

Table 1277. Selected Service Industries—E-Commerce Revenue: 2007 and 2008

[128,425 represents \$128,425,000,000]. Includes data only for businesses with paid employees, except for accommodation and food services, which also includes businesses with and without paid employees. Except as noted, based on the Service Annual Survey]

Kind of business	2002 NAICS code ¹	E-commerce revenue (mil. dol.)		E-commerce as percent of total revenue, 2008	E-commerce revenue, percent distribution, 2008
		2007	2008		
Selected service industries, total	(X)	128,425	146,486	2.1	100.0
Selected transportation and warehousing ²	(X)	7,590	8,725	2.6	6.0
Truck transportation	484	7,420	8,524	3.6	5.8
Couriers and messengers	492	(S)	(S)	(S)	(S)
Warehousing and storage	493	(S)	(S)	(S)	(S)
Information	51	46,076	50,640	4.4	34.6
Publishing industries	511	19,334	20,505	6.8	14.0
Online information services	51811	(S)	(S)	(S)	(S)
Selected finance ³	(X)	10,235	11,086	3.7	7.6
Securities and commodity contracts intermediation and brokerage	5231	9,898	10,593	6.7	7.2
Rental and leasing services	532	7,791	8,528	6.8	5.8
Selected professional, scientific, and technical services ⁴	(X)	19,757	23,806	1.8	16.3
Computer systems design and related services	5415	4,388	5,344	2.2	3.6
Administrative and support and waste management and remediation services	56	12,425	14,117	2.3	9.6
Travel arrangements and reservation services	5615	7,215	7,528	23.0	5.1
Health care and social assistance services	62	1,042	1,222	0.1	0.8
Arts, entertainment, and recreation services	71	3,006	3,709	1.9	2.5
Accommodation and food services ⁵	72	13,965	16,362	2.5	11.2
Selected other services ⁶	(X)	6,538	8,291	2.1	5.7
Repair and maintenance	811	928	963	0.7	0.7
Religious, grantmaking, civic, professional, and similar organizations	813	4,028	5,418	3.3	3.7

X Not applicable. S Data do not meet publication standards. ¹ North American Industry Classification System (NAICS), 2002; see text Section 15. ² Excludes NAICS 481 (air transportation), 482 (rail transportation), 483 (water transportation), 485 (transit and ground passenger transportation), 486 (pipeline transportation), 487 (scenic and sightseeing transportation), 488 (support activities for transportation) and 491 (postal service). ³ Excludes NAICS 521 (monetary authorities-central bank), 522 (credit intermediation and related activities), 5232 (securities and commodity exchanges), NAICS 52391 (miscellaneous intermediation), 52399 (all other financial investment activities), 524 (insurance carriers and related activities) and 525 (funds and trusts). ⁴ Excludes NAICS 54112 (offices of notaries). ⁵ Based on 2008 Annual Retail Trade Survey. ⁶ Excludes NAICS 81311 (religious organizations), 81393 (labor and similar organizations), 81394 (political organizations) and 814 (private households).

Source: U.S. Census Bureau, "E-Stats," <<http://www.census.gov/econ/estats/>>.

Table 1278. Forecast Summary—Media Supplier Advertising Revenues: 2000 to 2009

[In millions of dollars (175,777 represents \$175,777,000,000). See source for definitions of types of advertising]

Media supplier	2000	2003	2004	2005	2006	2007	2008	2009
Total supplier ad revenue	175,777	174,355	186,366	194,463	203,079	204,527	193,730	163,610
Total ¹	173,811	174,012	184,382	194,190	200,876	204,200	191,335	163,129
Direct	29,526	33,962	37,372	40,445	44,273	47,511	47,665	42,799
Direct mail	16,585	18,601	19,920	20,567	22,178	22,677	21,613	18,732
Direct online ²	560	2,894	4,377	6,374	8,794	11,373	13,567	13,664
Directories ³	12,382	12,467	13,075	13,503	13,301	13,461	12,485	10,403
National	53,494	52,018	55,632	59,230	61,897	64,578	63,241	56,982
National television ^{3,4}	25,574	29,049	31,457	33,236	33,718	34,836	35,136	33,700
Magazines ⁵	19,025	17,112	17,961	19,351	20,373	20,975	19,533	15,609
National digital/online ⁵	5,665	3,244	3,469	3,955	5,100	6,161	6,171	5,703
Network and satellite radio	1,065	1,118	1,175	1,161	1,178	1,226	1,220	1,100
National newspapers ³	2,165	1,495	1,570	1,527	1,527	1,379	1,180	870
Local	90,791	88,032	91,377	94,515	94,706	92,111	80,429	63,348
Local newspapers ³	46,506	43,444	45,133	45,880	45,074	40,830	33,559	23,951
Local TV ^{3,6}	18,389	19,385	19,845	21,089	20,781	21,790	19,538	16,872
Local radio ³	18,819	18,570	18,932	19,018	19,031	18,476	16,536	13,203
Emerging outdoor	195	281	377	426	553	790	995	1,010
Other outdoor	5,040	5,224	5,457	5,875	6,252	6,493	5,997	4,891
Local digital/online ⁵	1,843	1,129	1,633	2,227	3,015	3,732	3,804	3,421
Political ⁷	1,180	343	1,280	273	1,553	327	1,795	482
Olympics ⁸	785	—	704	—	650	—	600	—

— Represents zero. ¹ Excludes political and olympic revenue. ² Includes paid search, lead generation and Internet yellow pages. ³ Excludes Internet-based advertising revenues. ⁴ Includes English and Spanish-language network TV, national cable and national syndication. Excludes incremental olympic revenues. ⁵ Includes rich/online video, Internet classifieds, e-mail, digital display and mobile. ⁶ Includes local broadcast and local cable TV. Excludes local political advertising revenues. ⁷ Total political advertising revenue on local broadcast and local cable TV. ⁸ Incremental advertising revenue from olympics on network TV.

Source: MAGNAGLOBAL, New York, NY, (copyright), <<http://www.magnaglobal.com>>.