

Table 1089. Media Usage and Consumer Spending: 2001 to 2011

[Estimates for time spent were derived using rating data for broadcast television and cable and satellite television, survey research for radio, mobile, out-of-home media and yellow pages, and consumer purchase data (units, admissions, access) for books, home video, Internet, newspapers, consumer books, consumer magazines, recorded music, videogames, and box office. Adults 18 and older were the basis for estimates for newspapers, consumer books, consumer magazines, out-of-home media, yellow pages, and home video. Persons 12 and older were the basis for the estimates for broadcast television, cable & satellite television, radio, recorded music, box office, videogames, Internet, and mobile content]

Item	2001	2003	2005	2006, proj.	2007, proj.	2008, proj.	2009, proj.	2010, proj.	2011, proj.
HOURS PER PERSON PER YEAR ¹									
Total ²	3,388	3,505	3,548	3,530	3,532	3,559	3,569	3,596	3,624
Television	1,553	1,615	1,659	1,673	1,686	1,704	1,714	1,728	1,742
Broadcast Television	777	729	679	676	676	678	673	673	669
Network stations	680	629	582	599	603	604	598	598	593
Independent stations	97	100	97	77	73	74	75	75	76
Cable & satellite television	776	886	980	997	1,010	1,027	1,041	1,055	1,073
Basic cable and satellite television	638	728	807	835	849	865	877	891	913
Premium cable and satellite television	133	157	173	161	161	162	164	164	159
Recorded and satellite radio	792	834	805	778	769	768	760	758	751
Recorded music	226	187	196	186	171	165	168	174	185
Newspapers	199	195	187	178	172	168	162	158	154
Pure-play Internet services	125	153	169	177	181	183	184	184	183
Out-of-home media	119	122	130	133	137	141	145	149	154
Consumer magazines	127	122	124	121	119	117	114	112	110
Consumer books	105	108	107	108	108	108	109	109	110
Videogames	66	76	73	76	82	90	91	94	100
Home video	47	60	63	62	64	66	68	70	70
CONSUMER SPENDING PER PERSON PER YEAR (dol.)									
Total ²	637.65	720.37	766.57	798.07	837.99	884.19	929.04	969.36	1,010.90
Television	192.33	234.17	280.92	308.60	333.79	357.70	380.34	400.76	419.84
Cable and satellite television	192.32	234.14	280.52	307.62	331.74	354.24	375.22	393.82	410.89
Broadcast television	0.01	0.03	0.40	0.98	2.05	3.46	5.12	6.94	8.95
Home video	92.44	122.26	115.24	114.60	118.35	123.74	128.55	131.71	132.20
Consumer books	86.09	91.89	95.76	97.57	101.23	103.04	105.83	108.17	111.17
Pure-play Internet services	56.22	59.51	56.74	52.78	51.28	54.78	58.90	62.79	66.17
Recorded music	57.69	49.36	50.71	48.91	46.03	45.00	44.92	45.41	46.29
Newspapers	52.48	53.62	50.56	49.54	48.60	47.92	47.33	46.80	46.44
Consumer magazines	47.07	46.56	47.64	46.83	46.43	46.16	45.93	45.78	45.67
Box office	35.50	39.11	36.41	38.30	40.92	41.63	44.27	45.17	48.03
Videogames	29.36	32.98	32.23	34.03	37.84	43.34	44.64	46.91	51.89

¹ Can include concurrent use of media, such as watching television and reading e-mail simultaneously. Does not include media use at work. ² Includes other media not shown separately. ³ Online and mobile use and spending on traditional media platforms, such as downloaded music, newspaper Web sites, e-books, cable modems, online video of television programs and Internet radio were included in the traditional media segment, not in pure-play Internet services or pure-play mobile content. Pure-play Internet services and pure-play mobile content included telecommunications access, such as DSL, Internet-only Web sites such as Yahoo!, GameSpy, eHarmony, and mobile-only services, such as MobiTV or text messaging services from telecommunication providers. ⁴ Telemundo and Univision affiliates included in independent and public stations. ⁵ Playback of prerecorded VHS cassettes and DVDs only.

Source: Veronis Suhler Stevenson, New York, NY, *Communications Industry Forecast & Report*, annual (copyright).