

Table 1116. Internet Publishing and Broadcasting—Estimated Revenue and Expenses: 2004 and 2005

[In millions of dollars (8,695 represents \$8,695,000,000). For taxable and tax-exempt employer firms. Covers NAICS 516. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section, and Section 15. Minus sign (-) indicates decrease]

Item			Percent change, 2004-05
	2004	2005	
Operating revenue	8,695	10,339	18.9
Source of revenue:			
Publishing and broadcasting of content on the Internet	4,482	4,763	6.3
Online advertising space	1,525	1,969	29.1
Licensing of rights to use intellectual property	384	479	24.7
All other operating revenue	2,303	3,128	35.8
Breakdown of revenue by type of customer:			
Government	(S)	(S)	(S)
Business firms and not-for-profit organizations	6,330	7,405	17.0
Household consumers and individual users	2,022	2,416	19.5
Operating expenses	7,583	8,918	17.6
Personnel	3,358	3,838	14.3
Gross annual payroll	2,747	3,260	18.7
Employer's cost for fringe benefits	360	419	16.4
Temporary staff and leased employee expense	251	160	-36.3
Expensed materials, parts and supplies (not for resale)	268	224	-16.4
Expensed equipment	102	78	-23.5
Expensed purchase of other materials, parts and supplies	166	(S)	(S)
Expensed purchased services	1,227	1,401	14.2
Expensed purchases of software	61	66	8.2
Purchased electricity and fuels (except motor fuel)	20	17	-15.0
Lease and rental payments	303	290	-4.3
Purchased repair and maintenance	36	77	113.9
Purchased advertising and promotional services	807	951	17.8
Other operating expenses	2,730	3,455	26.6
Depreciation and amortization charges	360	614	70.6
Government taxes and license fees	27	85	214.8
All other operating expenses	2,343	2,755	17.6

S Data do not meet publication standards.

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>> (released February 2007).