Table 1136. Book Publishers' Net Shipments: 2007 to 2010

[In millions (3,126.8 represents 3,126,800,000). Represents net publishers' shipments after returns. Includes all titles released by publishers in the United States and imports which appear under the imprints of American publishers. Multivolume sets, such as encyclopedias, are counted as one unit. Due to changes in methodology and scope, these data are not comparable to those previously published]

Type of publication	2007, est.	2008, est.	2009, proj.	2010, proj.
Total.	**3,126.8**	**3,078.9**	**3,101.3**	**3,168.9**
Trade	2,281.7	2,237.7	2,248.3	2,294.3
Adult	1,380.8	1,348.5	1,360.8	1,393.4
Juvenile	900.9	889.2	887.5	900.8
Religious	274.5	247.1	239.2	246.8
Professional	245.9	255.8	264.5	269.0
Scholarly	72.1	74.9	76.2	77.5
Elementary and high school	175.0	182.3	188.7	194.1
College	77.6	81.1	84.5	87.2

Source: Book Industry Study Group, Inc., New York, NY, *Book Industry Trends 2009*, annual (copyright).

Table 1137. Software Publishers—Estimated Revenue by Source of Revenue and Software Type: 2005 to 2008

[In millions of dollars (119,856 represents $119,856,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5112. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15 and Appendix III]

Item	2005	2006	2007	2008
Operating revenue	**119,856**	**130,682**	**142,796**	**151,708**
Source of revenue:				
System software publishing [1]	44,120	46,248	51,327	54,777
Operating system software	16,367	16,189	18,589	19,288
Network software	12,549	13,459	14,504	15,403
Database management software	7,164	8,646	9,773	10,712
Development tools and programming languages software	3,347	3,209	3,126	3,194
Application software publishing [1]	43,414	45,750	49,593	50,987
General business productivity and home use applications	20,810	20,281	22,236	23,418
Cross-industry application software	11,635	13,349	13,554	13,508
Vertical market application software	6,916	7,099	7,724	7,653
Utilities application software	1,177	1,433	1,528	1,648
Other services [1]	32,322	38,684	41,876	45,944
Customization and integration of packaged software	4,935	4,925	4,268	5,518
Information technology technical consulting services	4,564	5,664	6,348	5,937
Application service provisioning	(S)	(S)	(S)	(S)
Resale of computer hardware and software	2,240	3,256	4,179	5,003
Information technology-related training services	1,518	1,740	1,793	1,943
Breakdown of revenue by software sales type:				
System software	44,120	46,248	51,327	54,777
Personal computer software	14,986	15,135	18,158	19,144
Enterprise or network software	16,428	18,214	18,466	18,916
Mainframe computer software	9,087	9,683	10,132	11,038
Other system software	3,618	3,216	4,572	5,679
Application software	43,414	45,750	49,593	50,987
Personal computer software	21,396	(S)	21,564	22,357
Enterprise or network software	15,099	16,979	19,683	20,156
Mainframe computer software	2,721	2,670	2,738	2,386
Other application software	4,197	5,352	5,609	(S)

S Data do not meet publication standards. [1] Includes other sources of revenue and other expenses, not shown separately.
Source: U.S. Census Bureau, "Service Annual Survey 2008: Information Sector Services," January 2010, <http://www.census.gov/econ/www/servmenu.html>.