



Testimony in Support of A4250, extension of the CBT credit for film production in NJ to production of digital media content, before the New Jersey Assembly Telecommunications and Utilities Committee, May 17, 2007

Good afternoon, I am Linda Klose, the Executive Director for the New Jersey-Pennsylvania Council of AeA, Advancing the Business of Technology. AeA is the nation's largest technology trade association with more than 2,000 member companies representing all segments of the high technology industry.

As a New Jersey resident, I want to thank this committee's chair Assemblyman Chivukula and the Budget Committee chair Assemblyman Greenwald for sponsoring this very important legislation. It is an acknowledgement of the importance of technology in New Jersey and the impact of the growing field of Digital Media.

In today's Star Ledger, the story on employment in our state made it clear that we are slowly losing ground. We must look at new growth industries to improve that trend. This bill would take an existing corporate business tax credit with a proven record and expand it to include twenty-first century technology. Companies such as AeA member Cisco have endorsed this legislation because of the very real potential of digital media as a technology growth giant.

With my connections to the digital media producers and service providers, I can see a number of reasons for promoting this legislation, beyond the very obvious ones of job growth.

- Increased digital media in New Jersey will mean increased awareness and demand for broadband capacity and distribution technologies.
- It will mean expanded access to not only entertainment but also information, commerce, and public services.
- It will become a catalyst for creating a high tech/creative arts media cluster in New Jersey, as has happened in Ontario and some Scandinavian cities.
- In support of the digital media cluster, there will be increased economic activity in related fields such as e-learning, e-banking, and interactive television.

As the Stem Cell Research center will keep us on the cutting edge of that technology, this will keep us in the forefront of another growing technology with its promise of employment and a better quality of life for me and all other New Jersey residents.

AeA and I look forward to working with this committee and other supporters to advance this important bill through the Legislature.