The program graduates approximately 15 majors and 25 minors each year. It features Georgia's premiere high definition classroom for 65 students. In 2009 alone Film majors were awarded internships working on ICE AGE 3 and The Colbert Report, among others. Thus UGA's Department of Theatre and Film Studies offers a rare combination of acting, directing, design and media courses.

Additionally, UGA's Interdisciplinary Studies Program offers partnerships with Computer Science, Art, Music, the New Media Institute, and Telecommunications for those interested in designing their own cross-disciplinary degree.

The New Media Institute (NMI) is an interdisciplinary teaching and research unit dedicated to exploring the critical, creative, and commercial dimensions of innovative digital media technology. The NMI offers the New Media Interdisciplinary Certificate that allows students studying in any major to develop the skills to effectively use new media in their chosen discipline. The Mobile Media Consortium (MMC) is an academic/industry partnership committed to discovering the future of mobile media. The Consortium resides in the New Media Institute (NMI) in the Grady College of Journalism and Mass Communications at the University of Georgia. The NMI innovates with new communication technologies and in 2003 initiated its current focus on mobile media content. Through support provided by Consortium partners, NMI students develop mobile media systems with a positive social impact. Through innovative projects and application development, the MMC and NMI seek to discover new ways that personal media can be used for public good.

UGA is also home to a prominent Music Business Program - a joint venture between the Terry College of Business and the Hodgson School of Music -



the purpose of which is to develop business leaders for the music industry. By integrating content from a variety of disciplines, the Program creates an intellectual synergy beyond what students can achieve in either the current business or music programs separately. Success in the music business requires a broad array of knowledge from a variety of diverse fields, and the UGA Music Business Program draws together these diverse and distinct areas of content into a coherent curriculum. <http://www.uga.edu/>

Georgia State University

Georgia State University (GSU), founded in 1913, has a mission of excellence in teaching, research and service. Located in the heart of downtown Atlanta, this major research university has an enrollment of 28,238 undergraduate and graduate students in six colleges. Georgia State is the second largest university in the state, with students coming from every county in Georgia, every state in the nation and from over 145 countries.

Georgia State University is the only university in Georgia that offers undergraduate and graduate degrees in film and television production. The university graduates 90 undergraduate film majors and 50 broadcast majors each year. Graduate students create student academy award-winning films and study the creation and distribution of traditional and new media. The centerpiece of the film, television, new media production is the DAEL, Digital Arts Entertainment Lab, a multi-million dollar facility in downtown Atlanta which consists of HD production and post production facilities, an automatic dialog replacement and Foley recording studio, a large blue screen studio, a glassed in stage facing Atlanta's central park and a 35 seat HD Theater.

In addition to being involved with curriculum, DAEL serves as a hub for "all things film" in the state. DAEL regularly sponsors investor screenings, press junkets, career seminars and maintains listserv of over 700 film students, alumni and others to supply information to producers looking for extras, interns, editors, effects artists and other resources. DAEL also maintains Facebook and Twitter interfaces to the Georgia film community. They have developed pilot projects with a variety of partners including Dallas Austin, Georgia Public Broadcasting, Kaneva, Department of Natural Resources and many more. Through the Commerce and Creativity Initiative, DAEL works with the Robinson College of Business and the College of Law to teach film and digital media entrepreneurs to understand the financial and



legal aspects of producing, protecting and distributing commercially viable intellectual property. <http://www.gsu.edu/>

The Art Institute of Atlanta

Founded in 1949, The Art Institute of Atlanta has offered programs focusing on design and the applied arts since the mid-1970s. Programs of study are developed and updated in response to industry needs; program advisory committees in each field are consulted regularly to keep programs current and relevant to current market trends. The college is the only private college in Georgia devoted specifically to the commercial arts to be an accredited institutional member of NASAD, the National Association of Schools of Art and Design, in addition to its accreditation by the Commission on Colleges of the Southern Association of Colleges and Schools. The Art Institute has campuses in both Atlanta and Decatur, with a total enrollment of more than 3600 (as of fall 2008) from 43 states and 30 countries, and offers study abroad programs in countries throughout the world. Many classes are offered online as well as in the classroom. Faculty are experienced in the fields they teach as well as committed to student success in learning, which along with a hands-on, practical curriculum ensures that students are given the skills they need to hit the ground running when they enter their chosen fields. The Art Institute's commitment to excellence and career education is shown in the success of its graduates, who are in demand with employers throughout the southeast and beyond. In 2007, of all graduates available for employment, 90.8% were working in a field related to their program of study within six months of graduation. <http://www.artinstitutes.edu/atlanta/>

Southern Polytechnic State University

Southern Polytechnic State University students study the sciences and technologies in a unique, practical manner, providing an education that is career-based and balanced. Southern Polytechnic is a residential, co-educational member of the very progressive University System of Georgia located on 193 acres of naturally wooded landscape in the historic and vibrant city of Marietta just 20 minutes from downtown Atlanta. Approximately 4,800 students study at Southern Polytechnic, from some 35 states and 82 countries. Since its founding in 1948, the university has earned an exceptional academic reputation due to its programs of study, bright students, the dedicated and experienced faculty, and its hands-on approach to education.



Last year alone, Southern Poly graduates nearly 240 from information technology-related majors. Among these graduates were over 20 majoring in Quality Control Technology / Technician, from the School of Engineering and Technology Management, and nearly 25 majoring in Computer Software Engineering. <http://www.spsu.edu/>

Technical College System of Georgia

The Technical College System of Georgia is a unified system of technical education, custom business and industry training and adult education. Their programs use the best available technology and offer easy access to lifelong learning for all Georgians. This system is part of a seamless education process for Georgia in which students can transfer credits efficiently as they advance from secondary schools to technical colleges and to the University System. Curriculum standards have been developed with direct involvement of business and industry, and serve as the industry-validated specifications for each occupational program.

With academic programs focused on real-world education for real-world jobs, Gwinnett Technical College is an example of the tremendous resources Georgia's technical colleges have to offer companies. Gwinnett Technical College, a SACS accredited institution, provides the region with the highly skilled workforce they need to grow and thrive. Through Associate Degree, Diploma, and Certificate credit programs as well as Continuing Education, the college offers programs in Simulation/Game Development, Web Design, Visual Arts & Design including Digital Imaging, and Commercial Photography in addition to Programming, Ecommerce, Internet Security, and Networking. Many of these academic programs provide internship opportunities for local students and companies. In addition to these programs, Gwinnett Technical College offers a newly developed curriculum specifically focused on Data Centers, which provides an overview of data center concepts including data center functions and terminology, site layout, power distribution, cabling, security and environmental concepts. In total, Gwinnett Tech graduates approximately 400 students annually in its computer science academic programs and provides support for ongoing professional technology development and a certification center for technology professionals to continue to learn and become certified in their technical specialties. These offerings coupled with the Georgia Quick Start program, the Georgia Retraining tax credit program, and the Georgia Work Ready program create an environment for Digital Entertainment companies to excel in Georgia. <http://www.tcsg.edu/>



6.2 Available Talent

The University System of Georgia graduates, on average, almost 2,800 students a year in Digital Entertainment programs, and the state of Georgia has a multitude of educational institutions that offer degree and certification programs in Digital Entertainment sectors:

Albany State University

Albany State University offers Music, Computer Information Systems, and Computer Science programs. Their Computer Science program graduates 15-20 students a year. <http://www.potentialrealized.org/>

Albany Technical College

Albany Technical College offers a new Visual Communications Associates Degree that is expected to graduate about 5 students a year. www.albanytech.edu/

American InterContinental University

American InterContinental University's Dunwoody and Buckhead campuses together offer a Game Design and Development program with about 6 graduates each year. <http://www.aiuniv.edu/>

Armstrong Atlantic State University

Armstrong Atlantic State University offers programs in Computer Science, Engineering Studies, Information Technology, Music, Film, and Theater. They have between 50 and 60 graduates from these programs each year, and send 80 to 100 students to Georgia Tech to finish their BS Engineering degrees. <http://www.armstrong.edu/>

The Art Institute of Atlanta

The Art Institute of Atlanta offers degrees in Game Art & Design, Visual & Game Programming, Media Arts & Animation, Digital Filmmaking & Video Production, Visual Effects & Motion Graphics, Audio Production, and Web Design & Interactive Media. There are more than 200 graduates each year in these programs combined. <http://www.artinstitutes.edu/atlanta/>



Atlanta Metropolitan College

Atlanta Metropolitan College offers several Music programs including Applied Performance, Music Education, Church Music, and Music Composition; Music Recording and Music Production; and Music Management. These are Associate Programs with several graduates in each program every year. <http://www.atlm.edu/>

Atlanta Technical College

Atlanta Technical College offers a Computer Programming Database Specialist, Networking Specialist, Visual Communications, and C++ Programmer program. Graduate numbers were unavailable. <http://www.atlantatech.edu/>

Augusta State University

Augusta State University offers programs in TV production, electronic media, digital editing, script writing, independent and documentary filmmaking, writing song lyrics, web publication design, writing online. They have between 30 and 40 graduates with BAs in these programs each year. <http://www.aug.edu/>

Augusta Technical College

Augusta Technical College offers a diploma level program in Printing/ Graphics Technology (PGT) with 8 graduates each year and an Associates Degree in Media Communications Technology with about 15 graduates every year. <http://www.augustatech.edu/>

Bainbridge College

Bainbridge College offers programs in Music, Computer Information Systems, Electrical/Electronics Technology and Maintenance, Film, Video & Stage Technology. Bainbridge College graduates between 10 and 15 students in these majors each year. <http://www.bainbridge.edu/>

Brenau University

Brenau University is an undergraduate- and graduate-degree-granting liberal arts institution with programs in music, technical theater, arts management and other disciplines that will produce talent for the industry. Brenau offers a bachelor of arts degree in mass communication with concentrations in digital media, broadcasting and media management. Brenau also offers a bachelor of arts in graphic design that has a cross discipline focus in art, mass communication and business. Graduate numbers were unavailable. <http://www.brenau.edu>



Central Georgia Technical College

Central Georgia Technical College offers a Computer Animation and Multimedia Degree, a Computer Animation and Multimedia Diploma, a 3D Animation Specialist Technical Certificate, and an Electronics Fundamentals & Electronics Technology Industrial Systems program. Graduate numbers were unavailable. <http://www.centralgatech.edu/>

Chattahoochee Technical College

Chattahoochee Technical College offers a program in Entertainment Tech and Television Production Technology, Graphics/Motion Graphic and graduates 60 students with Associate Degrees each year. <http://www.chattcollege.com/>

Clark Atlanta University

Clark Atlanta offers programs in Computer and Information Science, Mass Media, and Music and graduates 6 students annually with BABS degrees in Music, 137 in Mass Media, and 15 undergraduate and 7 with Masters degrees in Computer Games. <https://www.cau.edu/>

Clayton State University

Clayton State University offers programs in Communications and Media Studies, IT, and Music Composition. They have approximately 100 graduates in the IT programs and 10 graduates in the Media and Music programs each year. <http://www.clayton.edu/>

Columbus State University

Columbus State is the home of Project STEADI (Simulation Technology Education Assisting the Defense Industry) and the TSYS Department of Computer Science. They offer a B.S. in Computer Science (Systems), Computer Science (Applied), and B.S. Computer Science (Games). The Computer Science (Games) program is in its third year with 50 students anticipated to graduate next year and 50 new students selecting the track for Fall 2009. They also offer a B.S. Information Technology with graduates scheduled for Spring 2011, and a popular mini-concentration in Computer Graphics. They offer a M.S. in Applied Computer Science with two tracks – Information Assurance and Software Development and will start a new track in Modeling and Simulation in January 2010. There are over 100 students in the graduate program. <http://www.colstate.edu/>



The Creative Circus

The Creative Circus offers programs in Industrial Design, Advertising, Imaging, and Copy-Writing. They graduate approximately 100 students a year. <http://www.creativecircus.edu/>

Darton College

Darton College offers two-year associates degrees in Art, Computer Information Systems with 7 to 10 graduates each year, Computer Science with 8 to 10 graduates each year, Mass Communication with 4 to 5 graduates each year and an additional 4 to 6 students that transfer to senior institutions, and Music with 10 to 12 graduates each year and an additional 20 students that also transfer. They also offer certificate programs in Graphic Design, Video Techniques and Applications, Visual Communications, Mass Communication, and Technical Theatre with an additional 10 to 12 students completing these programs each year.

<http://www.darton.edu/>

Devry University

DeVry has multiple locations in Georgia with a variety of applicable program- offerings. From the College of Media Arts & Technology, they offer an AAS in Web Graphic Design and from the College of Engineering & Information Sciences, they offer a Master of Information Systems Management, a Master of Network and Communications Management, a BS in Computer Engineering Technology, a BS in Computer Information Systems, a BS in Electronics Engineering Technology, a BS in Game and Simulation Programming, a BS in Network and Communications Management, an AAS in Electronics and Computer Technology, an AAS in Network Systems Administration, and a BS in Multimedia Design (begins July 2009). Over this past year, approximately 110 Associate and Bachelor level students graduated from the above named degree programs and during the same time period approximately 50 Master's level students graduated from the above named master's programs. <http://www.atl.devry.edu/>

East Central Technical College – Fitzgerald

East Central Technical College offers a game programming diploma and certificate, with several graduates every year. [http://](http://www.eastcentraltech.edu/)

www.eastcentraltech.edu/



East Georgia College

East Georgia College has degree programs in Computer Science and Information technology. <http://www.ega.edu/>

Emory University

Emory offers programs in Music, Film, and Computer Science. Their Music program graduates about 25 undergraduate and 8 graduate students each year. Film and Computer Science undergrad numbers were not available. <http://www.emory.edu/home/index.html>

Fort Valley State University

Fort Valley State University has programs in Music, Mass Communication with a concentration in Broadcasting, Computer Science and Computer Information Systems. <http://www.fvsu.edu/>

Gainesville State College

Gainesville State offers programs in Computer Science, Engineering, Engineering Technology, Media Studies, Music, Theater and an Entertainment Technology Certificate. <http://www.gsc.edu/Pages/default.aspx>

Georgia College and State University

Georgia College and State University offers a BA in communications and a BA in Music composition, graduating 50 and 7 students in each program a year, respectively. They also offer a minor in Creative Music Media. <http://www.gcsu.edu/>

Georgia Gwinnett College

Georgia Gwinnett College offers Bachelor of Science degree in Information Technology with tracks in Business, Software Development and Systems and Security. As with all programs at the new school, graduate numbers are growing and the expectation is that there will be 50 graduates each year in the Software Development major alone. <http://www.ggc.usg.edu/>

Georgia Institute of Technology

Georgia Tech offers eleven different majors that yield graduates in the digital entertainment space through the Georgia Tech College of Computing (COC); The Ivan Allen College of Liberal Arts School of



Literature, Communication and Culture (LCC); and College of Architecture Department of Music; and the College of Science School of Psychology. Degrees include: BS, Computational Media, joint COC & LCC, 50-60 grads/yr; BS, Media Thread, COC, new program, no graduates yet; BS; Science, Technology & Culture, LCC, 40 grads/yr; MS, Digital Media, LCC, 10-20 grads/yr; MS; Human-Computer Interaction; COC, LCC & Psychology; 20 grads/yr; MS, Computer Science, COC, 100 grads/yr; Ph. D., Digital Media, LCC, 1-4 grads/yr; Ph. D., Human-Centered Computing, COC, 3-5 grads/yr; MS, Music Technology, Architecture, 5-10 grads. Also, a Ph.D. in Music Technology is in the final approval stage with students starting in January 2010, and a joint music and College of Computing undergraduate degree is in the planning stages as well. <http://www.gatech.edu/>

Georgia Northwestern Technical College

Georgia Northwestern Technical College offers an Associate of Applied Science Degree in Internet Specialist Web Site Design and a diploma in Internet Specialist Web Site Design, and graduates about 8 students a year. <http://www.northwesterntech.edu/>

Georgia Southern University

Georgia Southern offers programs with concentration in Graphic Design, Broadcasting, Computer Science, Digital Imaging Systems, Engineering, Graphic Communications Management, Imaging information systems, Music Technology, and Visual Communication Design. Georgia Southern graduates almost 40 students in Broadcasting, 100 students in IT programs, and 60 students in the Visual Arts each year. <http://www.georgiasouthern.edu/>

Georgia Southwestern State University

Georgia Southwestern State University offers the following undergraduate and graduate degree programs in the computing field: Bachelor of Science in Computer Science, Bachelor of Science in Information Technology (BSIT program includes the Multimedia option), Master of Science in Computer Science and Online Master of Science in Computer Science, with approximately 30 BS/MS graduates each year. The University also offers the Certificate in Web Design and the Online Graduate Certificate Program in CIS. The Computer Science Department has experience in development Information Kiosks (Motorola and Whole Foods Market) and Computer Games (NASA Grant). <http://www.gsw.edu/main/>



Griffin Technical College

Griffin Technical College offers Associates degrees, diplomas and certificates in Printing & Graphics Technology, Web Site Design, and Web Applications & Services Development, as well as certificates in Video Production and Digital Photography. <http://www.griffintech.edu/>

Gwinnett Technical College

Gwinnett Technical College offers Simulation/Game Development, Web Design, Visual Arts & Design including Digital Imaging, and Commercial Photography in addition to Programming, Ecommerce, Internet Security, and Networking. As a SACS accredited college, Associate of Applied Science Degrees along with Diplomas and Technical Certificates of Credit (Certificates) in each of these programs. Programming, graduates 40 students every year; Web Design graduates 30-40 students every year; and Gaming, which is a new program, is expected to graduate between 15-20 students a year. The Visual Design Program students have placed in the top three positions four years in a row at SKILLS USA. <http://www.gwinnetttech.edu/>

ITT Technical Institute

ITT has several locations in Georgia and offers programs in Digital Entertainment and Game Design, Visual Communications, and Multimedia. <http://itt-tech.edu/>

Kennesaw State University

Founded in 1963, Kennesaw State University is the third-largest in the University System of Georgia with more than 22,000 undergraduate and graduate students representing 142 countries. Annually, they graduate more than 170 students with information science and computer science degrees and an additional 75 students in the visual or performing arts.

LaGrange College

LaGrange College has programs in Graphic Design, Graphic/Surface Design and Music - Creative Technologies. They typically graduate between 5 and 10 students each year in Creative Music Technologies - Digital Work and 10 in Graphic Design. <http://www.lagrange.edu/>



Lanier Technical College

Lanier Technical College has degree programs in Desktop Publishing Technician, Graphic Arts Fundamentals, Printing and Graphics Technology, Internet Specialist-Web Design, Internet Specialist-Associate Degree, and Web Site Fundamentals. These programs yield 26 graduates each year. <http://www.laniertech.edu/>

Macon State College

Macon State College has programs in Network Technologies and Administration, Integrated Digital Media, Software Development, and Information Technology Management. Macon State graduates approximately 85 students in these programs each year. <http://www.maconstate.edu/>

Morehouse College

Morehouse College offers degrees in Music and Computer Science. <http://www.morehouse.edu/>

North Georgia College and State University

North Georgia College and State University offers programs in Visual Arts, including a BA in Studio Art with about 15 graduates a year, a BS in Art Education and Art Marketing that each have about 6 graduates a year, and an Med in Art with 4 graduates a year; Music and Music Education with about 7 graduates a year, as well as a BS in Computer Science and Computer Information Systems, each with about 4 graduates a year. <http://www.ngcsu.edu/>

North Georgia Technical College

North Georgia Technical College graduates about 35 students every year in Web Specialization Graphic Design Computer Animation Certificate, Technical Diplomas, and Associates Degree. <http://www.northgatech.edu/>

Oglethorpe University

Oglethorpe University has degrees in Communications and Computer Science. <http://www.oglethorpe.edu/>

Okefenokee Technical College

Okefenokee Technical College an Internet Specialist Web Site Developer program. Graduate numbers were unavailable. <http://www.okefenokeetech.edu/>



Piedmont College

Piedmont College has an Art program with concentrations in 2D and 3D, Graphic Design, Mass Communications, Music, Web Design, Digital Video Production, and Digital Layout for Print. The BA program graduates about 12 students each year and the Bachelor of Arts and Bachelor of Fine Arts degrees in graphic design programs currently have six students majoring in graphic design. <http://www.piedmont.edu/>

Portfolio Center

The Portfolio Center offers certificates in Art Direction, Copywriting, Design, Illustration, and Photography, as well as a Digital Media track. Most students have undergraduate degrees upon starting at Portfolio Center and so the curriculum is considered graduate-level. Graduate numbers were unavailable. <http://www.portfoliocenter.com/>

Reinhardt College

Reinhardt College has a School of Communication and Music, Theater and Technology Visual Communications and graduates about 24 students each year. <http://www.reinhardt.edu/>

Savannah College of Art & Design (SCAD) (Savannah & Atlanta)

The Savannah College of Art & Design graduates roughly 200 students a year in Undergraduate Digital Arts, and offers programs in Advertising Design, Animation, Broadcast design, Motion Graphics, Film and Television, Graphic Design, Illustration Design, Interactive Design and Game Development, Sequential Art , and Visual Effects. <http://www.scad.edu/>

Southern Polytechnic State University

Southern Polytechnic State University offers a Computer Science BA and MA, and Software Engineering BA and MA, and Technical Communications BA, an Information Design and Communication MA and just got approved for a Computer Game Design and Development BA. They graduate well over 200 students each year in these programs. <http://www.spsu.edu/>

Spelman College

Spelman College offers programs in Computer Science, Engineering, and Music including Music Technology and American Pop. Graduate numbers were unavailable. <http://www.spelman.edu/>



Toccoa Falls College

Toccoa Falls College offers programs in Music, Mass Communication, Broadcasting Film, Communication Studies and Music, with about 9 graduates annually. <http://www.tfc.edu/>

University of Georgia

The University of Georgia graduates 50 undergraduate students, 10 masters degree students and 10 Ph.D. students every year through their department of Computer Science. They also have about 55 students that earn New Media Interdisciplinary Certificates each year, and 60 to 70 students that earn an Interdisciplinary Certificate every year through their Music Business program. UGA's Film/Cinema Studios program typically produces over 10 graduates each year. graduate numbers were unavailable. <http://www.uga.edu/>

University of West Georgia

University of West Georgia's (UWG) Computer Science Department offers an ABET accredited Bachelor of Science in Computer Science, Master of Science in Applied Computer Science, and several Graduate Certificates in Computing. Their curriculum includes both traditional and emerging areas of computing such as software engineering, web technologies, databases, systems and networks, artificial intelligence, and interactive media and gaming and graduate over 15 students per year. UWG graduates 12 to 15 students each year in Theater (includes film), 6-8 students each year in Music, 10 students with a BS in Computer Science and 5 students with an MS in Applied Computer Science. <http://www.westga.edu/>

Valdosta State University

Valdosta State University offers a Computer Science program with over 10 graduates a year and a Mass Media program with nearly 45 graduates a year. <http://www.valdosta.edu/>

Valdosta Technical College

Valdosta State University offers a major in Computer Science with 9 graduates annually and a major in Computer Information Systems with 9 graduates annually; the Department also offers a minor in Computer Science. The Computer Science and Computer Information Systems Programs provide students with a major focus in computer science, a



broad-based general education, and a strong foundation in mathematics while focusing on problem solving, analysis, design, and implementation of software systems. Additionally, VSU offers majors in Art and Mass Media which collectively have 51 graduates per year. The Mass Media Program allows students to concentrate in one of four emphasis areas: Broadcast Journalism, Video, Audio, and International Documentary Production. In addition to traditional studio programs, the Art Department's instruction includes Art Education, Interior Design, Art History, and electronic media, such as Animation, Graphic Design, and Photography. <http://www.valdostatech.edu/>

Wesleyan College

Wesleyan College has a Music program, a Communications degree with a concentration in Media Film Studies and has 100 graduates each year in these two fields of study. <http://www.wesleyancollege.edu/>

West Georgia Technical College

West Georgia Technical College has programs in Digital Media Technology, Drafting, Electronics Technology, with 5 students earning their Associates Degree and more than 25 students earning their certificate level completion in these fields each year. <http://www.westgatech.edu/>

Westwood College

Westwood College has an Atlanta Midtown & Atlanta Northlake campus that offers Bachelor's degree Animation, Game Art, and Visual Communications and an Associates Degree in Graphic Design. They have more than 40 students graduate each year in these programs <http://www.westwood.edu/>

Young Harris College

Young Harris College has programs in Music and Computer Science. Graduate numbers were not available. <http://www.yhc.edu/>



6.3 State and Local Incentives

6.3.1 State of Georgia Entertainment Incentives

On May 12, 2008, Governor Sonny Perdue signed into law the Georgia Entertainment Industry Investment Act, boosting the state tax credit for qualified production and post-production expenditures by as much as 30%. It is available not only to traditional motion picture projects such

as feature films, television series, commercials and music videos, but also innovative new industries such as game development and animation.

The Georgia Entertainment Industry Investment Act offers an across the board flat tax credit of 20% based on a minimum investment of \$500,000 on qualified productions in Georgia. An additional 10% Georgia Entertainment Promotion (GEP) uplift can be earned by including an imbedded animated Georgia logo on approved projects.

In addition to the Georgia Entertainment Industry Investment Act, the State also offers a Sales & Use Tax Exemption. Qualified companies can get an immediate point-of-purchase sales tax exemption that will save productions up to 8% on most below-the-line materials and service purchases or rentals.

6.3.2 State of Georgia Business Incentives

Businesses are nurtured by Georgia's vast resources and services, designed to speed and sustain economic growth and market success. Small business start-ups and Fortune 500 companies alike can utilize Georgia's many tax credits, designed to speed financial prosperity and enrich their workforce. Establishing or relocating a headquarters to Georgia may qualify companies to receive headquarters or new manufacturing facilities job tax credit for establishing jobs. Businesses can also benefit from the tax credits designed to accelerate economic growth in Georgia's competitive industries.

Employees will also find Georgia to be a place for personal growth and enrichment. Ongoing workforce training opportunities, supported by the Employer's Credit for Approved Employee Retraining, include a proactive retraining of employees to help them learn the new skills required in a changing competitive environment. The low cost of living across the state, lower energy costs and valuable tax credits all translate into savings and better quality of life for employees.

Economic success is a common goal for all businesses, and forward-thinking incentives, training programs and customized resources will continue the momentum of Georgia's thriving business climate. No matter the size or the industry, the state of Georgia will continue to be proactive in creating innovative programs to meet business needs for growth and competitive success.



6.3.3 Local Incentives

City of Atlanta Incentives

The City of Atlanta, through the Atlanta Development Authority and other partners, offers a variety of local, state and federal tax incentives, loans and grants to encourage job retention and creation targeting companies working in Digital Entertainment.

Incentives Include:

- City of Atlanta Economic Opportunity Fund is an ADA administered deal-closing fund to recruit and retain businesses resulting in job retention and creation.
- Permitting assistance.
- Employee Recruitment and Training Assistance
- Small Business Loans
- City of Atlanta Economic Opportunity Fund
- New Market Tax Credits (NMTC)
- Lease Purchase Bonds
- Tax Allocation District
- Renewal Community
- Urban Enterprise Zones allow a 10-year property tax abatement for qualifying businesses agreeing to locate or expand in selected areas throughout the County. This will also allow for Freeport Exemption on qualified inventories.

Gwinnett County Incentives

As a targeted industry, companies working in Digital Entertainment would be eligible to pursue financial incentives. In order to receive incentives, a company would also need to:

- Add at least 25 new jobs
- Pay an average salary at least 1.25 times the County average
- Have an estimated fiscal impact with a net present value to the County of at least \$250,000, as determined by Gwinnett County's analysis
- The project must be competitive – actively seeking more than one location for its relocation or expansion needs.

Some of the major incentives that may be offered to eligible businesses are as follows:

- Reduction of fees for development permits



- Reduction of application fees for rezoning requests, special use permits, variance requests and requests for changes in zoning conditions
- Reduction of business occupation taxes
- Reduction of water/sewer charges, including reduction of system development charges for water and sewer services
- Acceleration of all aspects of the development review process
- Acceleration of public hearing dates for rezoning requests, special use permits, variance requests and requests for changes in zoning conditions

Fulton County Business Incentives

A wide range of development and general business incentives and tax credits are offered by the state of Georgia, Fulton County, City of Alpharetta, and the City of Roswell. If your business qualifies, the following may be available: taxable and tax-exempt bond financing, job tax credit, Freeport exemption, taxable bond issue, investment tax credit, retraining tax credit, child care credit.

The Development Authority of Fulton County was created in 1973 by Georgia law and a resolution of the Fulton County Board of Commissioners as a special unit of government to stimulate diverse, high-quality economic development throughout Fulton County. The DAFC fulfills its mission primarily by providing taxable and tax-exempt bond financing opportunities under the auspices of the Development Authority and Policy Development Incentives created by the Board of Commissioners. The DAFC also provides an array of economic development services for Fulton County government, including implementation of business recruitment and retention strategies. With a reputation for cordial professionalism and attention to detail, the Authority has issued more than \$7.5 billion in bonds and helped well over 300 businesses and institutions build, upgrade, renovate, expand or relocate in Fulton County.

The DAFC works closely with other state and local development organizations as well as with area chambers of commerce. It is a charter member of the Joint Development Authority of Metropolitan Atlanta, and works closely with the Georgia Department of Economic Development by participating in concept meetings and act as a liaison with departmental decision makers within Fulton County government as well



as with municipalities throughout the county.

Cobb County Business Incentives

Cobb County offers a variety of business incentives for qualified businesses, including:

- No site or structural review fees.
 - No development impact fees for transportation, parks, public safety and libraries.
 - No water system development fee.
 - Financing at zero interest rate of the System Development Fee over a three to five year period.
 - Business license fees can be capped at \$1,000 a year for first three years.
 - Building permit fees, which are based on \$6 per \$1,000 construction cost, can be waived for amounts over \$5,000.
 - Freeport inventory tax exemption which exempts qualifying inventories 100% from property tax. All inventories of manufacturers are exempt and products from outside Georgia temporarily stored in the state but shipped to destinations out of state are also exempt. This exemption must be applied for by April 1, of each calendar year to apply.
 - Development Authority lease-hold agreements, which can include project specific tax structure.
- Enterprise Zones allow a 10-year property tax abatement for qualifying businesses agreeing to locate or expand in selected areas throughout the County.

DeKalb County Business Incentives

The DeKalb Office of Economic Development is a “one stop shop”, offering a wide range of services that facilitate the success of small business including:

- Dedicated Project Manager
- Demographic Research
- Incentive Design
- Workforce Development
- Tourism
- Ombudsman



- Site Selection
- Coordinated Infrastructure and Access Requirements
- Unify Aspects of Existing Public and Private Service Providers
- Small Business Retention and Expansion

6.4 Angel and Venture Capital Investment

Atlanta is home to several venture capital firms active in media and entertainment, such as Noro-Moseley Partners and Arcapita Ventures, which operates a \$200 million dedicated investment fund out of Atlanta. Tech Operators and Value Plus Venture are headquartered in Atlanta, and H.I.G. Ventures and Kinetic Ventures also have offices in Atlanta. Between 2006 and 2008, nearly \$500 million of venture capital has been invested in media, entertainment, and software in Georgia, according to the 2008 State of the Industry: Technology In Georgia Report released by the Technology Association of Georgia (TAG.)

Additionally, Atlanta has a very active and vibrant Angel Investment community, led by Imlay Investments, Atlanta Technology Angels and the Seraph Group. Founded in 1998, the Atlanta Technology Angels is a formal angel investment group that invests in early stage technology companies based in Georgia and serves as an active source of private capital and entrepreneurial mentoring to local technology companies. ATA investors have recently invested in 2080 Media, Elf Island and Bandmetrics within the Media and Entertainment space. Overall, ATA has invested approximately \$30,000,000 in over 40 Georgia-based companies since 1999. Successful Atlanta entrepreneurs have also recently launched Shotput Ventures, a technology accelerator fund that focuses on capital-light web services companies and assists in the conceptualization phase, and ProFounder is a Georgia Institute of Technology-based angel group in Atlanta.

Entrepreneurs in Georgia also have several venues in which to present their value propositions to the local investment community. Venture Atlanta is a focused community effort that brings top-tier venture capitalists together with Georgia's most innovative emerging technology companies. StartupRiot is an annual event open to institutional and corporate VCs and angels, entrepreneurs, individuals looking for startup jobs, and large companies looking for partnerships and/or M&A opportunities. CapitalLounge is a quarterly private networking event for early-stage entrepreneurs and investors that is hosted by StartupLounge.com and is



attended by fast-growth entrepreneurs based in the Southeast U.S., as well as venture capital and angel investors from around the country. StartupLounge also hosts AngelLounge, which provides angel investors an opportunity to network and share best practices.

Additional opportunities for entrepreneurs to hone their presenting skills while receiving real-time feedback by local investors are available through the Advanced Technology Development Center (ATDC), StartupLounge.com’s PitchCamp, and Startup Gauntlet, which is informally organized by experts at VentureLab.

6.5 Lower Cost of Doing Business

6.5.1 Indices comparing Georgia, Austin, and San Jose

The cost of doing business in a region is a significant consideration during the relocation process. The Georgia Power Economic Development used information compiled by Moody’s to compare cost factors that contribute to the overall cost of doing business in Atlanta, Austin, and San Jose with the U.S. average, which is valued at 100% for the purposes of the comparison. Atlanta’s Cost of Doing Business Index was 2% lower than the U.S. average, for example, and 6% lower than the Cost of Doing Business Index of Austin, which was 4% above the national average, and 35% lower than San Jose. Atlanta also fared well in considerations such as energy, with costs lower by 74% and 72%, respectively, than in Austin and San Jose.

	Atlanta	Austin	San Jose
Cost of Doing Business Index	98	104	133
Unit Labor Cost Index	106	101	129
Energy Index	84	158	156
State and Local Tax Index	77	74	98
Overall Cost of Doing Business Index (state)	96	96	118

*U.S. Average = 100

6.5.2 Competitive Tax Rate and Credits

Currently, Georgia has a sales-only corporate income tax rate. Georgia is the first state in the Southeastern United States to make this change. Georgia’s 6 percent corporate income tax rate applies



only to the portion of income that is earned in Georgia. In addition, Georgia offers a variety of tax credits for qualifying businesses. Generally, corporate income tax credits are limited to 50 percent of the taxpayer's state income tax liability for a taxable year, but, under some circumstances, may offset up to 100 percent of the income tax or withholding liability. In some instances, tax credits can be stacked, resulting in realized tax savings greater than 50 percent. In most instances, unused tax credits may be carried forward 10 years. Taxpayers are given a choice between job tax credits or investment tax credits. Please see section 6.3 for more details.

6.5.3 Pro Business Climate

Georgia state law mandates that Georgia's budget is continuously balanced. For 2009, Georgia has maintained its longtime Standard & Poor's rating of AAA, a Moody's AAA credit rating and a Fitch AAA rating. Georgia is also a right-to-work state with a highly skilled workforce and world-class universities. In 2008, Georgia earned the following awards and accolades:

Best Managed State in the Southeast – overall Grade B+

Individually:

Money B+

People A-

Infrastructure B

Information B+

Source: Pew Center in the States and Governing Magazine

No. 1 in U.S. for Workforce Training

Georgia's Quick Start program

Source: Expansion Magazine

Most Inexpensive U.S. City to Do Business

No. 1: Atlanta

Source: KMPG auditing and consulting firm study

Sea Ports (Savannah & Brunswick) - "Fastest –growing port in the country"

(first three quarters of 2007)

Georgia Ports grew 25.5% in the first three quarters of 2007 versus the national average of 4.8%

Source: Port Import Export Reporting Service (PIERS)



Fastest-Growing Cities in America (for 2006-2007)

No. 2 Metro Atlanta (29 counties)

No. 4 Gainesville

Source: U.S. Census Bureau

Best Place to Live and Launch a Business

No. 3: Buford

Source: Fortune Small Business for CNNMoney.com

Best Places for Business and Careers

No. 6: Atlanta

Sources: Forbes.com

Fastest-Growing County in the U.S.

No. 10: Jackson County

Source: U.S. Census Bureau

Best Small Places for Business and Careers

No. 13: Athens

Source: Forbes.com

Diversity - Top 40 Best Companies

Aflac Insurance – Columbus

The Coca-Cola Co. – Atlanta

United Parcel Service (UPS) – Atlanta

Source: Black Enterprise magazine

America's 10 Fastest-Growing Counties

No. 8: Forsyth Co.

No. 9 Paulding Co

No.10: Jackson Co.

Georgia has 18 of the fastest growing counties in the U.S.

Source: U.S. Census Bureau



Georgia™

Film, Music &
Digital Entertainment

6.5.4 Power

Electricity is supplied to the state by three providers: Georgia Power, the Georgia Electric Membership Corporation (Georgia EMC), and the Municipal Electric Authority of Georgia (MEAG.) These electric

providers plan jointly for the total area they serve. In most cases, customers constructing new facilities with an initial connected load of 900kW or more may choose their supplier. This is a one-time decision by the customer.

The Georgia Territorial Electric Service Act provides for a statewide interconnected transmission system. This agreement eliminated the need for duplicate transmission delivery systems and created an efficient, dependable

6.6 Home to Large Media Operations

6.6.1 Turner Broadcasting System, Inc

Turner Broadcasting System, Inc. (TBS, Inc.), a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world. TBS, Inc. is based in Atlanta, GA, and employs more than 11,000 people worldwide. Phillip I. Kent oversees TBS, Inc. as chairman and CEO.

Turner brands and businesses include CNN/U.S., HLN, CNN International and CNN.com; TBS, TNT, Turner Classic Movies, truTV, Peachtree TV and Turner Sports, and Cartoon Network, Boomerang and Adult Swim. <http://www.turner.com/>

6.6.2 AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and affiliates, AT&T operating companies, are the providers of AT&T services in the United States and around the world. Among their offerings are the world's most advanced IP-based business communications services, the nation's fastest 3G network and the best wireless coverage worldwide, and the nation's leading high speed Internet access and voice services. In domestic markets, AT&T is known for the directory publishing and advertising sales leadership of its Yellow Pages and YELLOWPAGES.COM organizations, and the AT&T brand is licensed to innovators in such fields as communications equipment. As part of their three-screen integration strategy, AT&T operating companies are expanding their TV entertainment offerings. In 2009, AT&T again ranked No. 1 in the telecommunications industry on FORTUNE® magazine's list of the World's Most Admired Companies. Additional information about AT&T Inc. and the products and services



provided by AT&T subsidiaries and affiliates is available at <http://www.att.com>.

6.6.3 Cox Enterprises

Cox Enterprises is a leading communications, media, and automotive services company. With revenues exceeding \$15 billion and more than 77,000 employees, the company's major operating subsidiaries include Cox Communications, Inc. (cable television distribution, telephone, high-speed Internet access, commercial telecommunications, advertising solutions and the Travel Channel); Manheim, Inc. (vehicle auctions, repair and certification services and web-based technology products); Cox media Group, Inc. (television stations, digital media, newspapers, advertising sales rep firms and Cox radio, inc.); and AutoTrader.com (online automotive classifieds and related publications). Additionally, Cox's Internet operations include Kudzu.com and Adify Corporation, a unit of Cox TMI, Inc. www.coxenterprises.com

6.6.4 The Weather Channel

The Weather Channel is a national cable TV network based in Atlanta. It produces continuous, 24-hour national, regional and local weather-related video programming distributed by satellite to cable television systems and other video distributors, as well as to households with satellite receiver dishes. The network is received by more than 99 million households and can be seen in more than 97 percent of all cable TV homes nationwide. The Weather Channel HD, launched in October of 2007, offers HD programming which includes several series shot in native HD to TV viewers with HD sets and services. Weatherscan by The Weather Channel is an all-local, all-the-time weather information service, intended for distribution primarily on digital cable. It is available to 22 million cable households.

The Weather Channel Interactive, also headquartered in Atlanta, is the leading provider of broadband and wireless weather products including weather.com, the Web site of the Weather Channel, which is the ultimate source of weather on the Web helping users plan their lives by delivering timely current conditions, expert forecasts and relevant lifestyle content for 100,000 location IDs worldwide. TWCi reaches more than 38 million unique users online each month and is the most popular source of online weather, news and information according to Nielsen//NetRatings.



Weather.com also features a wide range of videos from frequently updated local weather forecasts to live field reports during significant weather events. Other TWCi sites include www.forGetaway.com, a vacation home rental site, Forecast Earth, a site dedicated to the discussion of climate change, and a series of international sites, including www.weather.co.uk, www.meteo123.com, www.wetter123.com, www.canaldotempo.com, and <http://espanol.weather.com/>. <http://www.weather.com/>

6.6.5 CISCO, Service Provider Video Technology Group (formerly Scientific Atlanta)

Cisco Service Provider Video Technology Group (SPVTG, the former Scientific Atlanta) provides leading-edge thinking about what companies and countries can achieve with networked communications and IT. They have a unique ability to anticipate transitions in the marketplace and build the products and services to enable these transitions. The combination of Cisco and Scientific Atlanta fills an important void in a key market transition as video, data, voice and mobility converge and customers begin to transition to delivering an entertainment, information or communications experience rather than seeing themselves as merely providing access to a service. Together, they continue to capture this next wave in networking and communications as the market transitions to integrated services offerings and are changing the way consumers receive, use and enjoy a variety of entertainment, information and communication experiences provided by cable, telecom, wireless and satellite service providers.

The company is a leading supplier of transmission networks for broadband access to the home, set-tops, cable modems and digital interactive subscriber systems for video, high speed Internet and voice over IP (VoIP) networks, systems integration expertise, and worldwide customer service and support.

Both Scientific Atlanta and Cisco can trace their roots to academia. Scientific Atlanta was founded in 1951 by a group of engineering professors from the Georgia Institute of Technology, while Cisco's founders were computer scientists from Stanford University who started the company in 1984.

Scientific Atlanta's approximately 9,000 employees represented over 16 percent of Cisco's worldwide employee population of 61,535. <http://www.cisco.com/>



6.6.6 Crawford Communications

Crawford Communications, Inc., an electronic media services company, has been a part of Atlanta's business community since 1981, and today offers a full spectrum of satellite; video and audio post production; and digital media archiving services. Crawford has evolved with technology to comprise the best in film transfer; digital and HD post production; sound design and mixing; 5.1 surround sound; Blu-ray/DVD authoring; standards conversion; streaming media/Webcasting; online services; international/domestic satellite transmission; television network origination/playback; satellite uplink truck services; multi-camera SDI production trucks; studio and remote video production; Internet via satellite; private voice/data networks; disaster recovery for redundancy, fail-over and emergency services; mass digitization; on-location encoding; and digital archival/storage solutions. <http://www.crawford.com/>

6.6.7 Tyler Perry Studios

Tyler Perry Studios, the first African-American owned studio in the country, had its grand opening on October 4, 2008. Located in Atlanta, Georgia, the studio occupies two former airline-affiliated buildings and includes 200,000 square feet of sets and office space. Tyler Perry is the producer of movies, plays and television programs such as "Diary of a Mad Black Woman," "Madea's Family Reunion" and "House of Payne," among others. <http://www.tylerperrystudios.com/>

6.6.8 Georgia Public Broadcasting

Television

Georgia Public Broadcasting's nine public television stations deliver quality PBS and locally produced programming to every county in Georgia, and to significant portions of surrounding states.

Radio

Since 1984, Georgia Public Broadcasting's listener-supported public radio network has been Georgia's source for great music and National Public Radio (NPR) news.



Education

Georgia Public Broadcasting's education service is Georgia's electronically delivered classroom for all Georgia learners, and Georgia educators' source for top-quality multiple media educational products and services. With a network of 2,428 satellite dishes, GPB broadcasts educational video programming to every public school, regional library, adult technical education center, youth development center, and public college and university in Georgia, serving over 115,000 teachers and approximately 1.6 million students across the state via satellite, the web and open-air broadcasts. <http://www.gpb.org/>

6.7 Quality of Life

6.7.1 Culture and Arts

Displays of a sophisticated artistic and cultured environment in Georgia, and particularly in the City of Atlanta and its surrounding suburbs, are everywhere. Atlanta is home to a world class art museum, a Grammy Award-winning Symphony Orchestra, the country's oldest continually operating Ballet, the world's largest puppetry museum, the Carter Presidential Library and Museum, the country's largest orchid house inside of a 30-acre Botanical Garden, and the world's largest aquarium. Below are just a few examples of the culture and arts attractions in the area:

Alliance Theater

Now in its 41st season, Atlanta's nationally acclaimed Alliance Theatre, recipient of the 2007 Regional Theatre Tony Award®, is the leading professional resident theatre of the Southeast, creating the powerful experience of shared theatre for diverse people on two stages for youth and adult audiences. Under the leadership of Artistic Director Susan V. Booth, the Alliance Theatre is a national theatre with a local address, reaching out annually to almost 200,000 patrons and members of the community. Known for its high artistic standards and national role in creating significant theatrical works, the Alliance launched three Tony Award-winning hits to Broadway (*The Color Purple*, *Aida* and *The Last Night of Ballyhoo*) and originated the national tour of the Tony Award-winning Broadway musical *The 25th Annual Putnam County Spelling Bee*. The theatre has premiered more than 65 works including adaptations of Carson McCullers' *The Heart is a Lonely Hunter* and Pearl Cleage's *Blues for an Alabama Sky*. Further evidence of the Alliance's commitment to new work is found in its nationally recognized



Kendeda Graduate Playwriting Competition, a cutting-edge program introducing student playwrights to professional networks while producing the world premiere of the winning student's work. The Alliance continuously brings Atlanta the finest talent and finest art—proving once again that the Alliance is where great theatre lives. <http://www.alliancetheatre.org/>

Atlanta Ballet

For 80 years, Atlanta has had a ballet company of its own—a Company that has truly embodied the spirit, resilience and joy of this city. The Atlanta Ballet credits the vision, grace and stamina of pioneer Dorothy Alexander, who was the very first in the nation to believe that smaller communities could have their own dance companies. In 1929, she launched the Dorothy Alexander Concert Group (rehearsals were held in her garage), which later became the Atlanta Civic Ballet and finally, in 1967, Atlanta Ballet. Miss Dorothy guided her dance company for more than three decades before hand picking her successor, the brilliant Robert Barnett. Much has changed since 1929. Today, Atlanta Ballet is one of the nation's premier professional ballet companies, recognized for the artistry of its dancers and its innovative programming. <http://www.atlantaballet.com/>

Atlanta Botanical Garden

Located on 30 acres in the heart of Midtown, the Atlanta Botanical Garden was developed in the late 1970s by volunteers on land that originally was part of adjacent Piedmont Park. Now operated by a nonprofit organization, the garden develops and maintains plant collections for display, education, research, conservation and enjoyment. The garden features a parterre, rose garden, children's garden, Southern Seasons Garden, Fuqua Conservatory and Fuqua Orchid Center, which contains the largest collection of species orchids in North America. Besides orchids, the garden is known for its collections of conifers and hydrangeas. In 2010, it will open an Edible Garden and a Canopy Walk, which, at 600 feet long and 45 feet high, will be the largest elevated walkway of its kind in the United States. In addition, garden staff are involved with research and conservation of endangered species of plants and animals, including pitcher plants, torryea and frogs. www.atlantabotanicalgarden.org



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Atlanta History Center

Located on 33 acres in historic Buckhead, the Atlanta History Center strives to connect people, history, and culture. The Atlanta History Center is a unique campus that houses the Atlanta History Museum, Centennial Olympic Games Museum, Swan House, Tullie Smith Farm, six historic gardens, and the Kenan Research Center. The Atlanta History Center also includes the Margaret Mitchell House, located off-site at our Midtown campus. Throughout the year, we bring history to life through living history programs, lectures with award-winning authors, toddler programs, homeschool days, school tours, summer camps, music series, annual festivals such as Sheep to Shawl, and much more. The Atlanta History Museum at the Atlanta History Center is one of the largest history museums in the southeast, featuring award-winning signature exhibitions that tell the story of the region's people, from its earliest settlers to the international city of today. <http://www.atlantahistorycenter.com/>.

Atlanta Symphony Orchestra

The Atlanta Symphony Orchestra, currently in its 65th season, is one of America's leading orchestras, known for the excellence of its live performances, presentations, renowned choruses, and its impressive list of Grammy® Award-winning recordings. The leading cultural organization in the Southeast, the Atlanta Symphony Orchestra serves as the cornerstone for artistic development and music education in the region. Under the Creative Partnership of Music Director Robert Spano, Principal Guest Conductor Donald Runnicles, and President and CEO Allison Vulgamore since September 2001, the Orchestra and audiences together explore a creative programming mix, recordings, and visual enhancements, such as the ASO Theater of a Concert, the Orchestra's continuing exploration of different formats, settings, and enhancements for the musical performance experience. Another example is the Atlanta School of Composers, which reflects Mr. Spano and the Orchestra's commitment to nurturing and championing music through multi-year partnerships defining a new generation of American composers. <http://www.atlantasymphony.org/home.aspx>

The Center for Civil & Human Rights

In 2011, the Center for Civil & Human Rights will open in downtown Atlanta. The Center will not only commemorate the groundbreaking contributions of Atlantans and Georgians to the historic struggle for African-American freedom and equality, but also serve as a space for



ongoing dialogue, study, and contributions to the resolution of current and future freedom struggles of all people at local, national, and international levels. The Center intends to be the global hub for contemporary discussion on the link between Civil Rights lessons and Human Rights issues. <http://www.cchrpartnership.org/>

Fernbank Museum of Natural History

Fernbank Museum inspires life-long learning of natural history through dynamic programming to encourage a greater appreciation of our planet and its people. Only at Fernbank Museum can you come face-to-face with the world's largest dinosaurs, explore the development of life on Earth through the landscapes of present-day Georgia, connect with cultures from around the globe, engage in a variety of hands-on exhibitions and more! And you won't want to miss stunning rotating special exhibitions or the incredible five-story experience of an IMAX® film. <http://www.fernbankmuseum.org/>

Georgia Aquarium

On November 23, 2005, Georgia Aquarium officially opened its doors to the public. As the world's largest aquarium, Georgia Aquarium features more animals than any other aquarium in more than eight million gallons of water. Through a path of more than sixty exhibits, the Aquarium tells a global water story, with features modeled after the greatest zoos and aquariums in the world. Each majestic exhibit is designed to inspire, entertain and educate. <http://www.georgiaaquarium.org/>

Georgia Music Hall of Fame

The Georgia Music Hall of Fame in Macon, Georgia is the state's official music museum. The 43,000-square-foot building is home to thousands of documents and artifacts, including sound recordings, costumes, instruments, sheet music, photographs, recording equipment, and memorabilia from hundreds of the state's musical legends. All eras of Georgia's musical history are covered, from the earliest Native American instruments to the latest pop beats.

The museum's mission is "to operate and maintain a music museum for the general public, Georgia music lovers, music scholars, and musical artists that celebrates [the] State's musical genius by: preserving Georgia's musical heritage; providing innovative museum exhibits and



educational programs; becoming a public-private partnership for cultural preservation; and promoting a heritage tourism destination with growing economic benefits." The museum educates visitors on the rich history of Georgia music through exhibitions, educational programs, concerts, and special events. www.georgiamusic.org

High Museum of Art

From a stately home on Peachtree Street to its current award-winning buildings in a spectacular setting, the High Museum of Art in Atlanta has grown to become the leading art museum in the Southeastern United States with its renowned collection of classic and contemporary art and renowned architecture by Richard Meier and Renzo Piano. <http://www.high.org/>

Imagine It! Children's Museum

Imagine It! The Children's Museum of Atlanta is the perfect place for children age eight and under and their families to learn and explore together. Imagine It! is a smart place to play and a non-profit organization offering a family-friendly space filled with interactive and educational exhibits and programming. The Museum's mission is to spark imagination and inspire discovery and learning for all children through the power of play. Their permanent collection consists of bright, creative, hands-on exhibits that are designed to give children an opportunity to learn through play. Programming offers children the opportunity to use all of their senses in a unique and interactive way, while developing their knowledge and understanding of Reading, Social Studies, Math, Science, Language Arts, the Arts, and more. Imagine It! is more than a children's museum. As a community resource for children, parents, caregivers, families and schools, the museum teaches the importance of play and its importance to the development and lives of all children. Imagine It! also offers parties, memberships and field trip tours. Imagine It! is more than a children's museum. As a community resource for children, parents, caregivers, families and schools, the museum teaches the importance of play and its importance to the development and lives of all children. <http://www.childrensmuseumatlanta.org/>



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The Millennium Gate

The Millennium Gate's mission is to preserve and interpret Georgia history, architecture, culture and philanthropic heritage as well as

highlight Georgia's historical and aesthetic relevance to the United States and to the world. It is a classically-styled monumental arch located inside Atlantic Station in Midtown Atlanta, historically called "The Gate City." The Gate is designed in the tradition of classical Roman triumphal arches that have been built around the world over the past 2,500 years. The Gate houses a 12,000 square foot museum that narrates Georgia's and Atlanta's history through interactive technology, film, and exhibitions. <http://www.thegateatlanta.com/>

Museum of Patriotism

The National Museum of Patriotism is the first ever organization to create a place where people of all backgrounds come together to gain deeper perspective on the American spirit. Provocative examples of people who make this country great through acts of selflessness in government, science, military, business, community service, education etc, inspire visitors to take immediate action in everyday life to help create a better future for themselves and our country. The Museum serves as a national asset reaching all generations to help Americans re-connect with our original patriotic traditions. The museum seeks to inspire a shared pride resulting in actions and aspirations for something greater than self. It is a place where we can bring our own history and experiences and discover the best in ourselves through stories of others that touch us deeply. <http://www.museumofpatriotism.org/>

National Archives at Atlanta

Serving Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee, the National Archives at Atlanta is a center for the study of the history of the South, a diverse region rich with family tradition. Native Americans were living on the land when the first settlers arrived. African slaves were then brought over, and later came Irish, English, Italian, Russian, and Cuban immigrants. Their stories, told in the seemingly incongruous records of the federal government, provide evidence of the universal human drama that is American family life. Records in the National Archives tell the story of southern families and communities, technological advances that changed lives, and social and economic forces that shaped the makeup of our society. <http://www.archives.gov/southeast/>



6.7.2 Fine Dining

Atlanta is known for amazing cuisine. It is home to the Buckhead Life Restaurant Group, which encompasses 13 unique restaurants including Kyma, Pano's and Paul's, the Atlanta Fish Market, Veni Vidi Vici, and Bluepointe . Other examples include Watershed, as well as Dogwood with a grits bar, and Home Restaurant and Bar, where everything is straight from the farm. Bacchanalia features contemporary American cuisine and was voted Most Popular and No.1 for Food and Service by Zagat. New restaurants to visit include Il Mulino, Laurent Tourondel's BLT Steak, Legal Sea Foods, Peasant Bistro, and Rise Sushi Lounge.

- 1 The Creek at Hard Labor
- 2 Highland Walk at Victoria Bryant
- 3 Arrowhead Pointe at Lake Richard B. Russell
- 4 Meadow Links at George T. Bagby
- 5 Georgia Vets Memorial Golf Course
- 6 Little Ocmulgee Wallace Adams Course
- 7 Brazell's Creek at Gordonia-Alatamaha
- 8 The Lakes at Laura S. Walker



6.7.3 Climate

If you like the idea of living in the sunny South but want to see breathtaking fall foliage and an occasional snowfall, Georgia is the place to be. Summers are warm; autumns are brisk and sunny. Winters are mild and give way quickly to exhilarating springs with legendary dogwoods and azaleas. Georgia's temperatures vary widely because of its wonderfully diverse topography. Extreme conditions can be found in the northernmost and southernmost parts of the state, but overall the state's climate is moderate. Statewide, summer temperatures average below 90 degrees and the lowest winter temperatures stay well above freezing. The state receives 40 to 50 inches of rain per year. North Georgia experiences a light snowfall several times a year while other areas, especially south of the Piedmont region, rarely see snow.



6.7.4 Healthcare

Georgia's outstanding health care is provided by a statewide network of 188 hospitals, including specialized facilities, 29,000 physicians, and more than 5,000 dentists, many of whom came from one of the state's five medical schools: Emory University, Morehouse School of Medicine, Mercer Medical School, and Medical College of Georgia (including an expansion at The University of Georgia's main Athens Campus), and The Philadelphia College of Osteopathic Medicine (Georgia Campus).

6.7.5 Georgia's HOPE Scholarship

HOPE stands for Helping Outstanding Pupils Educationally. Since its inception in 1993, more than \$2.7 billion in financial assistance has been awarded to more than 850,000 deserving Georgia students attending state colleges, universities, and technical colleges. Financed by the Georgia Lottery, this merit-based scholarship pays for the tuition, as well as an allowance to offset the costs of books and fees of high-achieving eligible Georgia students who maintain a "B" average. The HOPE scholarship is a major contributor to the exceptional quality of life enjoyed by many Georgia families. HOPE has also resulted in keeping many more of Georgia's best and brightest students to stay in Georgia to obtain their post-secondary education – making them more readily available for employment opportunities at businesses within the State.

6.7.6 Sports

The city of Atlanta is home to major professional baseball, football, basketball, and hockey teams:

The Atlanta Braves

Major League Baseball - National League - The Atlanta Braves moved to Atlanta from Milwaukee in 1966 and Atlantans have been passionate fans ever since. Home games are played at Turner Field, which offers year round tours, an interesting thing to do in addition to attending a game. Atlantabraves.mlb.com

The Atlanta Falcons

National Football League - NFC South Division - The Atlanta Falcons, Atlanta's professional football team play their home games at the Georgia Dome, the largest cable-supported domed stadium in the world. Conveniently located in the heart of downtown Atlanta, it is within walking distance of the CNN Center, Philips Arena and several upscale



hotels and restaurants. Operated by the Georgia World Congress Center Authority, the Georgia Dome is part of one of the largest combined sports, entertainment and convention center facilities in the world. Atlantafalcons.com

The Atlanta Hawks

National Basketball Association - Southeast Division of the Eastern Conference - The Atlanta Hawks, Atlanta's professional basketball team play their home games at Phillips Arena, located downtown next to CNN Center, at the intersection of Marietta Street and Centennial Olympic Park Drive. www.nba.com/hawks

The Atlanta Thrashers

National Hockey League - The Atlanta Thrashers, Atlanta's professional hockey team named for Georgia's state bird, play their home games at Phillips Arena, located downtown next to CNN Center, at the intersection of Marietta Street and Centennial Olympic Park Drive. Thrashers.nhl.com

Georgia is also home to **The Georgia Force**, a member of the Arena Football League, **The Atlanta Dream**, a member of the Women's National Basketball Association, and recently welcomed a Minor League Baseball team, **The Gwinnett Braves**, to a brand new, state of the art ball park in Gwinnett County.

College Sports

The North Georgia Region is home to two academic institutions that are affiliated with two of the Nation's most revered athletic conferences. Georgia Tech in Atlanta is a member of the Atlantic Coast Conference and the University of Georgia in Athens is a member of Southeastern Conference. Both schools have participated at the highest level in several other sports and have won National Championships in many sports such as the College World Series (baseball) and NCAA Final Fours (basketball) and have won National Championships in many sports. UGA athletic teams alone have won 30 national championships, including 20 since 1999. The championships include: nine in women's gymnastics; six in men's tennis; four in women's swimming and diving; three in women's tennis; two in football; three in women's equestrian; two in men's golf; and one each in baseball and women's golf.



Golf

Golf is another main attraction in Georgia, and Augusta Georgia is the home of the Master's Tournament. Georgia also has eight state park golf courses with unique course designs, championship quality and are available to the public at a great value:

6.8 Easy Access to National and International Destinations

From its formation, Atlanta has served as the crossroads of Georgia and the entire Southeastern United States. Today, it's difficult to fly into the Southeast without going through the Atlanta airport.

The Atlanta Hartsfield-Jackson International Airport is the world's busiest airport in terms of passenger traffic, with over 84 million people passing through the airport each year. Among those, more than 8 million are International passengers, and the airport is a crucial gateway to major world markets.

Atlanta is the headquarters of two airlines—Delta and AirTran. Delta Air Lines operates service to more worldwide destinations than any airline with Delta, its Northwest subsidiary, and Delta Connection® offering carrier flights to 368 destinations in 66 countries. Delta has added more international capacity than any major U.S. airline during the last two years and is the leader across the Atlantic with flights to 43 transatlantic markets. AirTran Airways has quickly grown into a strong competitor as well, operating the youngest all Boeing fleet in the nation to more than 56 cities coast-to-coast. AirTran has over 9,000 crew members operating more than 700 flights every day.

6.9 International Cosmopolitan Environment

As the crossroads of the Americas by air, land and sea, Georgia offers international business partners a thriving community of global commerce and the most culturally diverse environment in the region - there are over 2,500 internationally owned facilities representing 52 countries in Georgia.

With the world's largest airport, two deep water ports, and the most extensive surface transportation network in the country, Georgia provides access to over 80 percent of the U.S. industrial market within a two-day truck haul and access to a growing global business community that includes 76 countries with consular, trade or chamber of commerce offices. In addition, the state of Georgia employs a team of experienced business professionals located in key markets around the world to help Georgia businesses expand globally.



6.9.1 Consulate Offices

Georgia has Consulate Offices in: Albania, Argentina, Australia, Austria, Bahamas, Barbados, Belgium, Bolivia, Botswana, Brazil, Canada, Chile, China, Colombia, Costa Rica, Cyprus, Czech Republic, Denmark, Ecuador, El Salvador, Finland, France, Germany, Greece, Guatemala, Honduras, Hungary, Iceland, India, Ireland, Israel, Italy, Jamaica, Japan, Korea, Liberia, Liechtenstein, Lithuania, Luxembourg, Mali, Mexico, Netherlands, New Zealand, Nicaragua, Nigeria, Norway, Panama, Peru, Philippines, Romania, Sao Tome and Principe, Slovenia, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Tanzania, Thailand, Turkey, and the United Kingdom.

6.9.2 International Chambers of Commerce

The following countries have bi-national chambers of commerce in Georgia:

Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia; Czech Republic; Denmark; Dominican Republic; Ecuador; Finland; France; Germany; Hispanic Chamber (Central and South America); India; Indonesia; Ireland; Israel; Japan; Korea; Mexico; Netherlands; Nigeria; Peru; Philippines; Poland; Portugal; Romania; Russia; South Africa; Sweden; Switzerland; Taiwan; Ukraine; United Kingdom.

6.9.3 International Dining

Other cities have different neighborhoods where the same ethnicities live, but Atlanta has one long road – Buford Highway – connecting one long neighborhood of different nationalities living side-by-side and working side-by-side in family-owned restaurants. You'll find Korean barbeque, Vietnamese bakeries, pho shops, dim sum, arepas from Venezuela, Salvadorian pupusas, Mexican breakfast, ceviche, several mixed food courts, taquerias, farmer's markets and much more. It's one of the few places, if not the only, where you can barbeque your own food at the table, crack raw eggs into a bubbling bowl of brothy tofu, eat out of a pot, wrap it, roll it, eat it raw, charred, sautéed, sip it, slurp it, then top it off with a cappuccino and pastries from a local Asian bakery. (source: Atlanta.net)



6.10 Vendor Resources

For twenty-five years, Metro Atlanta has been the southeast regional headquarters, if not the corporate headquarters, for the majority of major corporations in the US. Savvy entrepreneurs have also opened shop in Atlanta, as spin-offs or complements to these larger corporations or directly out of the extensive University System programs that have been detailed in prior sections. The result is a rich environment of vendor resources to choose from. Consider, for example, the Interactive Agencies alone that are headquartered in Greater Atlanta {can be found on the next page}.





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22 Squared	www.22squared.com
Atlanta Interactive Media	www.atlantainteractivemedia.com
Atomic Fusion	www.atomic-fusion.com
AVID Design	www.aviddesign.com
BlinkMedia	www.blingmedia.com
Cool Blue Interactive	www.coolbluei.com
Definition6	www.definition6.com
Digital Scientists	www.digitalscientists.com
DriftLab Interactive	www.driftlab.com
Elemental Interactive	www.elementalinteractive.com
Hauser Group	www.hauger.com
IQ Interactive	www.iqinteractive.com
JUXT Interactive	www.juxtinteractive.com
Kellen Interactive	www.kelleninteractive.com
Maybe.For.You.	www.maybeinc.com
Mills Interactive Design	www.millsinteractivedesign.com
Mr. Youth	www.mryouth.com
neboweb	www.neboweb.com
Noodlehead Studios	www.noodleheadstudios.com
NRM Creative Marketing	www.nrmcreativemarketing.com
Partners Marketing Group	www.partnersmg.com
Prominent Placement	www.prominentplacement.com
Red Clay Interactive	www.redclayinteractive.com
Red House USA	www.redhouseusa.com
ResponseMne	www.responsemine.com
Roundbox Global	www.rbxglobal.com
Search Discovery	www.searchdiscovery.com
Sherpa Web Studios	www.sherpawebstudios.com
SolDesign	www.soldesignco.com
Studiocom	www.studiocom.com
The Partnership	www.thepartnership.com
The Rev	www.the-rev.com
The Super Group	www.thesupergroup.com
THINK Interactive	www.thinkinc.com
threebrick	www.threebrick.com
Woven Interactive	www.woveninteractive.com

Georgia Digital Entertainment companies can be assured that they are entering a rich ecosystem complete with vendors and suppliers, as well as potential employees and customers,

7. Additional Resources

7.1 Economic Development Resources

Atlanta Development Authority

The Atlanta Development Authority (ADA) is the official economic development agency for the City of Atlanta. ADA represents in-town Atlanta, a population of 500,000, and growing. ADA manages a variety of financial incentive programs to encourage business expansion and job creation in the city. A research-based economic development organization, they focus on residential, business and investment growth in the city. As an arm of city government, ADA is governed by a nine member board of directors, chaired by the mayor of Atlanta. ADA's core competency is real estate finance. ADA has 50 employees and partners with over 55 economic development partner organizations regularly.

Atlanta Regional Commission

The mission of the Atlanta Regional Commission (ARC) is to serve as a catalyst for regional progress by focusing leadership, attention and planning resources on key regional issues. This is accomplished through professional planning initiatives and the provision of objective information. In addition, it is made possible through the involvement of the community in collaborative partnerships that encourage healthy economic growth compatible with the environment, improve the region's quality of life and provide opportunities for leadership development.

Board of Regents of the University System of Georgia Office of Economic Development

The Office of Economic Development directs the economic development programs of the University System of Georgia. These include:

ICAPP

Georgia's Intellectual Capital Partnership Program (ICAPP) connects the intellectual resources of Georgia's 35 public college and universities to the state's business community in innovative ways. ICAPP staff and a team of economic development leaders from each campus help Georgia businesses tap into the University System of Georgia for:

- College-educated employees
- Access to the latest research
- Access to business and operations advice



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Georgia LEADS

Georgia LEADS helps employers find the right solution for their continuing professional education needs.

GeorgiaHIRE

GeorgiaHIRE.com connects employers to students and alumni from Georgia's 35 public colleges and universities, through links to Career Services Offices on each campus.

Georgia Allies

To help drive economic development marketing efforts, the state relies on a marketing collaboration known as Georgia Allies. Formed in 1997 as a partnership between state government and private corporations, Georgia Allies builds on the individual initiatives of its members to create larger, more targeted programs that aggressively promote the state's business development efforts. The organization helps drive innovative and cutting-edge efforts designed to enhance Georgia's business climate. This unique public-private partnership allows the state to effectively pool resources to increase economic development success in both new business recruitment and existing industry retention, and sponsors business information on Georgia Facts. Georgia Allies members include AGL Resources, AT&T, Bank of America, BB&T, Delta Air Lines, Georgia Chamber of Commerce, Georgia Department of Economic Development, Georgia Electric Membership Corporation, Georgia Lottery, Georgia Power, MEAG Power, SunTrust Bank, Synovus Financial, and Wachovia Bank.

Georgia Department of Economic and Community Resources

The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm and lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, developing new domestic and international markets, attracting tourists to Georgia, and promoting the state as a location for film, video, music and digital entertainment projects, as well as planning and mobilizing state resources for economic development. www.georgia.org



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Georgia Power Economic Development

Whether researching Georgia as a possibility for growth, or committed

to the state and just need help with an expansion, our Georgia Power project managers can provide unbiased, confidential services without cost or obligation including: Helping you find the right site or building in the right community; Coordinating field visits and acting as a liaison with local communities; Offering access to state and local contacts and incentives; Managing and producing customized research and information services; Managing and providing engineering and technical assistance; Coordinating use of our state-of-the-art Georgia Resource Center; Providing continued support and services after your location in Georgia. <http://www.georgiapower.com/grc/>

Gwinnett Chamber Economic Development

Gwinnett Chamber Economic Development (www.partnershipgwinnett.com) is available to confidentially answer any questions about locating or expanding your business in Gwinnett. One of the largest economic development teams in the Southeastern U.S., experienced business development professionals work with corporate decision-makers from small companies to Fortune 500 corporations interested in locating or expanding operations in Gwinnett County. To promote Gwinnett County as a world-class business center, services provided include:

- Assistance with start-up, relocation or expansion needs by identifying and showing county office or industrial real estate options
- Comprehensive market information about Gwinnett and the Atlanta region, including demographic statistics, economic trends, and labor profiles
- Focused economic development expertise in the industries of advanced communications, information technology, manufacturing and logistics, healthcare and life sciences, and regional and corporate headquarters
- Information about county incentives and zoning, taxes, workforce training resources and other issues critical to conducting business
- Acting as a liaison between businesses and regulatory agencies, and various financial institutions.



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Jackson Electric Membership Corporation (EMC) Economic Development

Jackson EMC is a non-profit power utility that serves portions of 10 counties in Northeast Georgia including Gwinnett. Through Jackson EMC's 3 Marketing Representatives based in Gwinnett and its affiliation with Georgia EMC, economic development services include: Site Location Availability; Demographic, Labor & Traffic Count Reports for areas served by Jackson EMC; Mapping and Industrial Park Design assistance; Power quality assessments and usage projections; LEED Certified Professional available for design assistance; and Leadership and team building professionals available for businesses and organizations. www.jacksonemc.com

Metro Atlanta Chamber Economic Development

The Metro Atlanta Chamber of Commerce's Economic Development Division is committed to creating a high-quality business environment for the metro area with new and exciting businesses. With 11 Fortune 500 and 24 Fortune 1000 companies headquartered here as of May 2009, metro Atlanta is well positioned to attract the industries that will result in high-paying jobs and further support the area's growing economy. The Metro Atlanta Chamber's business recruitment team actively recruits new companies to relocate or expand operations to the region by marketing to and working directly with corporate executives and relocation consultants. www.metroatlantachamber.org

Quickstart Job Training Program

Georgia is also home to the internationally known job-training program, Quick Start, which assists businesses in customizing job training programs to meet the specific needs of operations locating to or expanding in Georgia, and the Intellectual Capital Partnership Program (ICAPP) which provides a one-stop entry into the University System of Georgia's educational programs, faculty expertise, research, and development facilities. In Gwinnett County, Quickstart is provided by the Gwinnett Technical College. www.georgiaquickstart.org



7.2 Organizations and Associations

Atlanta Interactive Marketing Association

The Atlanta Interactive Marketing Association (AiMA) serves as a beacon for interactive marketers to be inspired and connect. Their events attract a group of smart, savvy marketing professionals designed to help expand their members' knowledge base and network of industry contacts. www.atlantaima.org

Atlanta Telecom Professionals

The Atlanta Telecom Professionals (ATP) is a non-profit organization created for the purpose of providing an environment for networking, the exchange of important industry information, and the recognition of excellence within the Atlanta telecom community. ATP exists to meet the professional development and networking needs of its members - telecom, cable, and Internet professionals in Atlanta and Southeastern United States. www.telecompros.org

Atlanta Web Entrepreneurs

Atlanta Web Entrepreneurs (AWE) is a business-focused membership organization dedicated to developing a robust ecosystem supporting entrepreneurs in the greater metro Atlanta area who want to leverage the web for business success. It is a peer-mentoring and relationship building group for bright and enthusiastic people with a shared interest in using the web for business. In addition to building relationships, members learn about business strategies as well as the technologies required to launch and operate business on the web. www.meetup.com/atlantawebentrepreneurs/

DigiTainment

Digitainment Georgia is a community of professionals devoted to the art and distribution of digital entertainment. Members work in video, film, music, distance learning, web and game design, broadcast, and distribution along with all forms of interactive communications and associated crafts. They create programs in digital format to entertain and convey information for use by individuals, corporations, small businesses, agencies, non-profit organizations, government, education, broadcast, internet, and cable television. The primary objective of Digitainment Georgia is to support our members' growth, to grow the industry in Georgia and to bring jobs to Georgia. To that end we seek to facilitate networking with our fellow professionals in all disciplines. www.digitainmentgeorgia.org

Georgia Game Developers Association

Georgia Game Developers Association, Inc. is a non-profit trade association of businesses and professionals of the video and electronic game manufacturing industry of Georgia. GGDA is committed to the growth and development of this industry and the success of its



members as they compete internationally. "SIEGE" and "Professionals @ Play" are registered servicemarks of Georgia Game Developers Association, Inc. www.ggda.org

Georgia Lawyers for the Arts

Provides legal assistance and educational programming to artists and arts organizations in Georgia. Georgia Lawyers for the Arts (GLA) conducts 50-60 educational seminars and workshops each year on numerous legal and business-related topics. GLA also has an extensive resource library (over 250 titles), as well as sample contracts, copyright forms and other resources. GLA offers numerous workshops and seminars on legal and business issues educating artists and arts organizations about their rights and responsibilities. www.gla@glarts.com

Georgia Music Educators Association

Georgia Music Educators Association (GMEA) is a state affiliate of the Music Educators National Conference and is a comprehensive state-wide organization serving the needs of music educators at all levels. We strongly believe that music is essential to a complete education. With that in mind, we seek to advocate for a quality music education at all educational levels and provide resources to help reach that goal. www.gmea.org

Georgia Music Teachers Association

The Georgia Music Teachers Association (GMTA) is a nonprofit organization of over 700 independent and collegiate music teachers throughout the state, who are committed to furthering the art of music through programs that encourage and support teaching, performance, composition and scholarly research. GMTA has existed to support music teaching and the art of music since 1954 and is affiliated with the Music Teachers National Association. www.georgiamta.org

Georgia Production Partnership

Georgia Production Partnership (GPP) is a not-for-profit coalition of companies and individuals who are active in the state's film, video, music, and interactive game industries. Established in 1998, this professional group has been instrumental in the grass roots organization of the production community and the development of key legislative incentives. Their goal is to bring Georgia back to the forefront of U.S. production. www.georgiaproductio.org



Technology Association of Georgia

The Technology Association of Georgia (TAG) is a non-profit organization whose mission is to support its members by generating opportunities for personal, professional and business growth. By forging strategic alliances, TAG serves as a primary catalyst to foster a rich environment for economic development in Georgia's technology community. TAG is made up of over 7,000 members representing technology leaders from over 1500 Georgia-based companies, affiliated technology and business organizations. www.tagonline.org

Wireless Technology Forum

The Wireless Technology Forum (WTF) is made up of today's movers and tomorrow's shakers in the world of wireless and mobile technologies. The WTF was founded in 2004 to provide a forum for communications, networking, and education. WTF is one of the fastest-growing associations in the Southeast with over 500 members and sponsors. WTF is the only association dedicated to the fast-paced and rapidly evolving wireless and mobile industry. www.wirelesstechnologyforum.com

Women in Film and Television Atlanta

Women in Film and Television Atlanta is dedicated to improving the status and portrayal of women in film, television, video, and other screen based media by offering opportunities for media makers to connect, create, champion and inspire. www.wifta.org

7.3 Events

7.3.1 Digital Entertainment

Animation Attack!

Animation Attack! presents the very best in short and feature-length animation from across the globe as well as "Animation Demonstrations" from talented animators who share their knowledge with attendees. www.festivalleague.com/animationattack.cfm



DigiTainmentWeek

The State of Georgia, Technology Association of Georgia Entertainment Society, the Atlanta and the Gwinnett County Chambers of Commerce are sponsoring Digitainment Atlanta 2009 -- a conference and related events to celebrate Georgia's digital entertainment industry. Digital entertainment encompasses companies in the digital content creation and distribution fields of gaming, music, film, and broadcast production. www.digitainmentweek.com

Dragon*Con

Dragon*Con is the largest multi-media, popular culture convention focusing on science fiction and fantasy, gaming, comics, literature, art, music, and film in the US. It is an annual event in Atlanta.

www.dragoncon.org

TAG Entertainment Society

The TAG Entertainment Society hosts monthly events designed to help companies embrace convergence, learn about the latest trends, and find investors interested in helping them grow. Anyone looking to create content, deliver or consume online entertainment will find membership in TAG Entertainment very helpful. We discuss emerging technologies, new business models, bilateral investments and distribution opportunities. www.tagonline.org/tag-entertainment.php

7.3.2 Film

Atlanta Film Festival 365

Now in its fourth decade, the Atlanta Film Festival—one of only two-dozen Academy Award® qualifying festivals in the U.S.—is the area's preeminent celebration of cinema. It is the largest and longest-running festival in the region, welcoming an audience of over 25,000 to discover 150+ new independent, international, animated, documentary, and short films, selected from 1,800+ submissions from all over the world. It is also the most distinguished event in its class, recognized as Best Film Festival by *Creative Loafing*, *Sunday Paper*, *10Best* and *Atlanta Magazine*. Atlanta Film Festival's executive director was honored as 2008's Best Festival Director for a National Film Festival at the International Film Festival Summit.

Atlanta Jewish Film Festival



The Atlanta Jewish Film Festival (AJFF) is a 12-day cinematic exploration of Jewish life, culture and history. Seeking to use the power of film to both entertain and educate, AJFF challenges conventional perspectives on complex and challenging issues facing both the Jewish and global communities. Founded in 2000, AJFF ranks as the largest film festival in Atlanta, and second largest Jewish film festival in the United States. AJFF attracts an audience of 17,000 moviegoers, and features an international collection of some 50 narrative and documentary films (in both feature and short form) that connect with the Jewish experience. Screenings are supplemented by guest appearances with filmmakers, actors, authors, academics and other expert speakers. www.ajff.org

DocuFest Atlanta

The Atlanta International Documentary Film Festival (DocuFest Atlanta) brings you the best in independent documentary film and video from across the globe. DocuFest Atlanta showcases meaningful life stories which educate and entertain audiences of every demographic. www.docufest.com

Peachtree Village International Film Festival

From the producers of the Sweet Auburn International Film Festival (SAIFF) held in Atlanta, GA, Peachtree Village International Film Festival (PVIFF) is committed to the idea that the international film community is a powerful voice in our society, and increasingly plays a vital role in connecting not only the local communities they serve, but the world globally. PVIFF has partnered with the African American Cinema (AACG) and, Hispanic Cinema Museum (HCM) and other alliance partners to begin to leverage selected brands across various integrated markets comprised of thousands fans, consumers, filmmakers, executives, and leaders from various cultures throughout the U.S. & abroad. www.pviff.com

Rome International Film Festival

The Rome International Film Festival celebrates its sixth year in 2009 and anticipates screening the very best in independent film in the wonderful setting of Northwest Georgia. Rome, Georgia, has become known as an "Indy Town" and the Rome International Film Festival combined with a great location for small independent films (from "Tea in Hell" to "Dance of the Dead") and Hollywood blockbusters ("Sweet



Home Alabama", "The Mosquito Coast", "Remember the Titans", and more...) makes Rome, Georgia, a great place to celebrate excellence in independent and mainstream cinema. As a "main street film festival," film lovers can view its great offerings and then walk to a great restaurant or bistro and have great fare and conversation concerning our great film and filmmakers. www.riff.tv/

Savannah Film Festival

Savannah becomes a film lover's paradise during this week long event, with plenty of opportunities to take in the sights of one of the world's most beautiful cities. The festival offers a series of morning workshops, with evening showings of narrative, experimental, animated and feature films and videos. Lectures and workshops are presented by industry insiders who give pointers on everything from special effects to selling a film. The Savannah Film Festival presents the best of independent filmmakers and supports a student competition dedicated to the encouragement and celebration of student productions. Films and videos screened at the festival have come from Scotland, Vietnam, Australia, the Ukraine, China, Germany, Canada, the United States and Ecuador. The Savannah Film Festival is a source of entertainment aimed at showcasing talent from around the world and encouraging continued filming in and around the Savannah area. With its moss-draped trees and cobblestone streets, Savannah attracts thousands of visitors each year, including savvy film crews taking advantage of the city's ambiance, mild year-round climate and easygoing lifestyle.

www.scad.edu/filmfest.

7.3.3 Music

AthFest

AthFest is a non-profit annual music and arts festival in downtown Athens, Georgia that largely showcases the Athens area musical and artistic community. Much of AthFest is free while wristbands or cover charges are required for certain events. AthFest's mission is to educate citizens and visitors about music and arts in general, and about Athens music and arts in particular. www.athfest.com

Georgia Music Hall of Fame

A variety of rotating music-related events occur at the Georgia Music Hall of Fame in Macon, Georgia, the state's official music museum. All eras of Georgia's musical history are covered, from the earliest Native



American instruments to the latest pop beats. The museum educates visitors on the rich history of Georgia music through exhibitions, educational programs, concerts, and special events.

www.georgiamusic.org

The Recording Academy® Atlanta Chapter

The Atlanta Chapter of The Recording Academy continues to work toward maintaining a membership that reflects the diversity of its music community by providing engaging educational, professional and social opportunities that invite the participation its members. The Chapter's long-term goal is to offer a nurturing environment for Georgia's recording community, to maximize the leadership talents of the many volunteers who are the heart of the organization, to build coalitions with other arts organizations that share a common vision of the importance of the arts and arts education, and to provide quality, cutting-edge educational opportunities for its members. www.grammy.com

Savannah Music Festival

The Savannah Music Festival is dedicated to presenting a world-class celebration of the musical arts by creating timeless and adventurous productions that stimulate arts education, foster economic growth, and unite artists and audiences in Georgia's first city.

For nearly three weeks in late March and early April, the SMF produces over 100 programs for adults and children in theatres, schools and historic and intimate venues. Featuring an array of musical performances that includes dance, film and narrative programs, more than 400 classical, jazz, blues, bluegrass, and international artists make SMF a distinctive destination event and one of the highlights of springtime in Savannah. www.savannahmusicfestival.org

7.3.4 Television

Women in Film and Television Atlanta

Women in Film and Television Atlanta offers a variety of networking and social events aimed at cultivating occasions to expanding our members professional networks.

Some of those regularly scheduled events include: Annual WIFTA State of the Industry Kick-Off Celebration (January), Annual Oscar Night Social & Viewing Party (February), Annual WIFTI Short Film Showcase (March), Members Only Socials, Annual Anniversary Gala & Awards



Ceremony (October), and an Annual Holiday Party (December).
www.wifta.org/events

7.3.5 Games

Game Developers eXchange

Sponsored by the Savannah College of Art and Design and now in its fifth year, the Game Developers eXchange (GDx) brings together game developers, educators and students with game development experts who share their behind-the-scenes knowledge of the game industry. Participants choose from a variety of sessions in which professionals share what goes into the creation of games. GDx 2009 will emphasize emerging models of play, design, production and distribution. <http://www.scad.edu/events/gdx/2009/>

GVU Demo Showcase

GVU students and faculty showcase of outstanding research in: Animation and Graphics, Augmented Reality, Brain Computer Interfaces and Assistive Technology, Collaborative Work, Domestic Computing, Digital Media, Gaming, Health and Wellness, Human-Computer Interaction, Human-Robot Interaction, Learning, Music Technology, Social Computing, Tangible Media and Wearable Computing. <http://gvu.cc.gatech.edu/what/demoshowcase.php>

Living Game Worlds Symposium

Living Game Worlds, presented by Georgia Tech's GVU Center and the Graduate Program in Digital Media in the School of Literature, Communication and Culture, and the Experimental Game Lab, is an annual symposium held at Georgia Tech exploring emerging questions in design and theory in the production and critique of video games. Gameworlds.gatech.edu

Southern Interactive Entertainment & Game Expo (SIEGE)

Southern Interactive Entertainment & Game Expo is the definitive center of gravity for knowledge exchange among video game industry professionals and students in the southeastern U.S. Guests of the show enjoy up to 3 keynotes, 60 break-out sessions, and 15 social/networking events and parties over a 3-day weekend! The convention provides well-structured meet-and-greet sessions, hands-on technical demos and crash-courses, advanced seminars for business executives, access to capital advisors, individual interviews, new studio showcases, and other ground-breaking opportunities to advance your career or business, at a price affordable to both professionals and college



students. The show includes special events, such as parties, music concerts, game competitions, award ceremonies, etc. www.siegecon.net

7.3.6 Digital marketing

In addition to the monthly events hosted by TAG, the Atlanta Web Entrepreneurs, the Wireless Technology Forum and other events that cover digital application topics, there are also a host of grassroots “Meetups” and other user groups including The Atlanta iPhone & iTouch Developers Meetup Group (<http://www.meetup.com/atliphonedev>), Adobe Flash Platform User Group of Atlanta (<http://afpugatlanta.org>), and the Atlanta User Experience Group (<http://www.meetup.com/Atlanta-User-Experience-Group>.) For a more extensive list of these groups, please see the appendix.

Appendix

4 Digital Entertainment in Georgia

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Georgia Film & Video Sourcebook: <http://www.georgia.org/GeorgiaIndustries/Entertainment/FilmTV/Pages/SourceBook.aspx>

4.5 Spotlight: Atlanta’s Wireless Industry

Sources: Wireless Week, FCC, CTIA, GSM Association, Yankee Group, Telescope, and The 423 Consulting Group.



6.1 Cutting-Edge Technology Schools

Georgia Tech Center for Music Technology (GTCMT) is an international center for creative and technological research in music, focusing on the development of musical instruments and applications as well as the pragmatic and aesthetic deployment of them in performance.

The Georgia Tech College of Management combines excellence in the functional areas of business education with the multidisciplinary focus on management of technology, international business, and entrepreneurial and innovative processes.

Georgia Tech Information Security Center (GTISC) is safeguarding digital information through innovative research and education

Additional Digital Media Expertise at the Georgia Institute of Technology:

The Advanced Technology Development Center (ATDC) strives to be the world's best technology business incubator. ATDC's mission is to increase the technology business base in Georgia by helping entrepreneurs launch and build successful high-tech companies.

Aware Home Initiative (AHRI) is an interdisciplinary research endeavor that addresses challenges facing the future of domestic technologies. A unique and critical resource in this activity is the Georgia Tech Broadband Institute Residential Laboratory, a three-story, 5040-square-foot home that functions as a living laboratory for interdisciplinary design, development and evaluation.

The Center for Advanced Communications Policy operates as a neutral authority, monitoring and accessing related legislative and regulatory issues, identifying future options through horizon scanning techniques and promotes a clearer understanding for the ever changing technology landscape.

The Center for Education Integrating Science, Mathematics, and Computing (CEISMC) is a partnership uniting the Georgia Institute of Technology with many other educational groups, schools, corporations, and opinion leaders throughout the state of Georgia, toward one common goal: to ensure that K-12 students in Georgia receive the best possible preparation in science, mathematics, and technology.



The Center for Experimental Research in Computer Systems (CERCS) is one of the largest experimental systems programs in the U.S. focusing on complex hardware, communications and system-level software, and applications that lead the innovation of new information and computing technologies.

The Center for Manycore Computing (CMC) is a multi-disciplinary center with the goal of defining the microprocessors of 10 - 15 years from now, and is made up of faculty from the School of Computer Science at the College of Computing and ECE.

College of Computing (COC) is a national leader in the research and creation of real-world computing breakthroughs that drive social and scientific progress well beyond traditional computer science. Research areas include: graphics, visualization, human-computer interaction, learning science, intelligent systems, information security, media computation, DNA and nano-computing, high-performance and enterprise computing, and networking.

Georgia Tech Broadband Institute (GTBI) is a multidisciplinary center that seeks to understand and advance the ever-evolving array of broadband technologies and services.

G1.125

Georgia Tech Ireland (GTI) is the Georgia Tech Research Institute's first applied research facility outside the United States with initial focus on digital media and Radio Frequency Identification (RFID)

The Georgia Tech Research Institute (GTRI) has 1300 employees involved in solving complex problems. The **Information Technology and Communications Lab (ITTL)** at GTRI conducts a broad range of research in areas of computer science and information technology, communications and networking, and develops commercial products from university research. Research includes broadband telecommunications, wireless access systems, network security, multimedia information systems, network management, application integration and technology assessment.

The Georgia Tech Research Network Operations Center (GT-RNOC) exists to accelerate innovation in networking, computing, mobility and convergence by enabling communities of collaboration.



Graphics, Visualization and Usability Center (GVU Center) has been leading research into the art and science of computer graphics for more than 15 years

The IMAGINE (Interactive Media Architecture Group in Education) Lab is composed of a group of researchers and students with a mission of serving the Architecture/Engineer-ing/Construction (AEC) community. By providing exemplary applications of cutting edge, architectural visualization technologies; and preparing students in the use of these technologies. IMAGINE realizes the benefits and potential of integrating research and education.

Literature, Communications and Culture (LCC) is especially concerned with cultural studies of science and technology, with designing and creating digital artifacts, and with communication in a variety of media contexts.

The School of Electrical and Computer Engineering (ECE), with over 2300 students has active research in computer engineering, digital signal processing, electrical energy, electromagnetics, electronic design and applications, microsystems, optics and photonics, systems and controls, and telecommunications

Sony-Toshiba-IBM Center of Competence (STI) The STI Center puts Tech at the forefront of groundbreaking semiconductor design and will explore ways to adapt cell technology for other industries, including biotech, finance and digital media creation. Researchers will also teach students and outside companies how to program computers and write software for the new type of chip.



6.2 Available Talent

The University System of Georgia's Office of Economic Development compiled data for the Gwinnett Chamber of Commerce reflecting the number of certificates / degrees conferred from FY 2006 through FY 2008, in majors that support Digital Entertainment. This information is summarized in the table below.

Digital Entertainment Related Selected Graduates by Major / Program

**University System of Georgia
Fiscal Years 2006 - 2008**

6.10 Vendor Resources

[Interactive Agency list provided courtesy of Mike Schinkel, Atlanta Web Entrepreneurs](#)



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