

Table 1122. Cable and Other Programming Distribution—Estimated Revenue and Expenses: 2004 and 2005

[In millions of dollars (73,317 represents \$73,317,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5175. 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	73,317	80,493	9.8
Source of revenue:			
Multichannel programming distribution services	49,256	53,090	7.8
Basic programming package	37,563	40,734	8.4
Premium programming package	8,654	8,993	3.9
Pay-per-view	3,039	3,363	10.7
Other revenue ¹	24,061	27,402	13.9
Air time	3,383	3,572	5.6
Rental and reselling services for program distribution equipment	2,308	2,509	8.7
Internet access services	9,435	11,139	18.1
Operating expenses	64,957	69,031	6.3
Personnel costs	11,871	13,385	12.8
Gross annual payroll	8,782	10,229	16.5
Employer's cost for fringe benefits	2,354	2,409	2.3
Temporary staff and leased employee expense	734	747	1.8
Expensed materials, parts and supplies (not for resale)	1,313	1,571	19.6
Expensed equipment	856	1,030	20.3
Expensed purchase of other materials, parts and supplies	457	541	18.4
Expensed purchased services	4,261	4,183	-1.8
Expensed purchases of software	231	264	14.3
Purchased electricity and fuels (except motor fuel)	(S)	503	(S)
Lease and rental payments	846	794	-6.1
Purchased repair and maintenance	(S)	693	(S)
Purchased advertising and promotional services	1,644	1,930	17.4
Other operating expenses	47,513	49,892	5.0
Program and production costs	20,363	22,162	8.8
Depreciation and amortization charges	13,977	14,379	2.9
Government taxes and license fees	1,969	1,819	-7.6
All other operating expenses	11,204	11,532	2.9

S Data do not meet publication standards. ¹ Includes other sources of revenue, not shown separately.

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