



CALIFORNIA

	Interactive Entertainment Software Locations	Direct Employment	Direct + Indirect Employment
Publisher Group	57	6,116	24,852
Developer Group	210	6,926	28,144
Total	267	13,041	52,996
	2009 Average Compensation per Employee (Direct Only)	2009 Total Direct Compensation (000)	2009 Total Direct + Indirect Compensation (000)
Total	\$97,694	\$1,274,056	\$2,619,715
Interactive Entertainment Software Industry	2005	2008	2009
Value Added* (Current Dollars)	\$1,443.3	\$2,351.5	\$2,160.6
Real Value Added (Inflation Adjusted Dollars)	\$1,443.3	\$2,427.4	\$2,226.0
Real Annual Growth	N/A	18.92%	11.44%
State	2005	2008	2009
GDP* (Current Dollars)	\$1,628,599.0	\$1,846,757.0	\$1,765,263.0
Compensation (Current Dollars)	\$925,105.5	\$1,032,762.6	\$987,188.6
Real GDP (Inflation Adjusted Dollars)	\$1,628,599.0	\$1,702,394.0	\$1,608,440.1
Real Annual Growth	N/A	1.49%	-0.31%
Information Sector	2005	2008	2009
GDP* (Current Dollars)	\$99,305.0	\$112,752.0	\$103,598.3
Compensation (Current Dollars)	N/A	\$53,285.9	\$48,959.9
Real GDP (Inflation Adjusted Dollars)	\$99,305.0	\$116,393.9	\$106,737.4
Real Annual Growth	N/A	5.44%	1.82%

**Estimates based on changes in information sector compensation (Game & Information) and total compensation (States) levels in 2008-2009*