

Table 1101. Motion Picture and Video Exhibition—Estimated Revenue and Expenses: 2004 to 2006

[In millions of dollars (11,180 represents \$11,180,000,000). For taxable and tax-exempt employer firms. For NAICS 51213. 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, Section 15, and Appendix III]

Item	2004	2005	2006
Operating revenue, total	11,180	10,789	11,080
Sources of revenue:			
Feature film exhibition revenue	7,522	7,178	7,280
Admission to domestic films	7,358	6,996	7,063
Admission to foreign films	165	182	216
Other revenue ¹	3,657	3,611	3,800
Food and beverage sales	3,124	3,049	3,201
Advertising services	222	217	260
Coin operated games and rides	43	41	49
Operating expenses	8,633	8,501	8,047
Personnel costs	1,697	1,663	1,663
Gross annual payroll	1,495	1,461	1,495
Employer's cost for fringe benefits	162	163	137
Temporary staff and leased employee expense	40	39	31
Expensed materials, parts and supplies (not for resale)	191	177	185
Expensed purchased services ¹	1,971	2,057	2,159
Purchased electricity and fuels (except motor fuel)	299	314	343
Lease and rental payments	1,248	1,310	1,391
Purchased repair and maintenance	223	228	246
Purchased advertising and promotional services	197	201	172
Other operating expenses	4,773	4,603	4,040

¹ Includes other sources of revenue and other expenses, not shown separately.

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