

Table 1142. Cable and Other Subscription Programming—Estimated Revenue and Expenses: 2005 to 2008

[In millions of dollars (35,400 represents \$35,400,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51521. 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	35,400	37,997	40,907	45,051
Source of revenue:				
Licensing of rights to broadcast specialty programming ¹	18,254	19,679	21,450	23,777
Air time	15,223	15,900	16,947	18,164
All other operating services revenue	1,923	2,417	2,510	3,110
Operating expenses	23,255	24,590	26,487	28,622
Personnel costs	4,575	4,415	5,096	5,400
Gross annual payroll	3,688	3,461	3,820	4,122
Employer's cost for fringe benefits	575	566	796	796
Temporary staff and leased employee expense	311	388	480	482
Expensed materials, parts and supplies (not for resale)	135	128	125	159
Expensed equipment	52	46	61	73
Expensed purchase of other materials, parts and supplies	83	82	64	85
Expensed purchased services	2,186	2,593	2,243	2,800
Expensed purchases of software	30	37	45	143
Purchased electricity and fuels (except motor fuel)	37	36	36	64
Lease and rental payments	522	460	430	505
Purchased repair and maintenance	80	75	59	108
Purchased advertising and promotional services	1,516	1,985	1,673	1,980
Other operating expenses	16,359	17,454	19,024	20,263
Depreciation and amortization charges	(S)	2,483	2,635	3,023
Government taxes and license fees	107	74	60	61
Program and production costs	10,501	11,330	12,568	13,139
All other operating expenses	3,269	3,566	3,762	4,040

S Data do not meet publication standards. ¹ Protected by copyright.

Source: U.S. Census Bureau, "Service Annual Survey 2008: Information Sector Services," January 2010,

<<http://www.census.gov/econ/www/servmenu.html>>.

Table 1143. Internet Publishing and Broadcasting—Estimated Revenue and Expenses: 2005 to 2008

[In millions of dollars (10,391 represents \$10,391,000,000). For taxable and tax-exempt employer firms. Covers NAICS 516. Establishments engaged in publishing and/or broadcasting on the Internet exclusively. 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	10,391	12,908	16,683	19,979
Source of revenue:				
Publishing and broadcasting of content on the Internet	6,084	7,069	8,728	10,437
Online advertising space	1,994	2,874	3,676	4,604
Licensing of rights to use intellectual property	432	521	569	585
All other operating revenue	1,881	(S)	(S)	4,355
Breakdown of revenue by type of customer:				
Government	(S)	(S)	(S)	(S)
Business firms and not-for-profit organizations	7,329	8,844	11,313	14,269
Household consumers and individual users	2,467	3,361	4,312	4,503
Operating expenses	9,085	11,310	15,604	18,785
Personnel	3,949	4,917	6,319	7,623
Gross annual payroll	3,153	3,935	4,654	5,658
Employer's cost for fringe benefits	561	711	1,029	(S)
Temporary staff and leased employee expense	235	270	(S)	(S)
Expensed materials, parts and supplies (not for resale)	316	361	(S)	(S)
Expensed equipment	133	139	(S)	(S)
Expensed purchase of other materials, parts and supplies	182	222	(S)	(S)
Expensed purchased services	1,544	1,997	(S)	3,245
Expensed purchases of software	194	276	(S)	319
Purchased electricity and fuels (except motor fuel)	16	23	(S)	(S)
Lease and rental payments	343	383	(S)	624
Purchased repair and maintenance	100	108	(S)	(S)
Purchased advertising and promotional services	891	1,208	1,594	2,100
Other operating expenses	3,275	4,035	(S)	7,380
Depreciation and amortization charges	792	909	(S)	(S)
Government taxes and license fees	62	74	96	94

S Data do not meet publication standards.

Source: U.S. Census Bureau, "Service Annual Survey 2008: Information Sector Services," January 2010,

<<http://www.census.gov/econ/www/servmenu.html>>.