

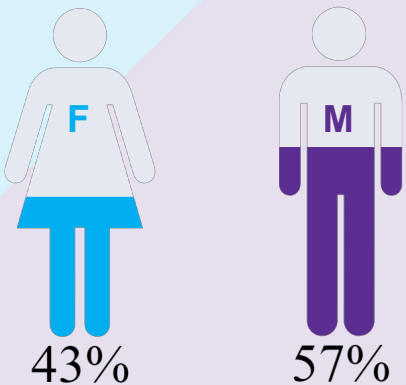


Rise

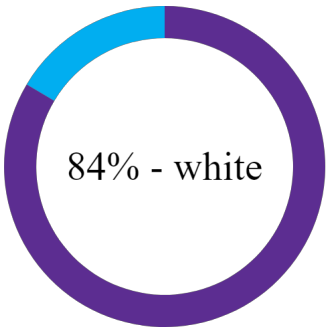
BaM Census

Demographics

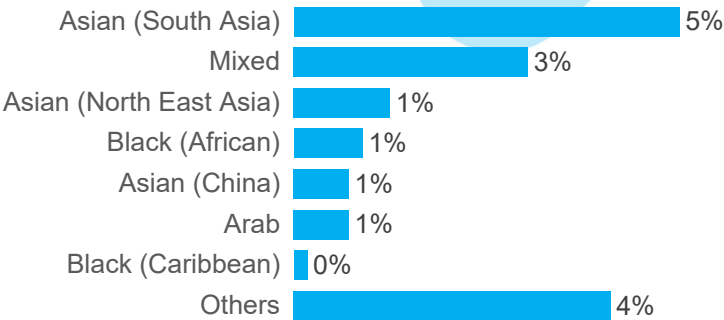
Gender



Ethnicity



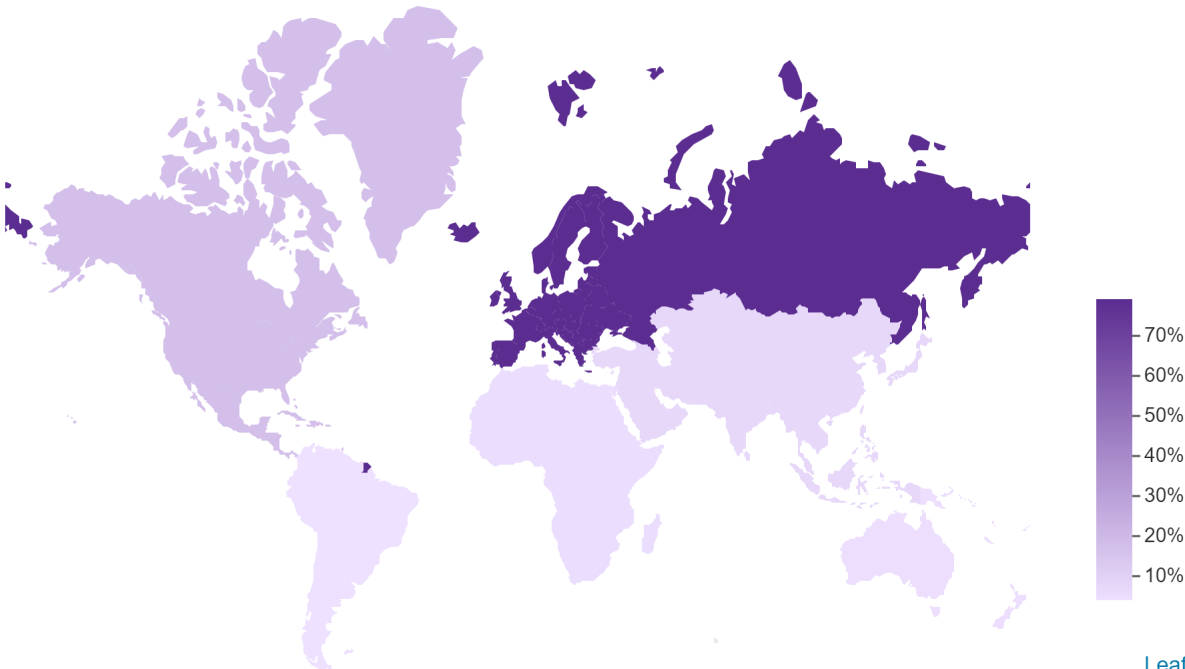
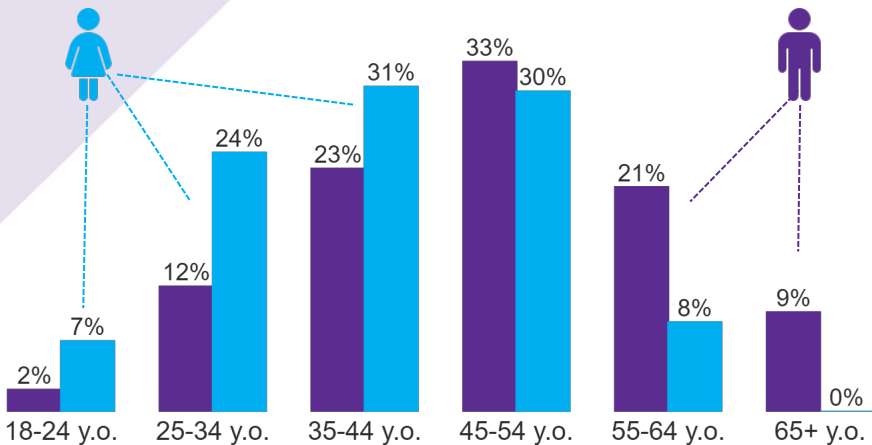
Non-white ethnicity (16% of respondents)



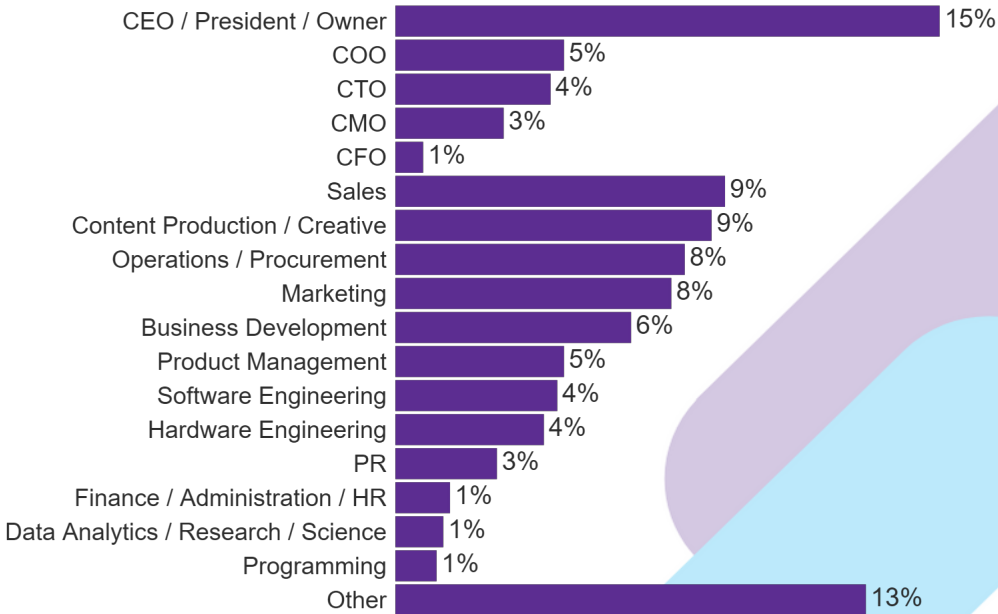
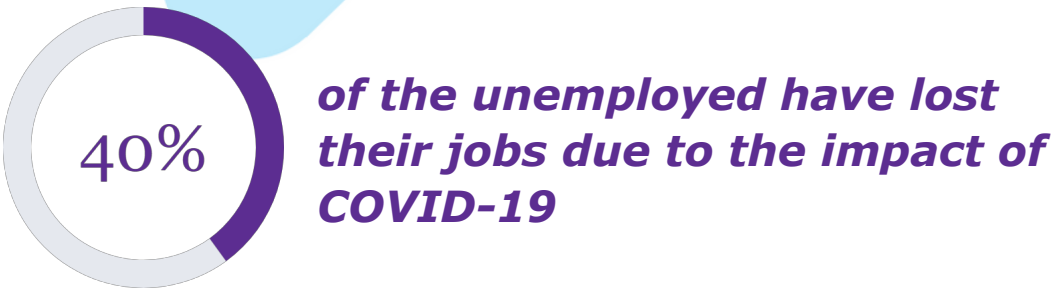
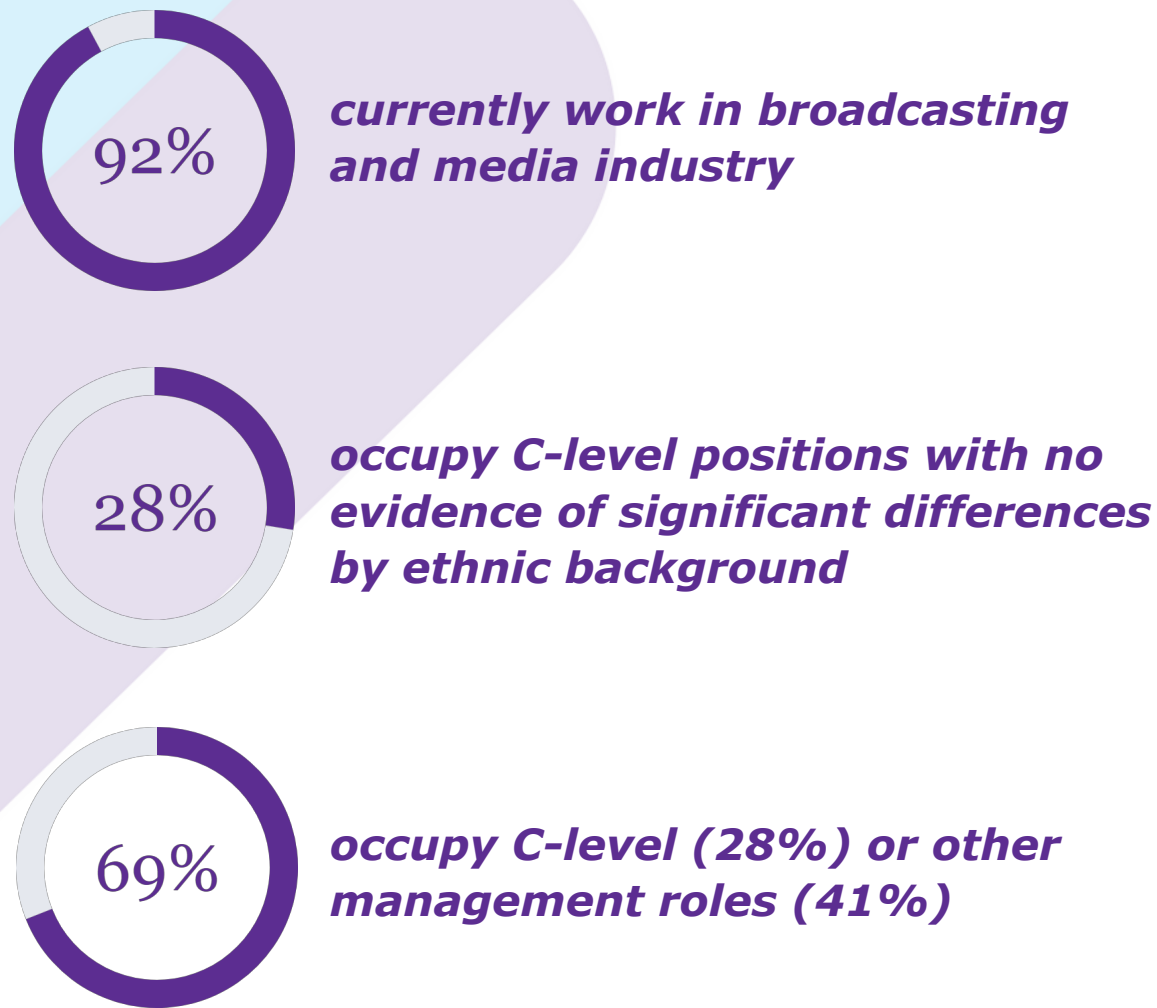
Have any
kind of
disability

5%

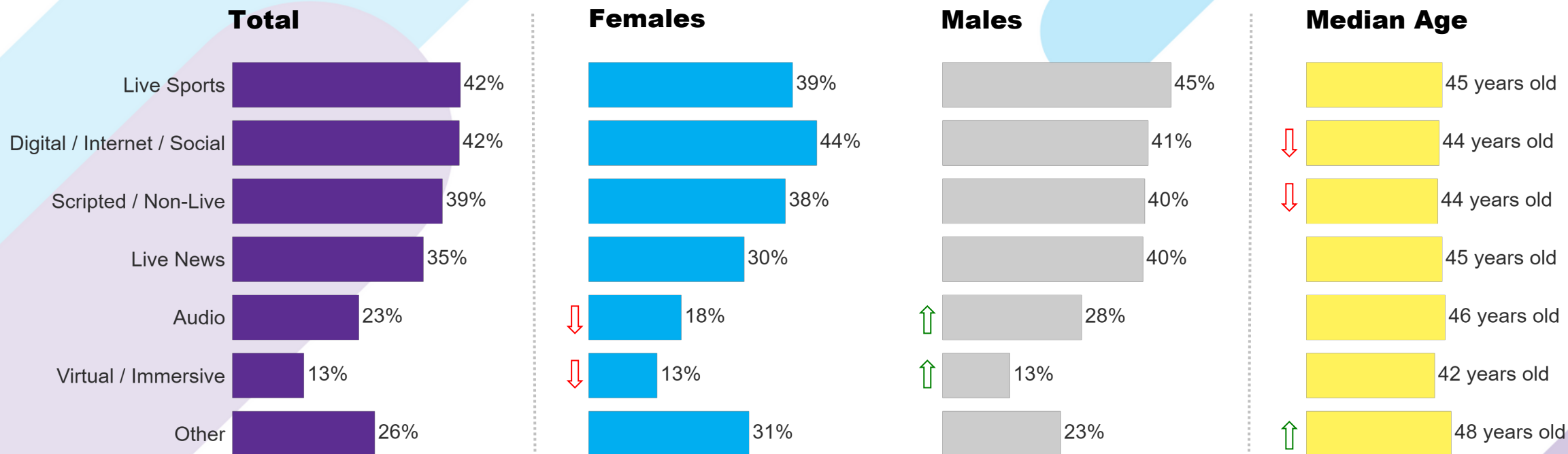
Age distribution by gender



Industry highlights



Sector

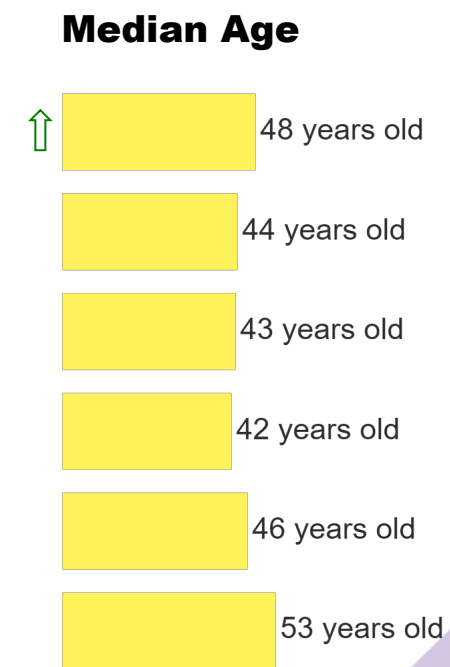
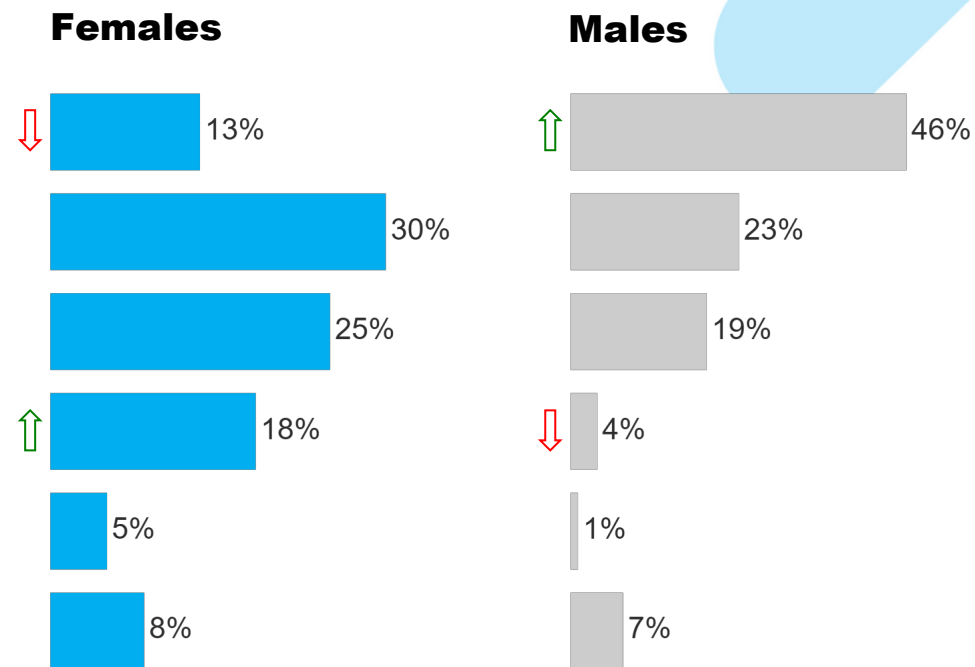
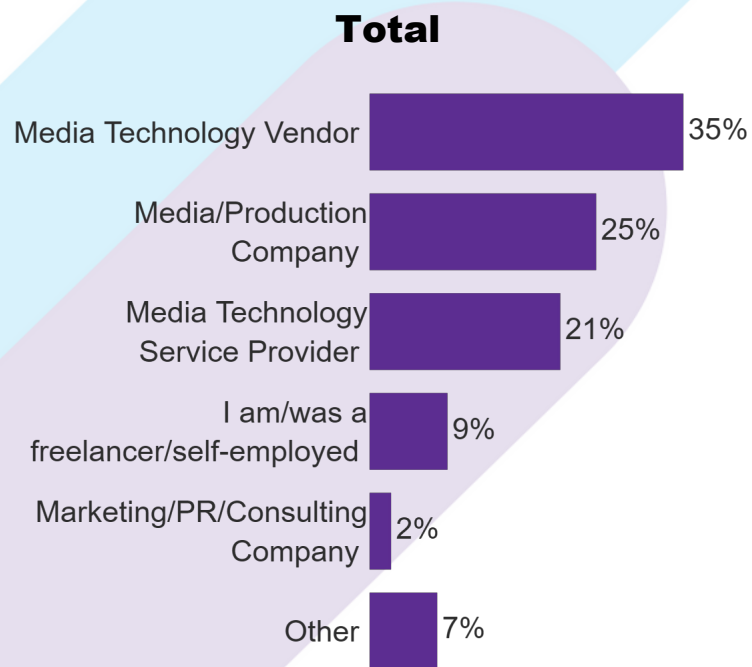


Arrows indicate statistically significant differences (95% confidence interval); comparison between males and females.

Arrows indicate statistically significant differences (95% confidence interval); categories are compared by age.

Live Sports, Digital media, and Scripted shows are the most popular sectors, followed by Live News and Audio, where males are more likely to be involved. All of the sectors have a median age above 40 with Digital media, Scripted shows, and Immersive tech having the youngest median age.

Type of Organization

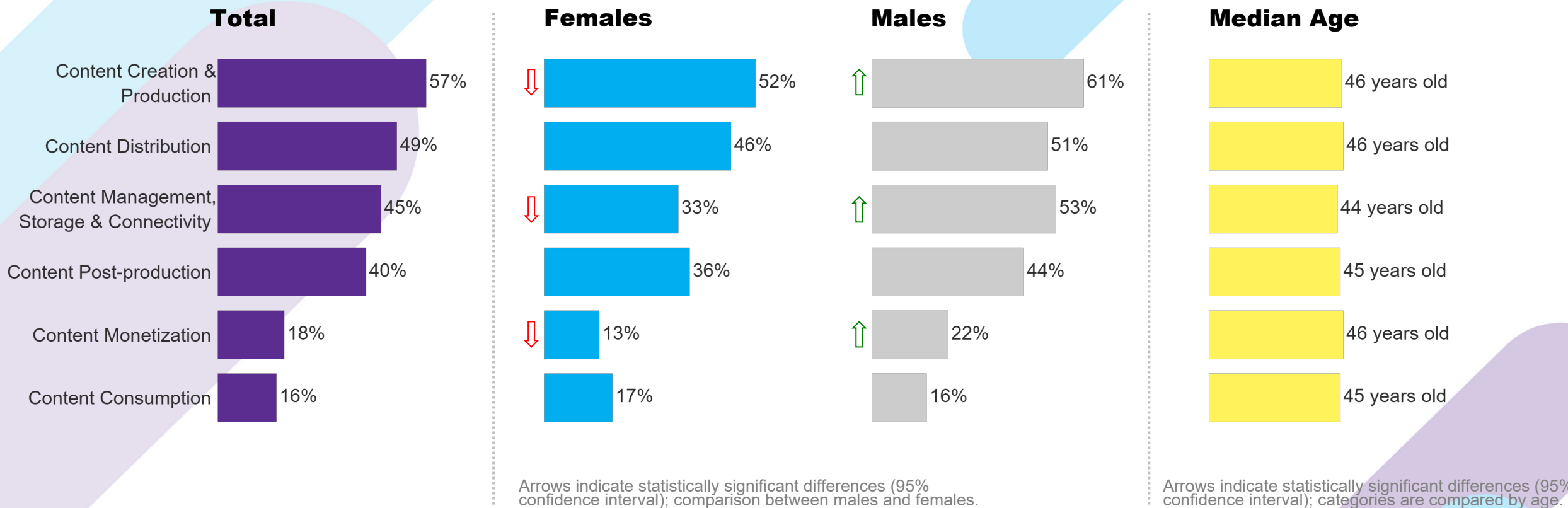


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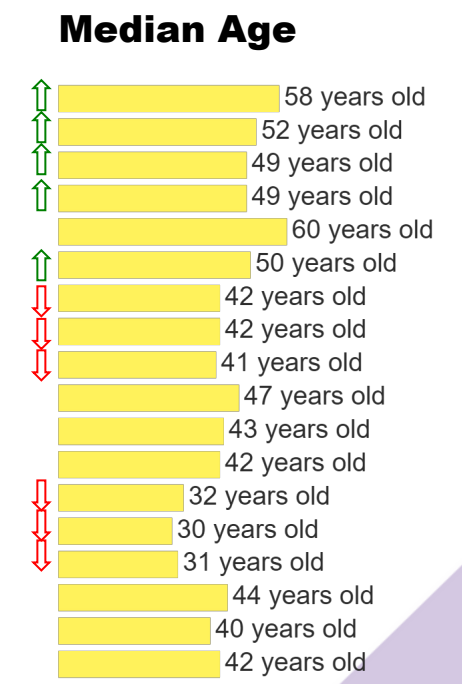
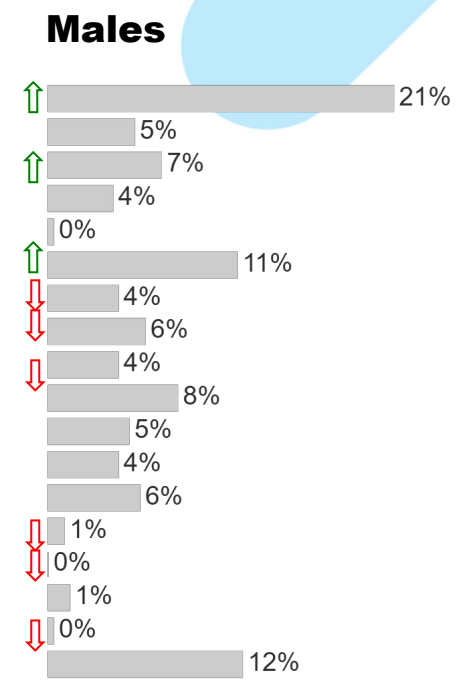
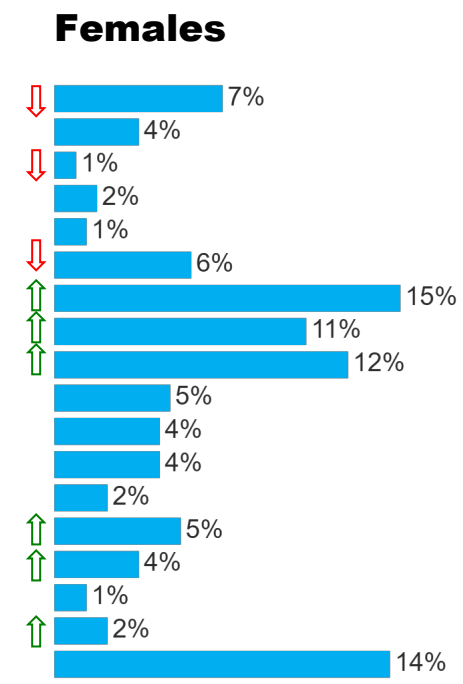
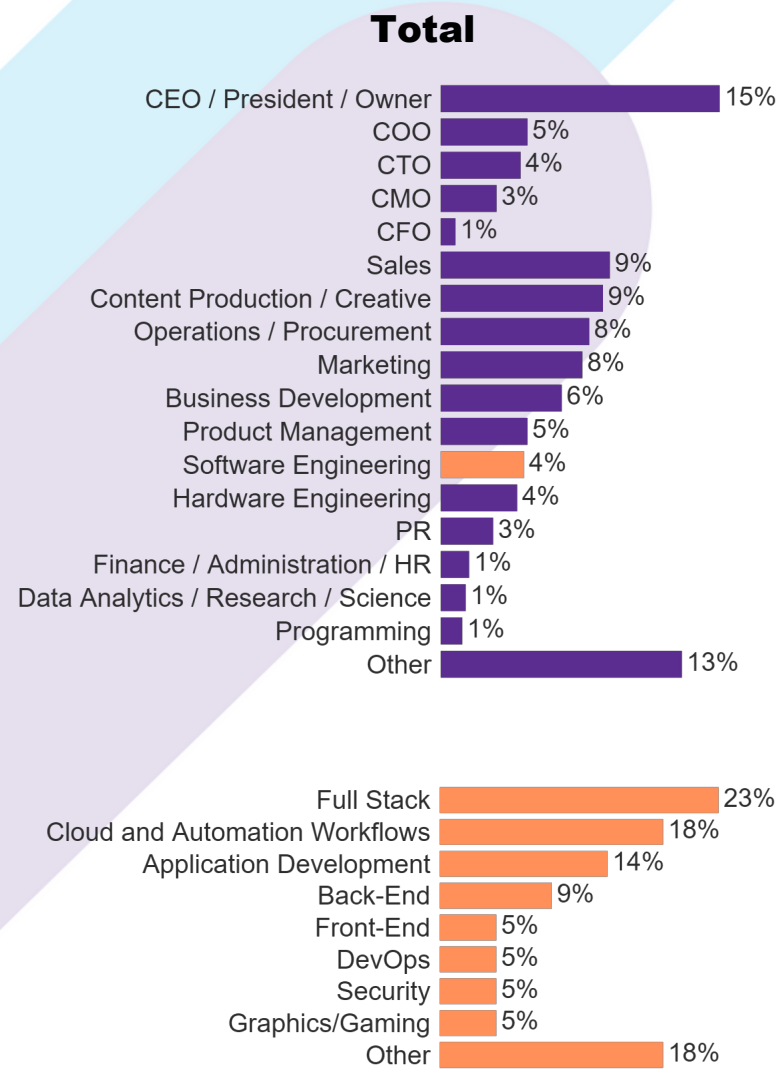
Males are more likely to represent Media Technology Vendors, with the median age being higher than average for this type of organization. Females are skewed towards self-employment/freelancing.

Content Supply Chain Segments



Content Consumption and Monetization are the smallest Content Supply Chain segments in the survey. Males are more likely to be involved in Content Creation, Management and Monetization than females, with no significant differences by age.

Responsibilities and Work Focus

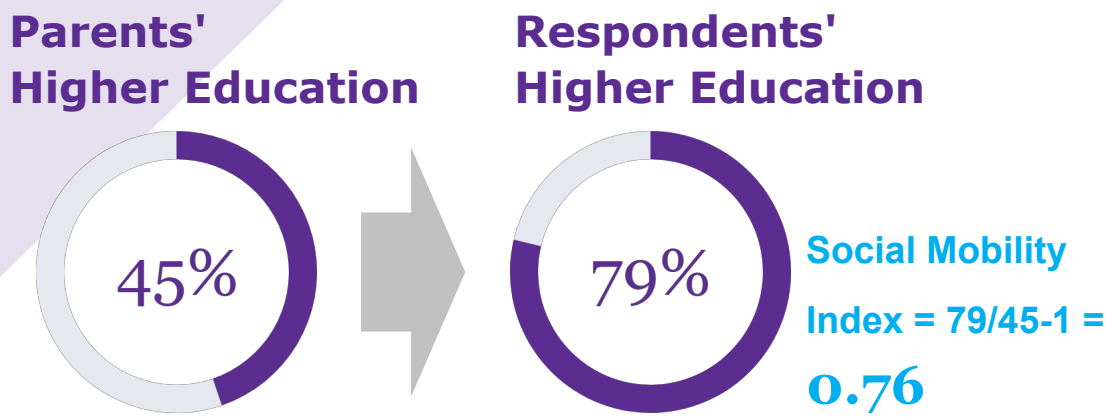
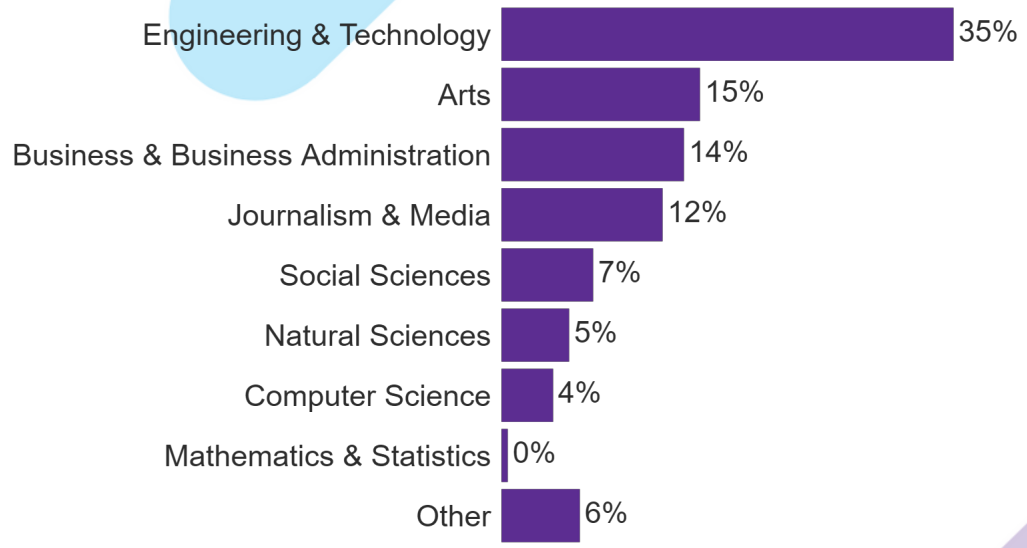
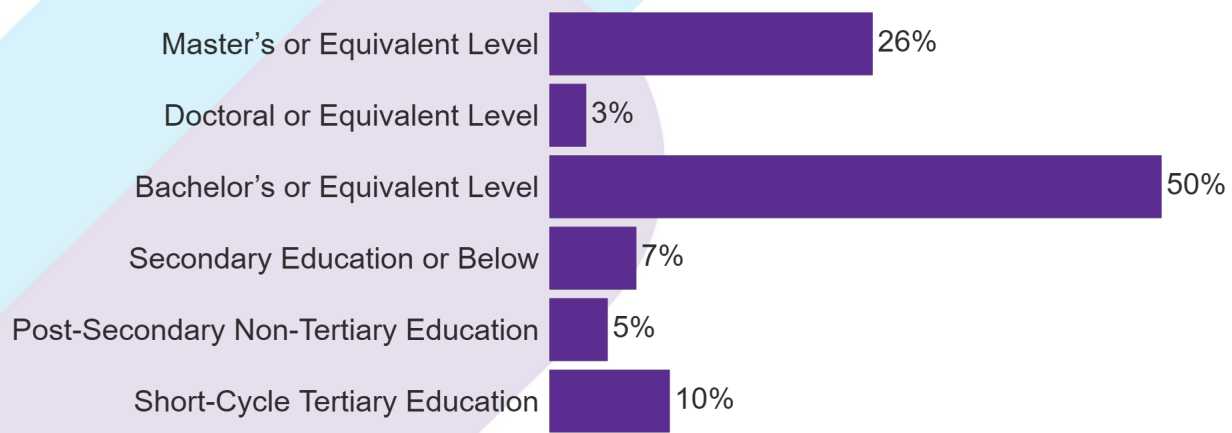


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Males and older respondents are more likely to occupy C-level positions. Males are also inclined to be salesmen.

Education and Social Mobility

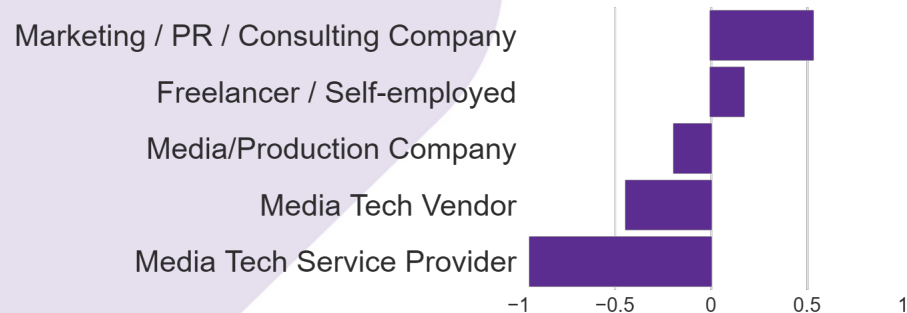


Four in five respondents have completed higher education, compared to less than half of their parents (at least one of them), indicating a positive *social mobility index* of 0.76 (the ratio of the share of respondents with higher education to the share of their parents with higher education). The next page provides more details on the social mobility index.

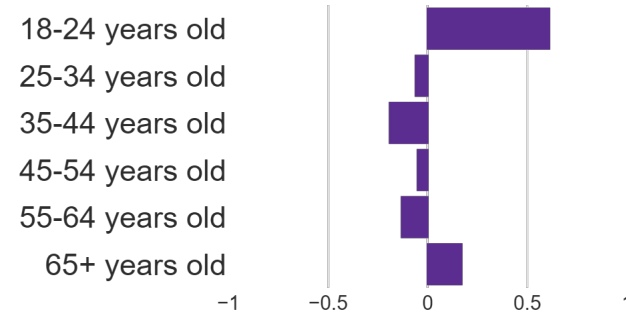
Social Mobility Deep Dive

*The **Standardized Social Mobility Index** allows comparison of sub-categories for social mobility vs. the zero point - the average SMI, which is 0.76*

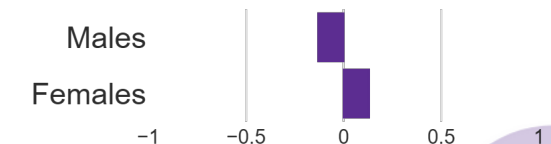
Type of organization



Age



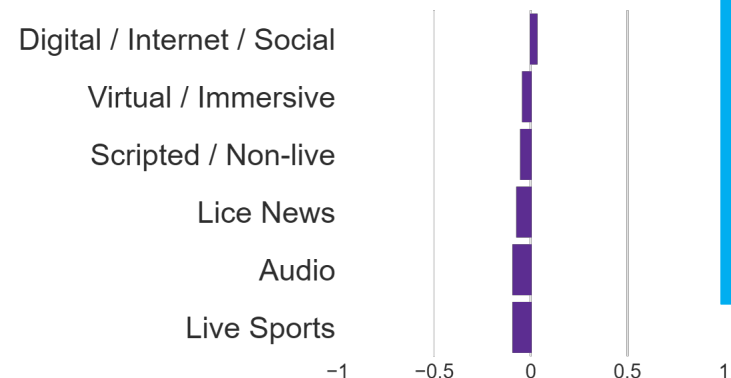
Gender



Content Supply Chain Segments

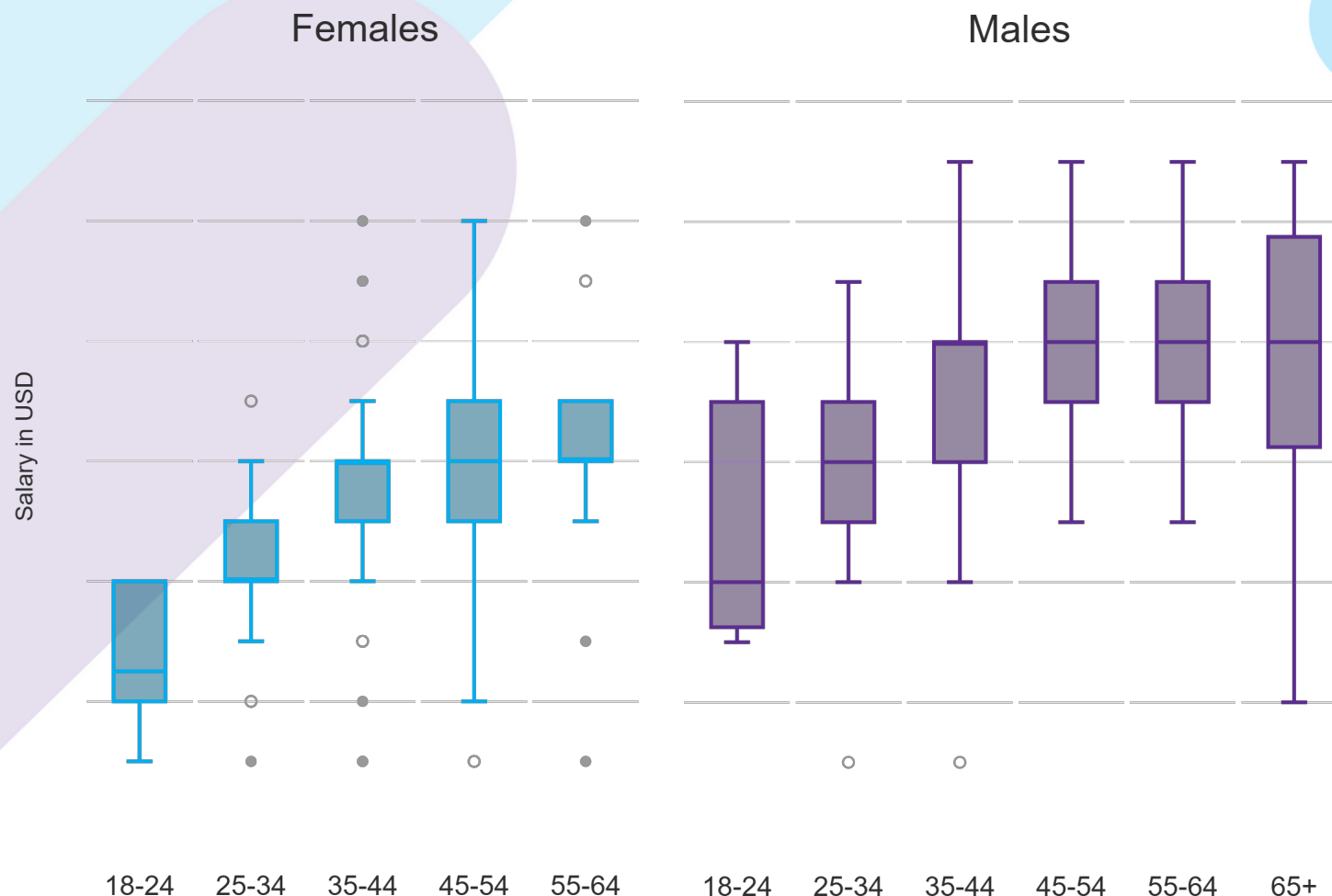


Sector



The **Standardized Social Mobility Index** is a score from -1 to 1 with a mean 0 (the average SMI score), which indicates the differences in the Social Mobility Index for different groups of respondents.

Salary by Age and Gender



Age is a demographic predictor that explains 11.4% of the salary outcome, while gender explains an additional 4.4% of it.

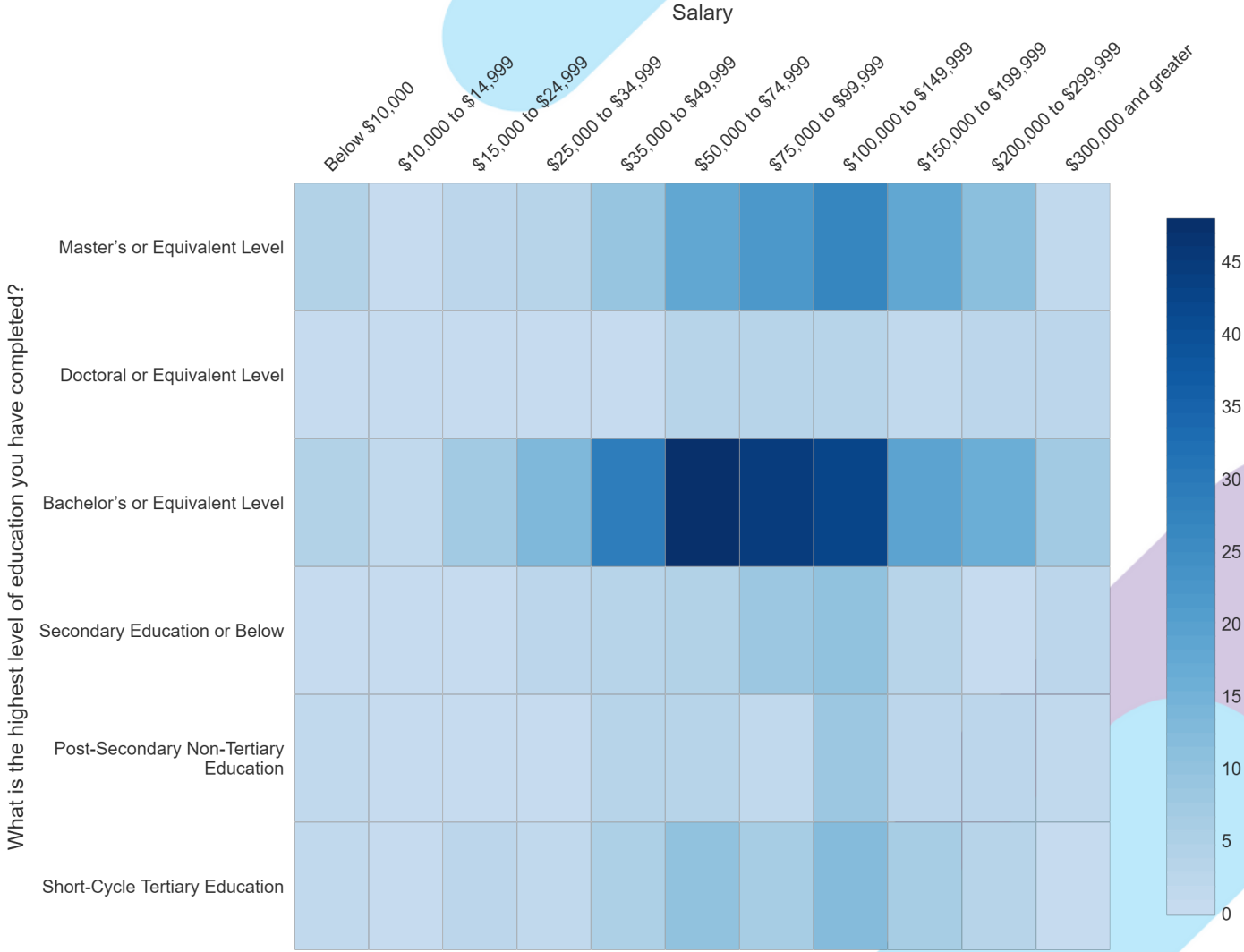
While younger employees naturally tend to have lower salaries, females also do so, although at a lower rate.

Females earn \$80-85K on average compared to males with \$100-135K respectively.

Salary by Education

correlation coefficient 8%

Interestingly, there is no relationship between the respondents' level of education and their salary.



Current Job Role vs Major Field of Study

Engineering and Technology graduates are most likely currently to be CEOs / Presidents / Owners in the industry. But also they are likely to do Hardware Engineering and occupy CTO roles.

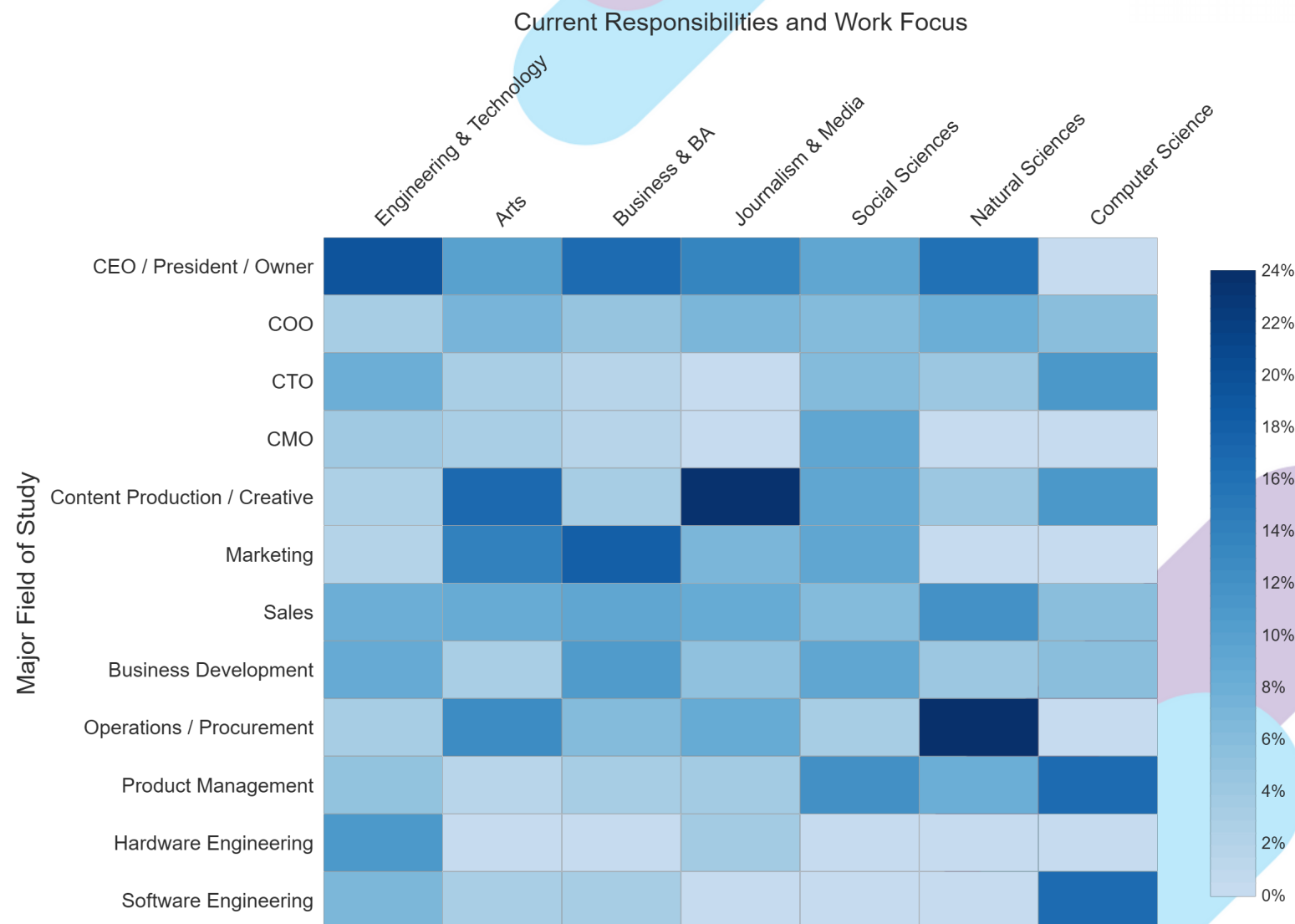
Journalism & Media graduates are most likely to be involved in creative roles – to produce content. Those who have degrees in Arts also tend to work in content creation but may also be involved in operations/procurement.

Business and Business Administration graduates tend to be occupied in Marketing.

Social Sciences graduates are inclined to do Product Management or to be Chief Marketing Officers.

Similarly to Arts, Natural science students tend to be occupied in Operations/Procurement.

Computer Science graduates are most likely to do Product Management and Software Engineering.



About IABM



IABM is the international trade association for broadcast and media technology suppliers. IABM facilitates the important networking and interaction between suppliers that shape and define the unique ecosystem of the broadcast and media technology industry.

IABM supports member companies with a comprehensive range of services across market intelligence, training, events, technology, exhibitions, business standards and best practices. We hold the interests of member companies as paramount, and strive to provide strong guidance and support at every level in all geographies.

We understand that in today's rapidly changing media landscape, our members have never had a greater need for timely, relevant and effective advice and support. IABM's mission is to be an ever more powerful beacon illuminating the way forward, highly responsive to all our members' needs and helping them to successfully navigate change and prosper.

Further information about IABM and its activities can be found at www.theiabm.org.