

DIGITAL MEDIA

Ranging from content marketing to community engagement, digital media encompasses a wide range of businesses in today's marketplace. Software Publishers (NACIS 511210), Graphic Design Services (NACIS 541430) and Internet Publishing and Broadcasting and Web Search Portals (NACIS 519139) would thrive in the Bentonville economy. Focused on facilitating interactive collaboration and communication with companies, consumers, organizations and employees, the Digital Media sector is a growing component of all business sectors. Interrelated, each component is co-dependent of the other.

- **Digital Commerce**
- **e-Commerce Website Design**
- **Production Studios**
- **Social Media Services**
- **Software Development**



% of residents that hold an Associate degree or higher

Arkansas has the nation's **FOURTH LOWEST** cost of doing business

– CNBC's Top States for Doing Business

18%

Projected growth in the IT/digital media industry (Benton County, 2016 – 2021)

Wages in the IT/digital media industry are nearly 50% lower in Benton County than the U.S.

Cultural/recreational opportunities in Bentonville:

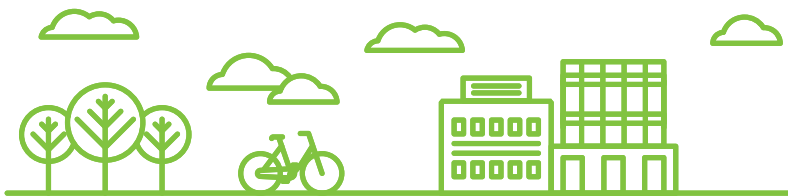
Crystal Bridges Museum of American Art

Amazeum – a children's museum

An extensive walking and biking trail system

A strong public school system

Comprehensive healthcare service



INVEST
Bentonville