



FLORIDA

	Interactive Entertainment Software Locations	Direct Employment	Direct + Indirect Employment
Publisher Group	2	215	754
Developer Group	14	462	1,622
Total	16	676	2,377
	2009 Average Compensation per Employee (Direct Only)	2009 Total Direct Compensation (000)	2009 Total Direct + Indirect Compensation (000)
Total	\$83,335	\$56,360	\$108,318
Interactive Entertainment Software Industry	2005	2008	2009
Value Added* (Current Dollars)	\$81.7	\$101.5	\$95.6
Real Value Added (Inflation Adjusted Dollars)	\$81.7	\$104.8	\$98.5
Real Annual Growth	N/A	8.65%	4.77%
State	2005	2008	2009
GDP * (Current Dollars)	\$670,030.0	\$744,120.0	\$712,647.9
Compensation (Current Dollars)	\$379,858.6	\$412,801.8	\$395,342.6
Real GDP (Inflation Adjusted Dollars)	\$670,030.0	\$685,951.3	\$649,337.5
Real Annual Growth	N/A	0.79%	-0.78%
Information Sector	2005	2008	2009
GDP * (Current Dollars)	\$28,492.0	\$30,497.0	\$28,703.4
Compensation (Current Dollars)	N/A	\$11,445.1	\$10,772.0
Real GDP (Inflation Adjusted Dollars)	\$28,492.0	\$31,482.1	\$29,573.1
Real Annual Growth	N/A	3.38%	0.94%

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