



CRONER ANIMATION AND VISUAL EFFECTS SURVEY

2010 SURVEY OVERVIEW

To become a participant, please contact:

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Croner Animation and Visual Effects Survey

The *Croner Animation and Visual Effects Survey* is a highly industry-specific survey conducted annually to provide animation, visual effects and software companies with up-to-date, market competitive compensation data. In 2010, approximately 20 companies will use Croner survey data to understand current compensation trends and to establish rational market compensation levels in their organizations, and to make compensation related decisions for new hires, promotions,

Key Features of the Survey

- Wholly confidential, participant-only survey - results only available to participating companies
- Relied on by the major players in the industry - large and small - to make their compensation decisions
- Covers a full range of industry-specific jobs at all levels, from Top Production Executive to Production Assistant.
- Reports industry-specific and regional data cuts when applicable
- Annual report on survey highlights and trends
- Online delivery of survey results and data cuts

2010 Participants

Activision Blizzard, Inc.
Ascent Media Group
Asylum Visual Effects
Digital Domain, Inc.
DreamWorks Animation SKG, Inc.
ImageMovers Digital
LAIKA, Inc.
Lucasfilm Ltd.
Pixar Animation Studios

Sony Computer Entertainment America, Inc. (SCEA)
Sony Pictures Entertainment
Starz Entertainment, LLC
The Jim Henson Company
Turner Broadcasting System, Inc.
Twentieth Century Fox Filmed Entertainment
Walt Disney Animation Studios
Walt Disney Imagineering
Warner Bros. Entertainment, Inc. for CW TV Network

Positions and Compensation Data Covered

The 2010 survey includes 124 positions. Job family grids of the survey positions are included. A sample of the survey report output for the position of Animator is included to illustrate the data cuts and report layout for a typical position.

Compensation Elements Surveyed for Each Position

- Base salary
- Total cash compensation (i.e., base salary plus bonus)
- Total direct compensation (i.e., total cash compensation plus annualized net present value of equity grants)

Compensation Practices

- Presents the full picture of compensation practices in the industry - merit budgets, bonuses, equity and more
- The 2010 survey covers trainee rates, skill combinations for generalists, "gap" pay for incumbents off project, and 401(k) plan features

Croner Animation and Visual Effects Survey

2010 Survey Schedule

March	2010 survey questionnaires published. Data effective April 1, 2010
April	Completed questionnaires due at The Croner Company
August	2010 report published online
January 2011	Planning meeting for the 2011 survey

Participation Fees

The participation fee (including report of results) for the 2010 survey is \$3,750.

By signing a Participation Agreement for the 2010 survey, a company may purchase the 2009 report for an additional \$7,500.

Confidentiality

Survey policies underscore the importance of strictly maintaining the confidentiality of each participant's source data. Only The Croner Company has access to the source information provided by participants. The Croner Company uses these data only to compile the results of the survey, and does not share or access the information for any other purpose. Statistical analyses are conducted on the source data and results are reported to the survey participants only in summarized form. The survey also uses reporting rules to ensure the full confidentiality of each participant's data. No attribution to pay levels or practices of individual participants is made.

**CRONER ANIMATION AND VISUAL EFFECTS SURVEY
2010 POSITIONS BY JOB FAMILY AND MANAGEMENT LEVEL**

— Grid I —

STUDIO EXECUTIVES								
10 Top Production Executive								

Level	Family	STORY / VISUAL DEVELOPMENT						ANIMATION	
		Story	Production Design / Art Direction	Visual Development	Modeling	Sculpting	Layout	Stereoscopic Imaging	Character Animation
Production Leadership	Senior Production Leadership / Head of Function	20012 Head of Story	22012 Prodn Designer						30012 Head of Character Animation
	Pipeline / Sequence Leadership		22016 Animation Art Dir		26016 Model Supv		28016 Layout Supv	29016 Stereoscopic Supv	30016 Animation Supv
Individual Contributor	Principal Individual Contributor			24021 Character Designer					
	Senior / Lead Individual Contributor	20024 Sr/Lead Story Artist		24024 Sr/Lead Visual Dev Artist	26024 Sr/Lead Modeler	27024 Sr/Lead Sculptor	28024 Sr/Lead Layout Artist	29024 Sr/Lead Stereoscopic Tech Dir	30024 Sr/Lead Animator
	Individual Contributor	20025 Story Artist		24025 Visual Dev Artist	26025 Modeler	27025 Sculptor	28025 Layout Artist		30025 Animator
	Associate Individual Contributor	20026 Assoc Story Artist		24026 Assoc Visual Dev Artist	26026 Assoc Modeler		28026 Assoc Layout Artist		30026 Assoc Animator
Support	Coordinator								
	Assistant								

**CRONER ANIMATION AND VISUAL EFFECTS SURVEY
2010 POSITIONS BY JOB FAMILY AND MANAGEMENT LEVEL**

— Grid 2 —

Level \ Family		TECHNICAL / SHOT PRODUCTION							
		Technical / Shot Production	Character Set-Up / Rigging	Shading	Texture Painting	Character Simulations	Lighting	Rendering	Generalist Technical Direction
Production Leadership	Senior Production Leadership / Head of Function	40012 Top Production Technical Role							
		40112 Second Level Production Technical Role							
		40212 CG Supervisor							
	Pipeline / Sequence Leadership		41016 Char Set-Up/Rigging Supervisor	43016 Shading and/or Texture Supv	46516 Char Simulations Supv	47016 Lighting Supv	47516 Render Supv		
Individual Contributor	Principal Individual Contributor								
	Senior / Lead Individual Contributor		41024 Sr/Lead Char Set-Up/Rigging Tech Dir	43024 Sr/Lead Shading Tech Dir	44024 Sr/Lead Texture Painter	46524 Sr/Lead Char Simulations Tech Dir	47024 Sr/Lead Lighting Artist	47624 Sr/Lead Generalist Tech Dir	
	Individual Contributor		41025 Char Set-Up/Rigging Tech Dir	43025 Shading Tech Dir	44025 Texture Painter	46525 Char Simulations Tech Dir	47025 Lighting Artist	47525 Renderer	47625 Generalist Tech Dir
	Associate Individual Contributor		41026 Assoc Char Set-Up/Rigging Tech Dir	43026 Assoc Shading Tech Dir	44026 Assoc Texture Painter	46526 Assoc Char Simulations Tech Dir	47026 Assoc Lighting Artist	47626 Assoc Generalist Tech Dir	
Support	Coordinator								
	Assistant								

**CRONER ANIMATION AND VISUAL EFFECTS SURVEY
2010 POSITIONS BY JOB FAMILY AND MANAGEMENT LEVEL**

— Grid 3 —

Level \ Family		EFFECTS / LIVE ACTION							
		Effects Art Direction	Motion Capture	Effects	Inferno Art	Matte	Compositing	Rotoscope / Digital Paint Art	Match Moving
Production Leadership	Senior Production Leadership / Head of Function								
	Pipeline / Sequence Leadership	48216 Effects Art Director		48416 Effects Supv			48716 Compositing Supv		
Individual Contributor	Principal Individual Contributor								
	Senior / Lead Individual Contributor		48324 Sr/Lead Motion Capture Tech Dir	48424 Sr/Lead Effects Artist	48524 Sr Inferno Artist	48624 Sr/Lead Digital Matte Artist	48724 Sr/Lead Compositor	49024 Sr/Lead Rotoscope / Digital Paint Artist	49524 Sr/Lead Match Mover
	Individual Contributor		48325 Motion Capture Tech Dir	48425 Effects Artist	48525 Inferno Artist	48625 Digital Matte Artist	48725 Compositor	49025 Rotoscope / Digital Paint Artist	49525 Match Mover
	Associate Individual Contributor			48426 Assoc Effects Artist					
Support	Coordinator								
	Assistant								

**CRONER ANIMATION AND VISUAL EFFECTS SURVEY
2010 POSITIONS BY JOB FAMILY AND MANAGEMENT LEVEL**

— Grid 4 —

Family		PRODUCTION MANAGEMENT	POST PRODUCTION			PRODUCING		
			Animated Feature Film Editing	Post Production	Projectionist	Development	Animated Feature Film Producing	Feature Effects Producing
Level								
Production Leadership	Senior Production Leadership / Head of Function	50012 Head of Prodn Mgmt	60012 Editor, Animated Feature Film	62012 Head of Post Production		68014 Dir, Development	70012 Producer, Animated Feature Film	
	Pipeline / Sequence Leadership			62016 Post Production Supv			70016 Assoc Producer, Animated Feature Film	72016 Producer, Feature Effects
Individual Contributor	Principal Individual Contributor	50021 Sr Production Mgr	60021 Assoc Editor, Animated Feature Film	62021 Color Timer				
	Senior Individual Contributor	50024 Production Mgr						72024 Digital Effects Producer
	Individual Contributor	50025 Assoc Production Mgr	60025 1 st Asst Editor, Animated Feature Film		63025 Projectionist	68025 Development Assoc		
	Associate Individual Contributor / Senior Coordinator	50026 Sr Production Coord	60026 2 nd Asst Editor, Animated Feature Film					
Support	Coordinator	50027 Production Coord						
	Assistant	50028 Production Asst	60028 Editorial Asst					

**CRONER ANIMATION AND VISUAL EFFECTS SURVEY
2010 POSITIONS BY JOB FAMILY AND MANAGEMENT LEVEL**

— Grid 5 —

Level \ Family		TECHNOLOGY SYSTEMS AND SUPPORT					
		Production Systems Administration	Archive	Digital Resource Management	Production Systems Engineering	Tools Software Engineering	Pipeline Software Engineering
Operations Management	Director					82014 Dir, Tools SWE	
	Manager	80016 Mgr, Systems Administration		80516 Mgr, Digital Resource		82016 Mgr, Tools SWE	
Individual Contributor	Principal Individual Contributor				81021 Princ Prodn Systems Engineer	82021 Princ Tools SW Architect	83021 Princ Pipeline SWE
	Senior Individual Contributor	80024 Sr Systems Administrator			81024 Sr Prodn Systems Engineer	82024 Sr Tools SWE	83024 Sr Pipeline SWE
	Individual Contributor	80025 Systems Administrator	80425 Archivist		81025 Prodn Systems Engineer	82025 Tools SWE	83025 Pipeline SWE
	Associate Individual Contributor	80026 Production Support Engineer					
Support	Coordinator						
	Assistant						

**CRONER ANIMATION AND VISUAL EFFECTS SURVEY
2010 POSITIONS BY JOB FAMILY AND MANAGEMENT LEVEL**

— Grid 6 —

Level \ Family		GENERAL AND ADMINISTRATIVE				
		Professional Management	Production Accounting	Production Finance	Human Resources	Training
Operations Management	Director	90014 Dir, Professional Management	91014 Dir, Production Accounting			93014 Dir, Training
	Manager					93016 Mgr, Training
Individual Contributor	Principal Individual Contributor		91021 Principal Production Accountant			
	Senior Individual Contributor			91124 Sr Production Financial Analyst	92024 Sr Recruiter	93024 Sr Trainer
	Individual Contributor		91025 Production Accountant			93025 Trainer
	Associate Individual Contributor		91026 Assoc Production Account			
	Trainee					
Support	Coordinator					
	Assistant		91028 Production Accounting Assistant			

POSITION 30025**ANIMATOR**

Animates and brings to life assigned characters and creatures of the production. Creates movement and performance for assigned characters and develops emotional content. Manipulates characters frame by frame, turning them into moving, talking and expressive actors. Defines posing, timing, pacing, screen direction and attitude on each shot. Meets art direction. Accountable for meeting productivity and quota targets. **SCOPE:** Implements activities that generally impact discrete, moderate risk components / processes of work of own unit / team. **CREATIVE / TECHNICAL DIRECTION:** Develops solutions and techniques that meet art / technical direction. Participates in team reviews of work under development. **KNOWLEDGE / PROBLEM SOLVING:** Demonstrates proficiency in several areas of the professional function. Effectively resolves problems and roadblocks as they occur. Able to animate multiple types of characters from simple to moderately difficult. **NEGOTIATIONS / INTERACTIONS:** Interacts with peers and/or managers to exchange semi-complex information related to assigned activities. **ASSIGNMENT OF WORK:** Receives work in the form of short-term assignments that often require the application of independent judgment. **OVERSIGHT RECEIVED:** Work is subject to regular supervisory review at regular intervals. Operates within the context of defined procedures. **EXPERIENCE:** Typically, incumbent has a minimum of 2 years of progressively complex related experience.

POSITION INFORMATION

# of Incumbents Reported	356	Match:	Greater: 0%	Equal: 100%	Less: 0%
# of Companies with Match	14	FLSA:	Exempt: 26%		
Geographic Composition	East: 12%	South: 1%	Midwest: 4%	Mountain: 0%	Southwest: 0% West: 82%
Project Employee	19%	Employment Contract	17%	In Collective Bargaining Unit	19%

SHORT-TERM INCENTIVE ("STI") PLANS

STI Eligibility	Companies Offering	50%	Incumbents Eligible	63%
STI Awards Received	Avg Bonus Paid as % of Target	I.D.	Eligible Incumbents Who Received in Last 12 Months	71%
STI Targets	Companies with Incentive Targets	43%	Target %	50th: I.D. Mean: 10%

LONG-TERM INCENTIVE ("LTI") PLANS

LTI Eligibility	Companies Offering	29%	Incumbents Eligible	40%
LTI Awards Received	Eligible Incumbents Who Received in Last 12 Months			58%

TOTAL DIRECT COMPENSATION (in Thousands)

TOTAL DIRECT COMPENSATION (Includes Guaranteed OT, Except Where Noted)	INCUMBENT							COMPANY		
	n	10th	25th	50th	Mean	75th	90th	n	50th	Mean
All Industries										
Base Salary - Guaranteed Work Week										
Guaranteed Work Week Hours										
Base Salary - Normalized to 40 Hours (Excl Guar OT)										
Target Total Cash Compensation										
Actual Total Cash Compensation										
Actual Cash Awards as % of Base Salary										
Annualized NPV of LTI Awards										
Annualized NPV of LTI Awards - Acctg Value										
Total Direct Compensation										
Total Direct Compensation - Acctg Value										
Animation and Visual Effects - All Incumbents										
Base Salary - Guaranteed Work Week										
Guaranteed Work Week Hours										
Base Salary - Normalized to 40 Hours (Excl Guar OT)										
Target Total Cash Compensation										
Actual Total Cash Compensation										
Actual Cash Awards as % of Base Salary										
Annualized NPV of LTI Awards										
Annualized NPV of LTI Awards - Acctg Value										
Total Direct Compensation										
Total Direct Compensation - Acctg Value										
Software Games - All Incumbents										
Base Salary - Guaranteed Work Week										
Guaranteed Work Week Hours										
Base Salary - Normalized to 40 Hours (Excl Guar OT)										
Target Total Cash Compensation										
Actual Total Cash Compensation										
Actual Cash Awards as % of Base Salary										
Annualized NPV of LTI Awards										
Annualized NPV of LTI Awards - Acctg Value										
Total Direct Compensation										
Total Direct Compensation - Acctg Value										

TOTAL DIRECT COMPENSATION (in Thousands)

TOTAL DIRECT COMPENSATION (Includes Guaranteed OT, Except Where Noted)	INCUMBENT							COMPANY		
	n	10th	25th	50th	Mean	75th	90th	n	50th	Mean
Animation - All Incumbents										
Base Salary - Guaranteed Work Week										
Guaranteed Work Week Hours										
Base Salary - Normalized to 40 Hours (Excl Guar OT)										
Target Total Cash Compensation										
Actual Total Cash Compensation										
Actual Cash Awards as % of Base Salary										
Total Direct Compensation										
Total Direct Compensation - Acctg Value										
Visual Effects - All Incumbents										
Base Salary - Guaranteed Work Week										
Guaranteed Work Week Hours										
Base Salary - Normalized to 40 Hours (Excl Guar OT)										
Target Total Cash Compensation										
Actual Total Cash Compensation										
Actual Cash Awards as % of Base Salary										
Total Direct Compensation										
Total Direct Compensation - Acctg Value										
Animation and Visual Effects - Northern California										
Base Salary - Guaranteed Work Week										
Guaranteed Work Week Hours										
Base Salary - Normalized to 40 Hours (Excl Guar OT)										
Target Total Cash Compensation										
Actual Total Cash Compensation										
Actual Cash Awards as % of Base Salary										
Total Direct Compensation										
Total Direct Compensation - Acctg Value										
Animation and Visual Effects - Southern California										
Base Salary - Guaranteed Work Week										
Guaranteed Work Week Hours										
Base Salary - Normalized to 40 Hours (Excl Guar OT)										
Target Total Cash Compensation										
Actual Total Cash Compensation										
Actual Cash Awards as % of Base Salary										
Total Direct Compensation										
Total Direct Compensation - Acctg Value										