

Table 1107. Internet Publishing and Broadcasting—Estimated Revenue and Expenses: 2004 to 2006

[In millions of dollars (8,671 represents \$8,671,000,000). For taxable and tax-exempt employer firms. Covers NAICS 516. Establishments engaged in publishing and/or broadcasting on the Internet exclusively. 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]

Item	2004	2005	2006
Operating revenue	8,671	10,348	10,612
Source of revenue:			
Publishing and broadcasting of content on the Internet	4,416	5,307	5,889
Online advertising space	1,594	1,979	2,221
Licensing of rights to use intellectual property	393	422	506
All other operating revenue	2,268	2,640	1,997
Breakdown of revenue by type of customer:			
Government	341	(S)	(S)
Business firms and not-for-profit organizations	6,236	7,367	7,185
Household consumers and individual users	2,094	2,491	2,783
Operating expenses	7,011	8,197	8,342
Personnel	3,320	3,899	3,782
Gross annual payroll	2,696	3,244	3,095
Employer's cost for fringe benefits	434	462	473
Temporary staff and leased employee expense	190	193	214
Expensed materials, parts and supplies (not for resale)	211	249	247
Expensed equipment	90	93	94
Expensed purchase of other materials, parts and supplies	121	156	152
Expensed purchased services	1,298	1,603	1,678
Expensed purchases of software	80	144	216
Purchased electricity and fuels (except motor fuel)	15	16	18
Lease and rental payments	278	276	271
Purchased repair and maintenance	96	89	87
Purchased advertising and promotional services	829	1,078	1,086
Other operating expenses	2,181	2,446	2,636
Depreciation and amortization charges	694	643	682
Government taxes and license fees	48	57	60
All other operating expenses	1,439	1,747	1,894

S Data do not meet publication standards.

Source: U.S. Census Bureau, "2006 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>>; (released March 2008).