

Table 1105. Cable and Premium TV—Summary: 1975 to 2007

[9,800 represents 9,800,000. Cable TV for calendar year. Premium TV as of December 31 of year shown]

Year	Cable TV				Premium TV					
	Avg. basic subscribers (1,000)	Avg. monthly basic rate (dol.)	Revenue ¹ (mil. dol.)		Units ² (1,000)			Monthly rate (dol.)		
			Total	Basic	Total premium ³	Premium cable	Noncable delivered premium	All premium weighted average ³	Premium cable	Noncable delivered premium
1975	9,800	6.50	804	764	194	194	(NA)	(NA)	7.85	(NA)
1980	17,500	7.69	2,609	1,615	8,581	7,336	(NA)	8.91	8.62	(NA)
1985	35,440	9.73	8,831	4,138	29,885	29,418	(NA)	10.29	10.25	(NA)
1995	60,550	23.07	24,137	16,763	55,723	46,798	8,925	8.29	8.54	6.99
1996	62,300	24.41	26,195	18,249	63,705	49,728	13,977	7.98	8.12	7.50
1997	63,600	26.48	28,931	20,213	72,785	51,933	20,852	8.31	8.43	8.00
1998	64,650	27.81	31,191	21,574	80,605	55,280	25,325	8.58	8.74	8.22
1999	65,500	28.92	34,095	22,732	88,455	59,005	29,450	8.74	8.85	8.50
2000	66,250	30.37	36,756	24,142	102,590	65,918	36,672	8.69	8.81	8.48
2001	66,732	32.87	42,238	26,324	115,325	75,433	39,892	8.95	9.10	8.66
2002	66,472	34.71	48,623	27,690	125,662	81,128	44,534	9.19	9.29	9.00
2003	66,050	36.59	53,991	29,000	127,377	83,421	43,956	9.37	9.45	9.23
2004	65,727	38.14	59,428	30,080	140,060	90,843	49,217	10.03	10.11	9.88
2005	65,337	39.63	65,041	31,075	149,067	96,910	52,157	10.08	10.16	9.93
2006	65,319	41.17	71,841	32,274	158,069	101,464	56,605	10.26	10.26	10.02
2007	65,141	42.72	78,886	33,393	171,043	109,960	61,083	10.28	10.35	10.10

NA Not available. ¹ Includes installation revenue, subscriber revenue, and nonsubscriber revenue; excludes telephony and high-speed access. ² Individual program services sold to subscribers. ³ Includes multipoint distribution service (MDS), satellite TV (STV), multipoint multichannel distribution service (MMDS), satellite master antenna TV (SMATV), C-band satellite, and DBS satellite and Telco Video. Includes average pay unit price based on data for major premium pay movie services.

Source: SNL Kagan, a division of SNL Financial LC. From the *Broadband Cable Financial Databook* 2004, 2005, 2006, 2007 (copyright); the *Cable Cable Program Investor* and *Cable TV Investor: Deals & Finance* newsletters (monthly); and various other SNL Kagan publications.