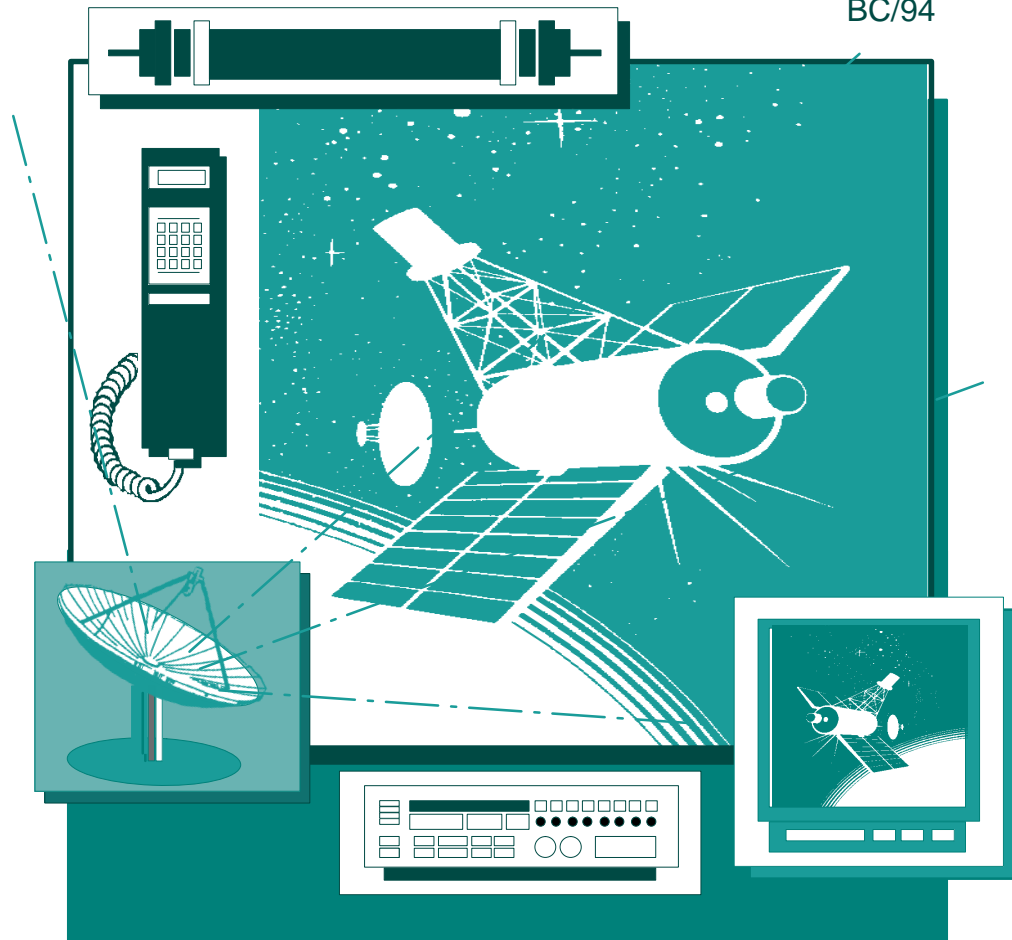


CURRENT BUSINESS REPORTS

Annual Survey of Communication Services: 1994

BC/94



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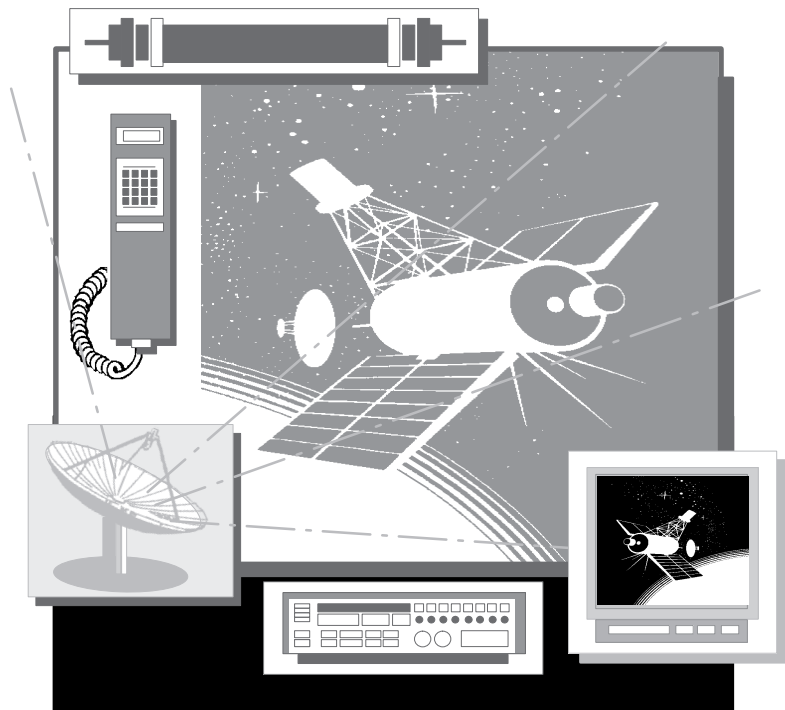
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Inquiries concerning this report should be addressed to **Thomas E. Zabelsky**, Services Division, Bureau of the Census, Washington, D.C. 20233, telephone 301-457-2787 or 301-457-2766.

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U.S. Department of Commerce
Mary L. Good, Acting Secretary

Economics and Statistics Administration
Everett M. Ehrlich, Under Secretary
for Economic Affairs

BUREAU OF THE CENSUS
Martha Farnsworth Riche, Director



**Economics and Statistics
Administration**

Everett M. Ehrlich, Under Secretary
for Economic Affairs



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Martha Farnsworth Riche, Director
Bryant Benton, Deputy Director

Paula J. Schneider, Principal Associate
Director for Programs

Frederick T. Knickerbocker, Associate
Director for Economic Programs

Thomas L. Mesenbourg, Assistant Director
for Economic Programs

SERVICES DIVISION

Carole A. Ambler, Chief

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Introduction

Coverage

This report presents results from the 1994 Annual Survey of Communication Services. This annual sample survey covers all employer firms with one or more establishments that are primarily engaged in providing point-to-point communication services, whether by wire or radio and whether intended to be received aurally or visually. This covers telephone communications, including cellular and other radiotelephone services; telegraph and other message communications such as electronic mail services, facsimile transmission services, telex services, etc; radio and television broadcasting stations and networks; cable and other pay television services; and other communication services such as radar station operations, satellite earth stations, satellite or missile tracking stations, etc.

Statistics in this report are summarized by kind-of-business classification based on the 1987 edition of the *Standard Industrial Classification Manual* issued by the Office of Management and Budget.

Appendix A provides estimated measures of sampling variability (coefficients of variation) for the dollar volume estimates and estimates of year-to-year ratios presented in the report. An explanation of the survey coverage, sampling, and estimation methodology appears in appendix B. Appendix C provides a description of each kind of business included in this report. Extracts of the 1994 report forms are provided in appendix D.

Benchmarking

The 1989 through 1994 revenue and expense estimates shown in this publication reflect a benchmarking operation that adjusted previously published estimates to 1992 census levels. Benchmarking accounts for differences between census and annual survey reporting and processing.

For SICs 481, 4822, 4832, 4833, 4841 and 4899, we computed ratios of total revenue tabulated in the 1992 Census of Transportation, Communications, and Utilities to total revenue estimated from the 1992 Annual Survey of Communication Services. (For all of the above SICs, excluding 481, 4822, and 4899, operating revenues and expenses were derived separately for taxable and tax-exempt firms. For SICs 481, 4822, and 4899, all firms are considered by definition to be taxable.) We then applied these ratios to the annual revenue estimates to obtain adjusted estimates.

We also adjusted estimates of annual payroll, employer contributions to Social Security, and other supplemental labor benefits for detail SIC levels by applying ratios of annual payroll tabulated in the 1992 Census of Transportation, Communications, and Utilities to annual payroll estimated from the 1992 annual survey. We revised the other operating expense items by applying ratios of adjusted to unadjusted total operating expenses minus annual payroll and employer contributions from the 1992 Annual Survey of Communication Services, in which the total operating expenses were obtained by applying 1992 census-to-annual ratios of total revenue.

We then obtained adjusted estimates of operating revenue and operating expenses for SICs 481 (taxable), 483 (both taxable and tax-exempt), and SIC 48 by summing adjusted estimates for their component detail SICs.

Dollar Values

All dollar values presented in this report are expressed in current dollars, that is, the estimates are not adjusted to a constant dollar series. Consequently, when comparing data to prior years, users also should consider price level changes.

Unpublished Data

Estimates for some kinds of business not separately shown in this report are produced as a by-product of the published statistics. These additional data are not published because of their high sampling variability, poor response quality, or other factors that result in their failure to meet Census Bureau standards for publication. The Bureau of the Census, upon written request, will release such figures for individual use.

Note that some unpublished figures can be derived from this report by subtracting published data from their respective totals. However, such figures are subject to the limitations described above. These unpublished estimates are for your internal use only.

Census Disclosure Rules

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual firm.

Table 1. **Communications Services (SIC 48) — Summary Statistics, by Kind of Business: 1989 Through 1994**

[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Communications services (SIC 48)	Telephone communications (SIC 481)	Radiotelephone communications (SIC 4812)	Telephone communications, except radiotelephone (SIC 4813)	Radio and television broadcasting (SIC 483)	Radio broadcasting (SIC 4832)	Television broadcasting (SIC 4833)	Cable and other pay television services (SIC 4841)	Telegraph and other communications services, not elsewhere classified (SIC 4822 and 4899)
Total Revenue									
Millions of dollars									
1994	264,714	195,333	7,170	188,163	33,089	8,244	24,845	31,535	4,757
1993	246,058	181,700	5,378	176,322	30,383	7,476	22,907	30,209	3,766
1992	232,241	171,578	4,297	167,281	29,853	7,019	22,834	27,465	3,345
1991	221,466	164,738	3,713	161,025	28,741	6,890	21,851	24,954	3,033
1990	216,294	160,482	3,232	157,250	29,707	7,173	22,534	23,192	2,913
1989	206,574	154,474	(NA)	(NA)	29,012	7,125	21,887	(NA)	(NA)
Percent change									
1994/1993	7.6	7.5	33.3	6.7	8.9	10.3	8.5	4.4	26.3
1993/1992	5.9	5.9	25.2	5.4	1.8	6.5	0.3	10.0	12.6
1992/1991	4.9	4.2	15.7	3.9	3.9	1.9	4.5	10.1	10.3
1991/1990	2.4	2.7	14.9	2.4	-3.3	-3.9	-3.0	7.6	4.1
1990/1989	4.7	3.9	(NA)	(NA)	2.4	0.7	3.0	(NA)	(NA)
Operating Expenses									
Millions of dollars									
1994	211,631	156,730	5,804	150,926	26,999	7,018	19,981	23,915	3,987
1993	208,038	156,573	4,389	152,184	25,431	6,491	18,940	22,852	3,194
1992	193,031	143,033	3,373	139,660	26,009	6,350	19,659	21,232	2,757
1991	186,304	137,593	2,791	134,802	25,760	6,364	19,396	20,154	2,797
1990	179,329	131,493	2,523	128,970	25,753	6,522	19,231	19,354	2,729
1989	171,823	127,566	(NA)	(NA)	24,579	6,449	18,130	(NA)	(NA)
Percent change									
1994/1993	1.7	0.1	32.2	-0.8	6.2	8.1	5.5	4.7	24.8
1993/1992	7.8	9.5	30.1	9.0	-2.2	2.2	-3.7	7.6	15.9
1992/1991	3.6	4.0	20.9	3.6	1.0	-0.2	1.4	5.3	-1.4
1991/1990	3.9	4.6	10.6	4.5	(Z)	-2.4	0.9	4.1	2.5
1990/1989	4.4	3.1	(NA)	(NA)	4.8	1.1	6.1	(NA)	(NA)
Annual Payroll									
Millions of dollars									
1994	49,952	37,476	1,316	36,160	7,595	2,799	4,796	4,011	870
1993	48,429	36,801	1,007	35,794	7,038	2,620	4,418	3,861	729
1992	47,032	35,900	779	35,121	6,976	2,547	4,429	3,533	623
1991	45,600	35,320	625	34,695	6,660	2,492	4,168	2,973	647
1990	45,057	34,903	544	34,359	6,680	2,501	4,179	2,816	658
1989	42,902	33,119	(NA)	(NA)	6,477	2,447	4,030	(NA)	(NA)
Percent change									
1994/1993	3.1	1.8	30.7	1.0	7.9	6.8	8.6	3.9	19.3
1993/1992	3.0	2.5	29.3	1.9	0.9	2.9	-0.2	9.3	17.0
1992/1991	3.1	1.6	24.6	1.2	4.7	2.2	6.3	18.8	-3.7
1991/1990	1.2	1.2	14.9	1.0	-0.3	-0.4	-0.3	5.6	-1.7
1990/1989	5.0	5.4	(NA)	(NA)	3.1	2.2	3.7	(NA)	(NA)
Employer Contributions to Social Security and Other Supplemental Benefits									
Millions of dollars									
1994	11,692	9,245	(S)	9,016	1,280	380	900	957	210
1993	11,582	9,326	(S)	9,153	1,197	374	823	886	173
1992	11,715	9,584	(S)	9,446	1,166	359	807	801	164
1991	10,846	8,924	(S)	8,819	1,074	341	733	667	181
1990	9,958	8,121	(S)	8,032	1,066	340	726	588	183
1989	9,649	7,931	(NA)	(NA)	1,016	331	685	(NA)	(NA)
Percent change									
1994/1993	0.9	-0.9	(S)	-1.5	6.9	1.6	9.4	8.0	21.4
1993/1992	-1.1	-2.7	(S)	-3.1	2.7	4.2	2.0	10.6	5.5
1992/1991	8.0	7.4	(S)	7.1	8.6	5.3	10.1	20.1	-9.4
1991/1990	8.9	9.9	(S)	9.8	0.8	0.3	1.0	13.4	-1.1
1990/1989	3.2	2.4	(NA)	(NA)	4.9	2.7	6.0	(NA)	(NA)

NA Not available. Z Less than .05 percent.

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. For SIC's 483, 4832, and 4833, estimates are for taxable and tax-exempt firms and organizations. Appendix A, table A-1 provides estimated measures of sampling variability (coefficients of variation).

Table 2. **Communications Services (SIC 48) — Estimated Corporate Operating Revenue, Expenses, and Annual Payroll for Taxable Firms, by Kind of Business: 1994**

SIC code	Kind of business	Total operating revenue (Millions of dollars)	Percent of total operating revenue	Total operating expenses (Millions of dollars)	Percent of total operating expenses	Annual payroll (Millions of dollars)	Percent of annual payroll
48	Communications services	262,689	97.1	209,670	97.1	49,535	97.2
481	Telephone communications	195,333	98.9	156,730	98.9	37,476	99.0
4812	Radiotelephone communications	7,170	74.1	5,804	75.9	1,316	80.8
4813	Telephone communications, except radiotelephone	188,163	99.8	150,926	99.8	36,160	99.7
483	Radio and television broadcasting	31,064	94.0	25,038	93.9	7,178	93.2
4832	Radio broadcasting	7,980	90.5	6,769	90.2	2,709	91.1
4833	Television broadcasting	23,084	95.2	18,269	95.3	4,469	94.4
4841	Cable and other pay television services ..	31,535	90.1	23,915	90.1	4,011	91.4
4822 and 4899	Telegraph and other communications services, not elsewhere classified	4,757	91.5	3,987	91.1	870	91.2

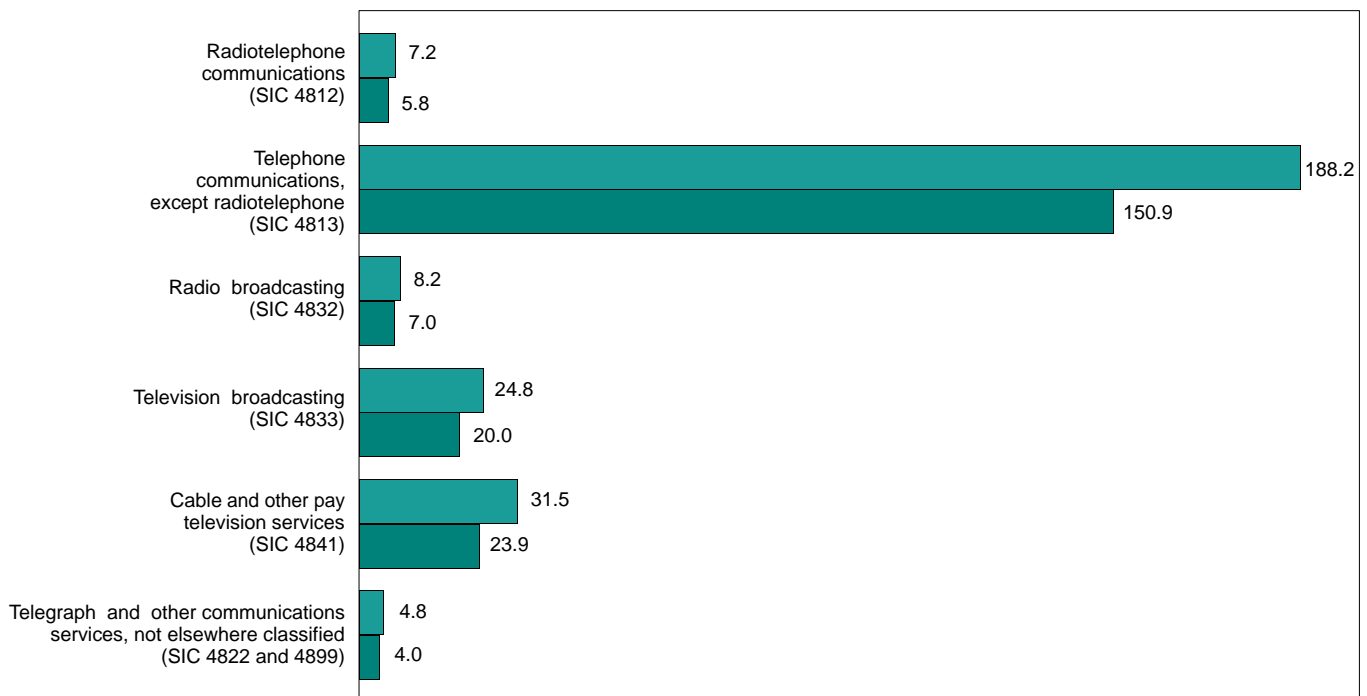
Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-2 provides estimated measures of sampling variability (coefficients of variation).

Figure 1.

Communications Services (SIC 48)—Estimated Revenue and Expenses, by Kind of Business: 1994

(Billions of dollars)

Revenue
Expenses



Note: See appendix A, table A-1 for estimated measures of sampling variability (coefficients of variation). Estimates are not adjusted for price changes.

Telephone Communications

SUMMARY OF DATA

Revenue for U.S. telephone firms totaled \$195.3 billion in 1994, an increase of 7.5 percent compared to 1993.

Long-distance service provided 39.8 percent of all telephone industry revenue in 1994, totaling \$77.7 billion. Local service revenue gained 3.7 percent from 1993 to \$47.0 billion in 1994.

Revenue for cellular and radiotelephone services increased 32.2 percent to \$15.9 billion in 1994. While contributing only 8.2 percent of total industry revenue, cellular and radiotelephone services accounted for 28.5 percent of total revenue growth in 1994.

Non-residential customers were the source of \$90.3 billion in telephone communications, except radiotelephone (SIC 4813) revenue. They accounted for 57.6 percent of all

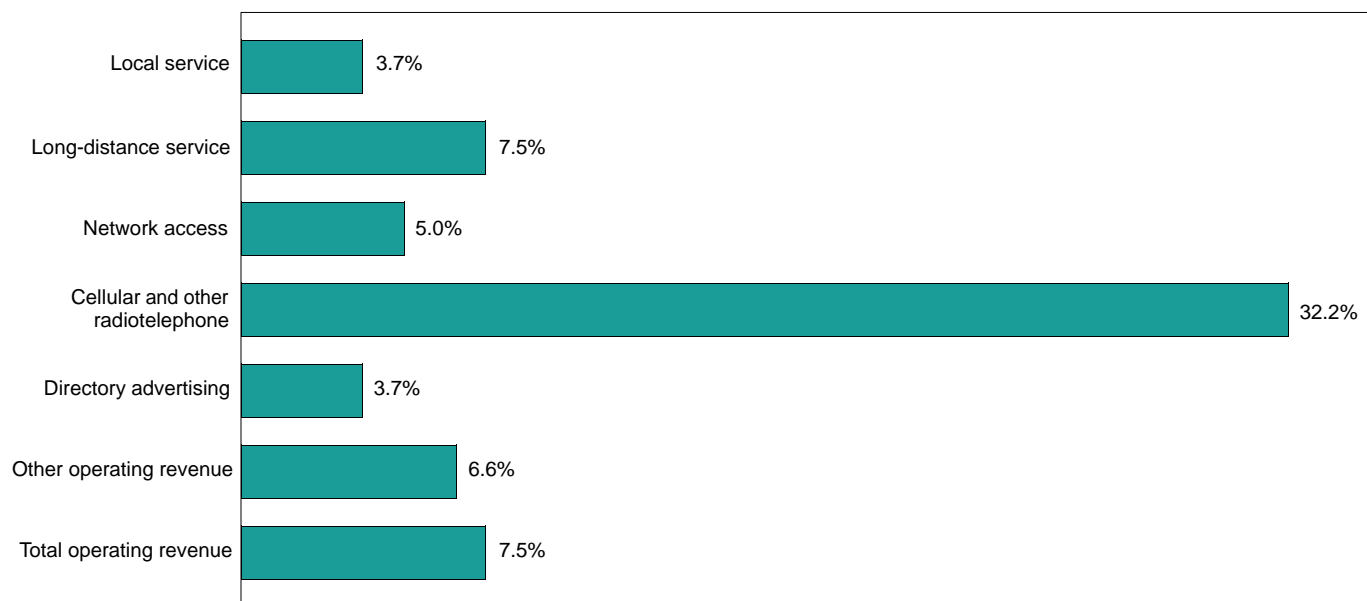
revenue for long-distance, local and network access services. In 1994, the ratio of total long-distance revenue and total network access revenue provided by interstate services were 64.4 percent and 76.1 percent respectively.

Telephone industry expenses reached a total of \$156.7 billion in 1994.

Annual payroll reached \$37.5 billion in 1994 and accounted for approximately one-fourth of all industry expenses. Employer contributions to Social Security and other supplemental benefits was \$9.2 billion in 1994.

The purchased communications for the industry rose 25.4 percent to \$1.1 billion, while purchased advertising rose 31.4 percent to \$4.3 billion.

Figure 2.
Telephone Communications Services (SIC 481)—Estimated Percentage Changes in Operating Revenue: 1993 to 1994



Note: See appendix A, table A-3 for estimated measures of sampling variability (coefficients of variation). (Estimates prior to 1994 are revised. See the introduction for a description of the revision process)

Table 3. **Telephone Communications (SIC 481) — Estimated Operating Revenue and Expenses: 1989 Through 1994**

[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Millions of dollars						Percent change				
	1994	1993	1992	1991	1990	1989	1994/ 1993	1993/ 1992	1992/ 1991	1991/ 1990	1990/ 1989
Operating Revenue											
Total	195,333	181,700	171,578	164,738	160,482	154,474	7.5	5.9	4.2	2.7	3.9
Local service	46,994	45,313	43,341	41,354	40,180	38,182	3.7	4.5	4.8	2.9	5.2
Long-distance service	77,711	72,306	69,446	69,006	67,698	65,895	7.5	4.1	0.6	1.9	2.7
Network access	33,485	31,884	30,998	29,947	30,044	29,886	5.0	2.9	3.5	-0.3	0.5
Cellular and other radiotelephone	15,930	12,050	9,181	6,870	6,002	4,494	32.2	31.2	33.6	14.5	33.6
Directory advertising	9,467	9,126	8,923	8,680	8,373	7,875	3.7	2.3	2.8	3.7	6.3
Other operating revenue	11,746	11,021	9,689	8,881	8,185	8,142	6.6	13.7	9.1	8.5	0.5
Operating Expenses											
Total	156,730	156,573	143,033	137,593	131,493	127,566	0.1	9.5	4.0	4.6	3.1
Annual payroll	37,476	36,801	35,900	35,320	34,903	33,119	1.8	2.5	1.6	1.2	5.4
Employer contributions to Social Security and other supplemental benefits	9,245	9,326	9,584	8,924	8,121	7,931	-0.9	-2.7	7.4	9.9	2.4
Access charges	26,849	25,510	24,539	24,039	23,214	23,026	5.2	4.0	2.1	3.6	0.8
Depreciation	26,535	24,614	23,623	23,600	22,927	22,685	7.8	4.2	0.1	2.9	1.1
Lease and rental	4,917	4,102	4,247	3,867	3,543	3,647	19.9	-3.4	9.8	9.1	-2.9
Purchased repairs	3,636	3,125	2,915	2,954	2,977	2,771	16.4	7.2	-1.3	-0.8	7.4
Insurance	242	217	222	218	193	192	11.5	-2.3	1.8	13.0	0.5
Telephone and other purchased communication services	1,051	838	707	544	504	422	25.4	18.5	30.0	7.9	19.4
Purchased utilities	1,312	1,197	1,178	1,150	1,106	1,099	9.6	1.6	2.4	4.0	0.6
Purchased advertising	4,306	3,277	2,637	2,546	2,328	1,888	31.4	24.3	3.6	9.4	23.3
Taxes	5,546	5,365	5,194	5,233	5,086	4,914	3.4	3.3	-0.7	2.9	3.5
Other operating expenses	35,615	42,201	32,287	29,198	26,591	25,872	-15.6	30.7	10.6	9.8	2.8

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-3 provides estimated measures of sampling variability (coefficients of variation).

Table 4. **Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Operating Revenue and Expenses: 1990 Through 1994**

[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Millions of dollars					Percent change			
	1994	1993	1992	1991	1990	1994/1993	1993/1992	1992/1991	1991/1990
Operating Revenue									
Total	188,163	176,322	167,281	161,025	157,250	6.7	5.4	3.9	2.4
Local service	46,730	45,111	43,130	41,217	40,051	3.6	4.6	4.6	2.9
Long-distance service	77,337	71,934	69,099	68,561	67,274	7.5	4.1	0.8	1.9
Network access	32,772	31,304	30,488	29,448	29,621	4.7	2.7	3.5	-0.6
Cellular and other radiotelephone ..	10,952	8,493	6,463	4,709	4,127	29.0	31.4	37.2	14.1
Directory advertising	9,457	9,117	8,914	8,670	8,364	3.7	2.3	2.8	3.7
Other operating revenue	10,915	10,363	9,187	8,420	7,813	5.3	12.8	9.1	7.8
Operating Expenses									
Total	150,926	152,184	139,660	134,802	128,970	-0.8	9.0	3.6	4.5
Annual payroll	36,160	35,794	35,121	34,695	34,359	1.0	1.9	1.2	1.0
Employer contributions to Social Security and other supplemental benefits	9,016	9,153	9,446	8,819	8,032	-1.5	-3.1	7.1	9.8
Access charges	26,241	25,107	24,160	23,592	22,793	4.5	3.9	2.4	3.5
Depreciation	25,651	23,951	23,070	23,173	22,558	7.1	3.8	-0.4	2.7
Lease and rental	4,670	3,916	4,110	3,753	3,441	19.3	-4.7	9.5	9.1
Purchased repairs	3,536	3,043	2,853	2,900	2,923	16.2	6.7	-1.6	-0.8
Insurance	208	190	201	202	178	9.5	-5.5	-0.5	13.5
Telephone and other purchased communication services	826	693	611	469	440	19.2	13.4	30.3	6.6
Purchased utilities	1,274	1,167	1,153	1,130	1,088	9.2	1.2	2.0	3.9
Purchased advertising	4,102	3,119	2,504	2,435	2,225	31.5	24.6	2.8	9.4
Taxes	5,453	5,299	5,126	5,186	5,043	2.9	3.4	-1.2	2.8
Other operating expenses	33,789	40,752	31,305	28,448	25,890	-17.1	30.2	10.0	9.9

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-4 provides estimated measures of sampling variability (coefficients of variation).

Table 5. Telephone Communications, Except Radiotelephone (SIC 4813) — Components of Estimated Operating Revenue and Expenses: 1990 Through 1994

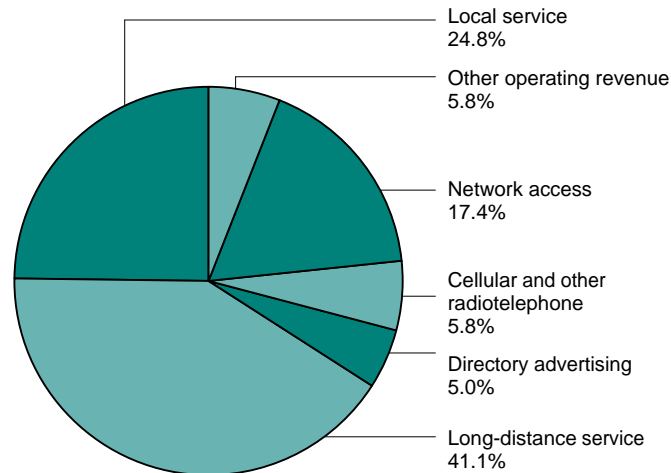
[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Millions of dollars					Percent of total				
	1994	1993	1992	1991	1990	1994	1993	1992	1991	1990
Operating Revenue										
Total	188,163	176,322	167,281	161,025	157,250	100.0	100.0	100.0	100.0	100.0
Local service	46,730	45,111	43,130	41,217	40,051	24.8	25.6	25.8	25.6	25.5
Long-distance service	77,337	71,934	69,099	68,561	67,274	41.1	40.8	41.3	42.6	42.8
Network access	32,772	31,304	30,488	29,448	29,621	17.4	17.8	18.2	18.3	18.8
Cellular and other radiotelephone ..	10,952	8,493	6,463	4,709	4,127	5.8	4.8	3.9	2.9	2.6
Directory advertising	9,457	9,117	8,914	8,670	8,364	5.0	5.2	5.3	5.4	5.3
Other operating revenue	10,915	10,363	9,187	8,420	7,813	5.8	5.9	5.5	5.2	5.0
Operating Expenses										
Total	150,926	152,184	139,660	134,802	128,970	100.0	100.0	100.0	100.0	100.0
Annual payroll	36,160	35,794	35,121	34,695	34,359	24.0	23.5	25.1	25.7	26.6
Employer contributions to Social Security and other supplemental benefits	9,016	9,153	9,446	8,819	8,032	6.0	6.0	6.8	6.5	6.2
Plans required under Federal and State legislation	2,972	2,879	2,793	2,791	2,682	2.0	1.9	2.0	2.1	2.1
Other fringe benefit plans	6,044	6,274	6,653	6,028	5,350	4.0	4.1	4.8	4.5	4.1
Access charges	26,241	25,107	24,160	23,592	22,793	17.4	16.5	17.3	17.5	17.7
Depreciation	25,651	23,951	23,070	23,173	22,558	17.0	15.7	16.5	17.2	17.5
Buildings, offices, and structures ..	1,033	1,058	943	843	750	0.7	0.7	0.7	0.6	0.6
Communication systems	20,580	18,980	18,550	18,408	18,156	13.6	12.5	13.3	13.7	14.1
Vehicles, machinery and equipment, and other tangible assets	4,038	3,913	3,577	3,922	3,652	2.7	2.6	2.6	2.9	2.8
Lease and rental	4,670	3,916	4,110	3,753	3,441	3.1	2.6	2.9	2.8	2.7
Buildings, offices, and structures ..	2,636	2,144	2,270	2,106	1,679	1.7	1.4	1.6	1.6	1.3
Communication systems	1,376	1,181	1,157	1,067	1,149	0.9	0.8	0.8	0.8	0.9
Vehicles, and other machinery and equipment	658	591	683	580	613	0.4	0.4	0.5	0.4	0.5
Purchased repairs	3,536	3,043	2,853	2,900	2,923	2.3	2.0	2.0	2.2	2.3
Buildings, offices, and structures ..	774	639	650	584	534	0.5	0.4	0.5	0.4	0.4
Communication systems	2,168	1,901	1,669	1,829	1,881	1.4	1.2	1.2	1.4	1.5
Vehicles, and other machinery and equipment	594	503	534	487	508	0.4	0.3	0.4	0.4	0.4
Insurance	208	190	201	202	178	0.1	0.1	0.1	0.1	0.1
Telephone and other purchased communication services	826	693	611	469	440	0.5	0.5	0.4	0.3	0.3
Purchased utilities	1,274	1,167	1,153	1,130	1,088	0.8	0.8	0.8	0.8	0.8
Purchased advertising	4,102	3,119	2,504	2,435	2,225	2.7	2.0	1.8	1.8	1.7
Taxes	5,453	5,299	5,126	5,186	5,043	3.6	3.5	3.7	3.8	3.9
Other operating expenses	33,789	40,752	31,305	28,448	25,890	22.4	26.8	22.4	21.1	20.1

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-5 provides estimated measures of sampling variability (coefficients of variation).

Figure 3.
Telephone Communications, Except Radiotelephone (SIC 4813)—Estimated Percentages of Operating Revenue, by Source: 1994

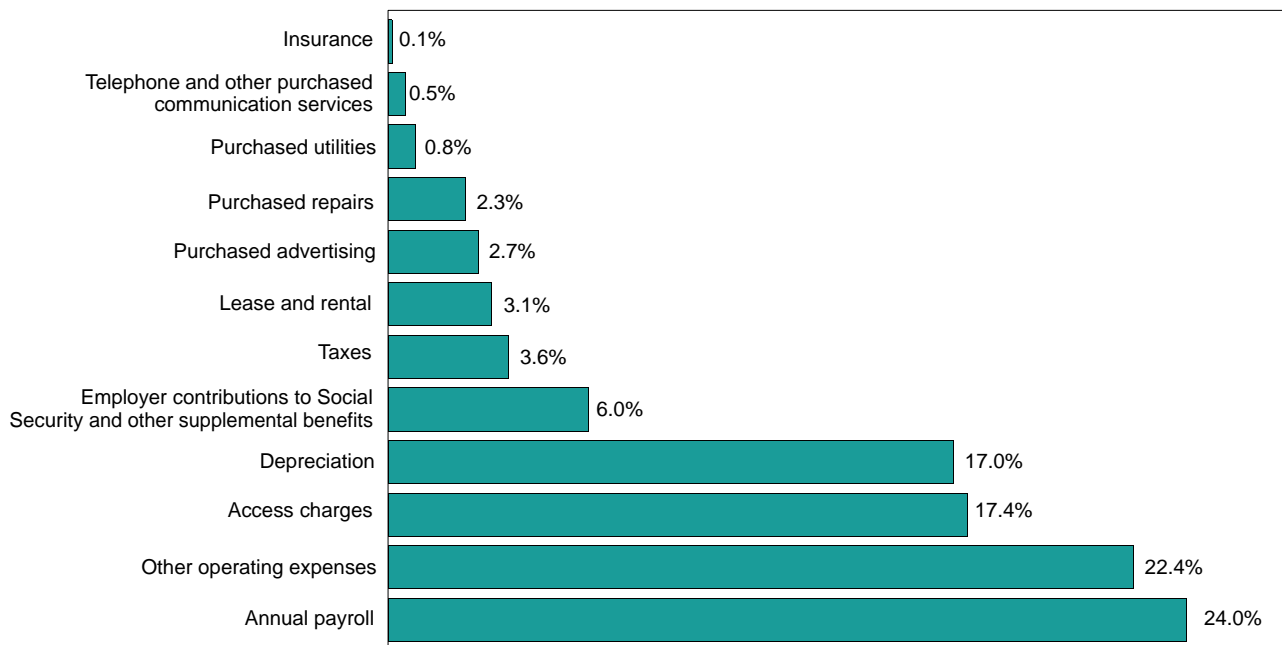
(Total operating revenue = \$188.2 billion)



Note: See appendix A, table A-5 for estimated measures of sampling variability (coefficients of variation).

Figure 4.
Telephone Communications, Except Radiotelephone (SIC 4813)—Estimated Percentages of Operating Expenses, by Source: 1994

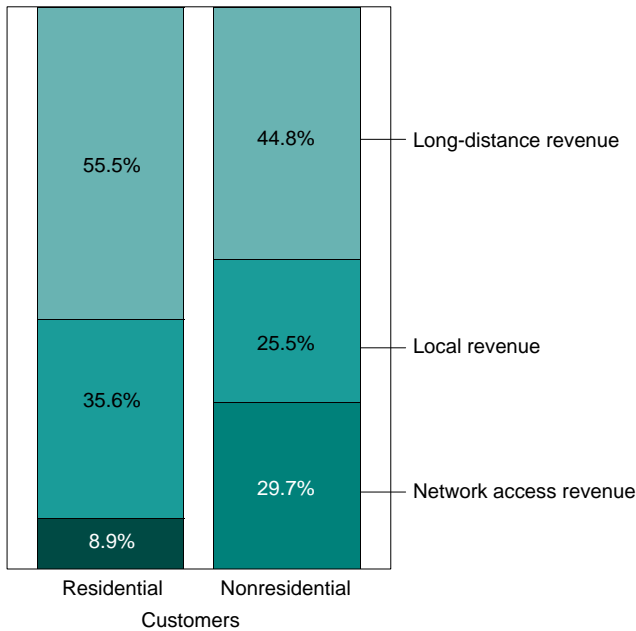
(Total operating expenses = \$150.9 billion)



Note: See appendix A, table A-5 for estimated measures of sampling variability (coefficients of variation).

Figure 5.
Telephone Communications, Except Radiotelephone (SIC 4813)—Estimated Percentages of Residential and Nonresidential Revenue, by Type of Service: 1994

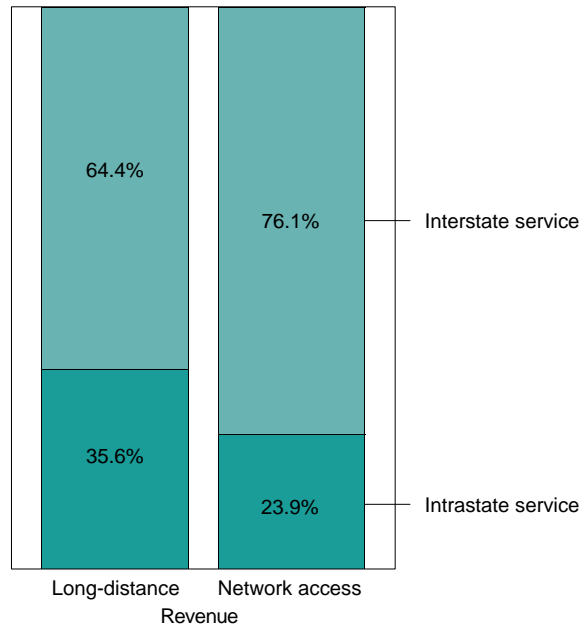
(Total long-distance, local, and network access revenue = \$66.5 billion residential customers, \$90.3 billion nonresidential customers)



Note: Estimated coefficients of variation are as follows: Residential customers—long-distance revenue, 0.4; local revenue, 0.2; and network access revenue, 2.8. Nonresidential customers—long-distance revenue, 0.5; local revenue, 1.6; and network access revenue, 1.8.

Figure 6.
Telephone Communications, Except Radiotelephone (SIC 4813)—Estimated Percentages of Long-Distance and Network Access Revenue from Intrastate and Interstate Services: 1994

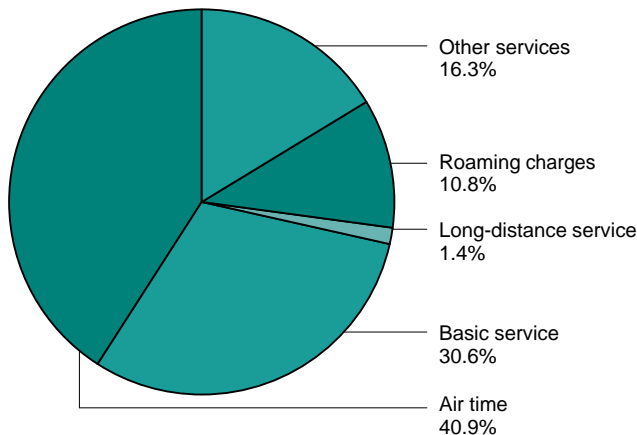
(Total = \$77.3 billion long-distance, \$32.8 billion network access)



Note: Estimated coefficients of variation are as follows: Long-distance revenue—interstate service, 0.3; and intrastate service, 0.6. Network access revenue—interstate service, 0.3; and intrastate service, 1.1.

Figure 7.
Telephone Communications (SIC 481)— Estimated Percentages of Cellular and Other Radiotelephone Revenue, by Type of Service: 1994

(Total cellular and other radiotelephone revenue = \$15.9 billion)



Note: Estimated coefficients of variation are as follows: air time, 1.2; basic service, 0.8; long-distance service, 5.8; roaming charges, 1.7; and other services, 2.4.

Table 6. **Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Local, Long-Distance, and Network Access Revenue, by Type of Customer and Service: 1990 Through 1994**

[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Dollar volume	Type of customer		Type of service	
		Residential	Nonresidential	Intrastate	Interstate
Local Service					
Millions of dollars					
1994	46,730	23,690	23,040	46,082	648
1993	45,111	22,423	22,688	44,458	653
1992	43,130	21,481	21,649	42,544	586
1991	41,217	20,627	20,590	(NA)	(NA)
1990	40,051	20,218	19,833	(NA)	(NA)
Percent change					
1994/1993	3.6	5.7	1.6	3.7	-0.8
1993/1992	4.6	4.4	4.8	4.5	11.4
1992/1991	4.6	4.1	5.1	(NA)	(NA)
1991/1990	2.9	2.0	3.8	(NA)	(NA)
Long-Distance Service					
Millions of dollars					
1994	77,337	36,909	40,428	27,521	49,816
1993	71,934	30,963	40,971	25,407	46,527
1992	69,099	29,581	39,518	25,220	43,879
1991	68,561	26,029	42,532	24,091	44,470
1990	67,274	24,263	43,011	25,807	41,467
Percent change					
1994/1993	7.5	19.2	-1.3	8.3	7.1
1993/1992	4.1	4.7	3.7	0.7	6.0
1992/1991	0.8	13.6	-7.1	4.7	-1.3
1991/1990	1.9	7.3	-1.1	-6.6	7.2
Network Access					
Millions of dollars					
1994	32,772	5,942	26,830	7,845	24,927
1993	31,304	5,828	25,476	7,744	23,560
1992	30,488	5,812	24,676	7,799	22,689
1991	29,448	5,369	24,079	7,168	22,280
1990	29,621	5,058	24,563	7,396	22,225
Percent change					
1994/1993	4.7	2.0	5.3	1.3	5.8
1993/1992	2.7	0.3	3.2	-0.7	3.8
1992/1991	3.5	8.3	2.5	8.8	1.8
1991/1990	-0.6	6.1	-2.0	-3.1	0.2

NA Not available.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-6 provides estimated measures of sampling variability (coefficients of variation).

Table 7. **Telephone Communications (SIC 481) — Estimated Cellular and Other Radiotelephone Revenue, by Type of Service: 1994**

Item	Millions of dollars
Cellular and other radiotelephone revenue ¹	15,930
Type of Service	
Air time	6,511
Basic service	4,880
Long-distance service	225
Roaming charges	1,721
Other services	2,593

¹Includes cellular and other radiotelephone revenue for firms primarily engaged in providing radiotelephone services (SIC 4812), and telephone communications, except radiotelephone (SIC 4813).

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-7 provides estimated measures of sampling variability (coefficients of variation).

Radio and Television Broadcasting Services

SUMMARY OF DATA

Taxable Firms

Total operating revenue for taxable U.S. television and radio broadcasters combined was \$31.1 billion in 1994, an increase of 9.8 percent from 1993.

Revenue for the television broadcasting industry was about \$23.1 billion in 1994. Sales of television time to networks, advertisers, and sponsors (station time sales), representing 60.5 percent of television revenue, was almost \$14.0 billion in 1994. National and regional television advertising sales increased 12.0 percent while local advertising, which accounted for 53.4 percent of total station time sales in 1994, increased 11.3 percent from the previous year. Television network advertising revenue increased 7.7 percent from 1993 to \$8.4 billion.

Revenue for the Nation's radio broadcasters rose 10.4 percent to nearly \$8.0 billion in 1994. Station time sales accounted for 92.7 percent of their total revenue. Local advertising, accounting for 76.5 percent of radio station time sales in 1994, was up 9.3 percent from the previous year.

Operating expenses for the television broadcasting industry were \$18.3 billion in 1994. Broadcast rights to first run programs, feature films, syndicated programs, and sporting events accounted for 39.2 percent of total operating expenses for television broadcasters in 1994, an increase in dollar volume of 3.2 percent.

Operating expenses for the radio industry were \$6.8 billion in 1994. Annual payroll, \$2.7 billion in 1994, was the largest component of these expenses.

Tax-Exempt Firms

Total revenue for tax-exempt radio and television broadcasters combined was \$2.0 billion in 1994, down 3.7 percent from 1993.

Revenue for tax-exempt television broadcasters decreased 5.2 percent. Tax-exempt radio broadcasters' revenue increased 7.8 percent in 1994.

Operating expenses for tax-exempt radio and television broadcasters combined were \$2.0 billion in 1994.

Table 8. Total Broadcasting Services (SIC 483) — Estimated Revenue and Expenses for Taxable and Tax-Exempt Firms: 1989 Through 1994

[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

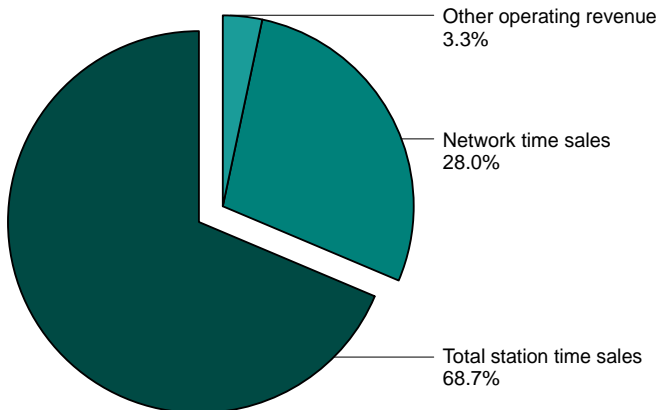
Item	Millions of dollars						Percent change				
	1994	1993	1992	1991	1990	1989	1994/ 1993	1993/ 1992	1992/ 1991	1991/ 1990	1990/ 1989
Total revenue ¹	33,089	30,383	29,853	28,741	29,707	29,012	8.9	1.8	3.9	-3.3	2.4
Operating Expenses											
Total	26,999	25,431	26,009	25,760	25,753	24,579	6.2	-2.2	1.0	(Z)	4.8
Annual payroll	7,595	7,038	6,976	6,660	6,680	6,477	7.9	0.9	4.7	-0.3	3.1
Employer contributions to Social Security and other supplemental benefits	1,280	1,197	1,166	1,074	1,066	1,016	6.9	2.7	8.6	0.8	4.9
Broadcast rights	8,171	8,011	8,564	8,727	8,329	7,687	2.0	-6.5	-1.9	4.8	8.4
Music license fees	349	341	371	363	374	380	2.3	-8.1	2.2	-2.9	-1.6
Depreciation	1,273	1,262	1,331	1,351	1,404	1,409	0.9	-5.2	-1.5	-3.8	-0.4
Lease and rental	527	506	490	496	502	495	4.2	3.3	-1.2	-1.2	1.4
Purchased repairs	274	251	242	244	247	242	9.2	3.7	-0.8	-1.2	2.1
Insurance	178	166	168	157	152	153	7.2	-1.2	7.0	3.3	-0.7
Telephone and other purchased communication services	273	255	255	249	259	257	7.1	-	2.4	-3.9	0.8
Purchased utilities	297	278	279	275	265	261	6.8	-0.4	1.5	3.8	1.5
Purchased advertising	972	840	827	869	971	982	15.7	1.6	-4.8	-10.5	-1.1
Taxes	203	187	191	175	178	183	8.6	-2.1	9.1	-1.7	-2.7
Other operating expenses ² ...	5,607	5,099	5,149	5,120	5,326	5,037	10.0	-1.0	0.6	-3.9	5.7

- Represents zero.
Z Less than .05 percent.

¹Includes non-operating income from tax-exempt firms.
²Includes network compensation fees.

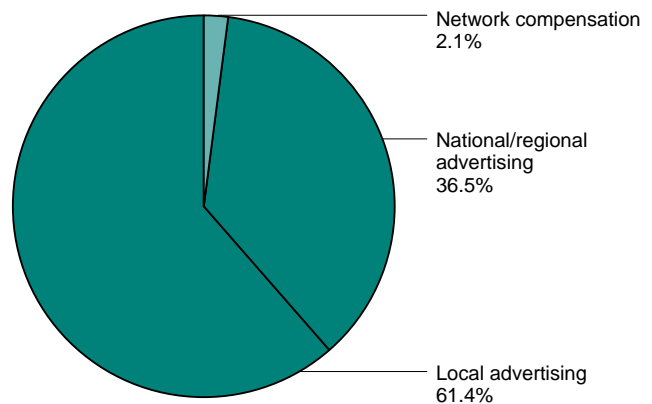
Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-8 provides estimated measures of sampling variability (coefficients of variation).

**Figure 8a. Broadcasting Services (SIC 483)—
Estimated Percentages of Operating Revenue
for Taxable Firms, by Source: 1994**
(Total operating revenue = \$31.1 billion)



Note: Estimated coefficients of variation are as follows: station time sales, 0.8; network time sales, 2.1; and other operating revenue, 4.9.

**Figure 8b. Broadcasting Services (SIC 483)—
Estimated Percentages of Station Time Sales
for Taxable Firms, by Source: 1994**
(Total station time sales = \$21.4 billion)



Note: Estimated coefficients of variation are as follows: network compensation, 5.6; national/regional advertising, 1.0; and local advertising, 0.6.

Table 9. Radio Broadcasting Services (SIC 4832) — Estimated Revenue and Expenses for Taxable and Tax-Exempt Firms: 1989 Through 1994

[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Millions of dollars						Percent change				
	1994	1993	1992	1991	1990	1989	1994/ 1993	1993/ 1992	1992/ 1991	1991/ 1990	1990/ 1989
Total revenue ¹	8,244	7,476	7,019	6,890	7,173	7,125	10.3	6.5	1.9	-3.9	0.7
Operating Expenses											
Total	7,018	6,491	6,350	6,364	6,522	6,449	8.1	2.2	-0.2	-2.4	1.1
Annual payroll	2,799	2,620	2,547	2,492	2,501	2,447	6.8	2.9	2.2	-0.4	2.2
Employer contributions to Social Security and other supplemental benefits	380	374	359	341	340	331	1.6	4.2	5.3	0.3	2.7
Broadcast rights	248	246	218	284	274	270	0.8	12.8	-23.2	3.6	1.5
Music license fees	182	162	150	152	160	158	12.3	8.0	-1.3	-5.0	1.3
Depreciation	455	444	460	473	487	497	2.5	-3.5	-2.7	-2.9	-2.0
Lease and rental	243	218	204	200	208	201	11.5	6.9	2.0	-3.8	3.5
Purchased repairs	88	85	82	84	84	83	3.5	3.7	-2.4	-	1.2
Insurance	75	69	68	66	66	67	8.7	1.5	3.0	-	-1.5
Telephone and other purchased communication services	129	121	121	117	120	121	6.6	-	3.4	-2.5	-0.8
Purchased utilities	113	104	107	105	103	101	8.7	-2.8	1.9	1.9	2.0
Purchased advertising	370	314	318	334	372	399	17.8	-1.3	-4.8	-10.2	-6.8
Taxes	73	70	66	59	61	62	4.3	6.1	11.9	-3.3	-1.6
Other operating expenses ²	1,863	1,664	1,650	1,657	1,746	1,712	12.0	0.8	-0.4	-5.1	2.0

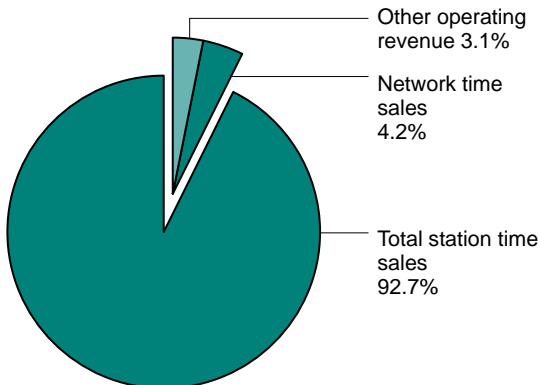
- Represents zero.

¹Includes non-operating income from tax-exempt firms.

²Includes network compensation fees.

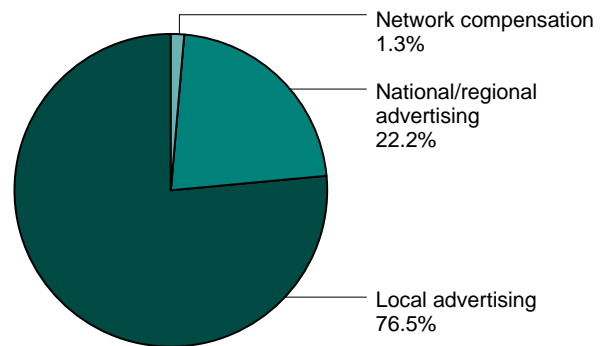
Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-8 provides estimated measures of sampling variability (coefficients of variation).

Figure 9a. Radio Broadcasting (SIC 4832)— Estimated Percentages of Operating Revenue for Taxable Firms, by Source: 1994
(Total operating revenue = \$8.0 billion)



Note: See appendix A, table A-10 for estimated measures of sampling variability (coefficients of variation).

Figure 9b. Radio Broadcasting (SIC 4832)— Estimated Percentages of Station Time Sales for Taxable Firms, by Source: 1994
(Total station time sales = \$7.4 billion)



Note: Estimated coefficients of variation are as follows: network compensation, 6.9; national/regional advertising, 2.6; and local advertising, 0.8.

Table 10. Television Broadcasting Services (SIC 4833) — Estimated Revenue and Expenses for Taxable and Tax-Exempt Firms: 1989 Through 1994

[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Millions of dollars						Percent change				
	1994	1993	1992	1991	1990	1989	1994/ 1993	1993/ 1992	1992/ 1991	1991/ 1990	1990/ 1989
Total revenue ¹	24,845	22,907	22,834	21,851	22,534	21,887	8.5	0.3	4.5	-3.0	3.0
Operating Expenses											
Total	19,981	18,940	19,659	19,396	19,231	18,130	5.5	-3.7	1.4	0.9	6.1
Annual payroll	4,796	4,418	4,429	4,168	4,179	4,030	8.6	-0.2	6.3	-0.3	3.7
Employer contributions to Social Security and other supplemental benefits	900	823	807	733	726	685	9.4	2.0	10.1	1.0	6.0
Broadcast rights	7,923	7,765	8,346	8,443	8,055	7,417	2.0	-7.0	-1.1	4.8	8.6
Music license fees	167	179	221	211	214	222	-6.7	-19.0	4.7	-1.4	-3.6
Depreciation	818	818	871	878	917	912	-	-6.1	-0.8	-4.3	0.5
Lease and rental	284	288	286	296	294	294	-1.4	0.7	-3.4	0.7	-
Purchased repairs	186	166	160	160	163	159	12.0	3.8	-	-1.8	2.5
Insurance	103	97	100	91	86	86	6.2	-3.0	9.9	5.8	-
Telephone and other purchased communication services	144	134	134	132	139	136	7.5	-	1.5	-5.0	2.2
Purchased utilities	184	174	172	170	162	160	5.7	1.2	1.2	4.9	1.3
Purchased advertising	602	526	509	535	599	583	14.4	3.3	-4.9	-10.7	2.7
Taxes	130	117	125	116	117	121	11.1	-6.4	7.8	-0.9	-3.3
Other operating expenses ² ...	3,744	3,435	3,499	3,463	3,580	3,325	9.0	-1.8	1.0	-3.3	7.7

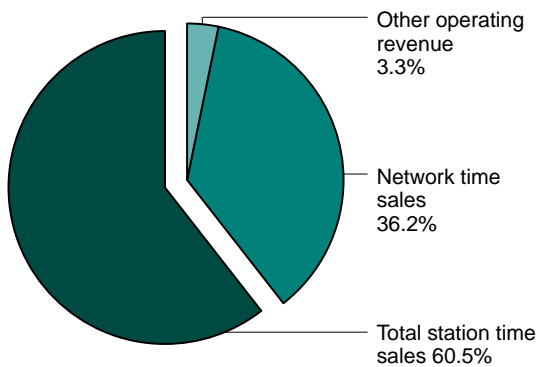
- Represents zero.

¹Includes non-operating income from tax-exempt firms.

²Includes network compensation fees.

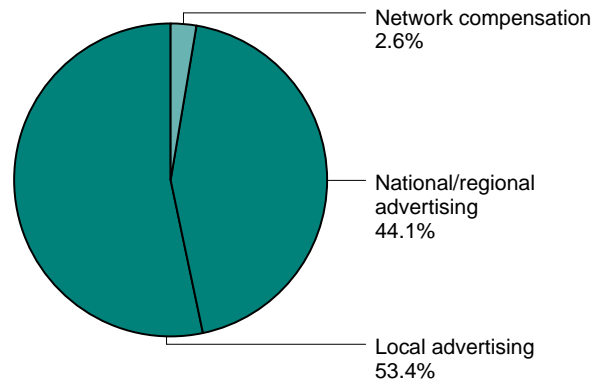
Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-8 provides estimated measures of sampling variability (coefficients of variation).

Figure 10a. Television Broadcasting (SIC 4833)—Estimated Percentages of Operating Revenue for Taxable Firms, by Source: 1994
(Total operating revenue = \$23.1 billion)



Note: See appendix A, table A-11 for estimated measures of sampling variability (coefficients of variation).

Figure 10b. Television Broadcasting (SIC 4833)—Estimated Percentages of Station Time Sales for Taxable Firms, by Source: 1994
(Total station time sales = \$13.0 billion)



Note: Estimated coefficients of variation are as follows: network compensation, 6.8; national/regional advertising, 1.0; and local advertising, 0.7.

Table 11. Total Broadcasting Services (SIC 483) — Estimated Operating Revenue and Expenses for Taxable Firms: 1990 Through 1994

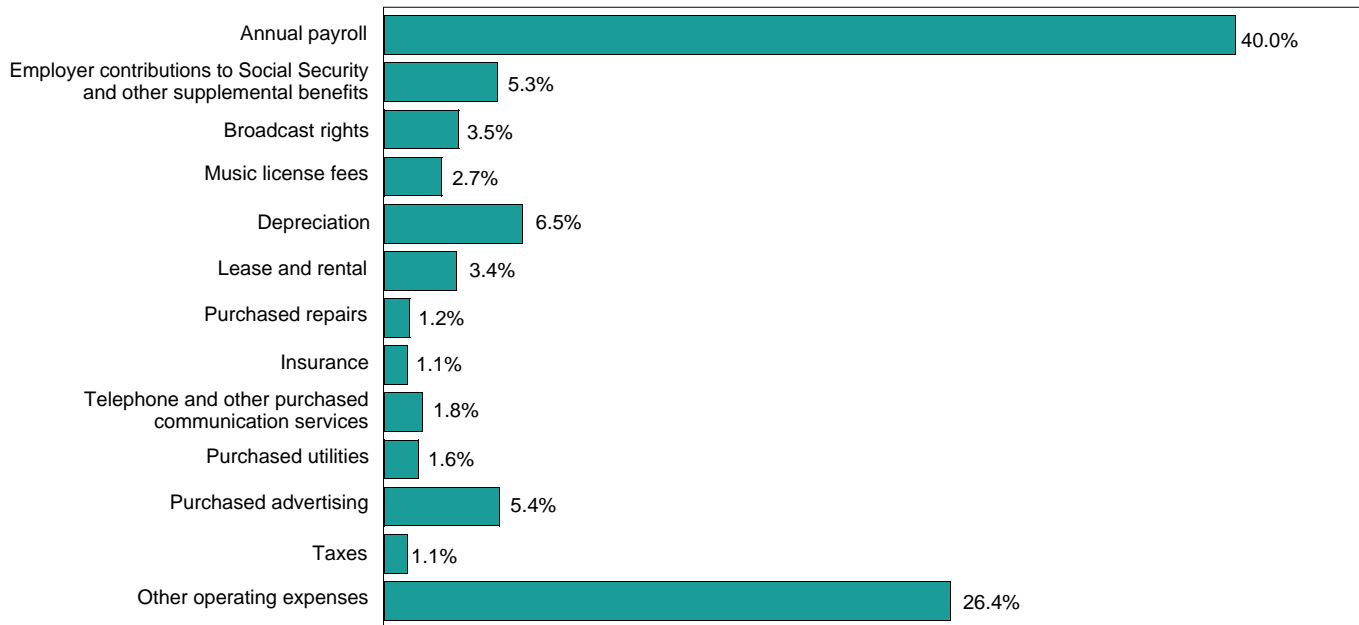
[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Millions of dollars					Percent change			
	1994	1993	1992	1991	1990	1994/1993	1993/1992	1992/1991	1991/1990
Operating Revenue									
Total	31,064	28,281	27,859	26,845	28,017	9.8	1.5	3.8	-4.2
Station time sales	21,352	19,227	18,580	18,022	19,019	11.1	3.5	3.1	-5.2
Network compensation	455	444	459	510	549	2.5	-3.3	-10.0	-7.1
National/regional advertising	7,794	6,922	6,733	6,666	7,226	12.6	2.8	1.0	-7.7
Local advertising	13,103	11,861	11,388	10,846	11,244	10.5	4.2	5.0	-3.5
Network time sales	8,702	8,053	8,221	7,645	7,905	8.1	-2.0	7.5	-3.3
Other operating revenue	1,010	1,001	1,058	1,178	1,093	0.9	-5.4	-10.2	7.8
Operating Expenses									
Total	25,038	23,448	24,135	23,944	24,145	6.8	-2.8	0.8	-0.8
Annual payroll	7,178	6,641	6,595	6,288	6,333	8.1	0.7	4.9	-0.7
Employer contributions to Social Security and other supplemental benefits	1,197	1,118	1,090	1,001	998	7.1	2.6	8.9	0.3
Broadcast rights	7,396	7,172	7,737	7,922	7,642	3.1	-7.3	-2.3	3.7
Music license fees	347	339	370	361	373	2.4	-8.4	2.5	-3.2
Depreciation	1,192	1,187	1,264	1,286	1,345	0.4	-6.1	-1.7	-4.4
Lease and rental	487	469	452	462	469	3.8	3.8	-2.2	-1.5
Purchased repairs	257	233	226	228	232	10.3	3.1	-0.9	-1.7
Insurance	168	156	158	147	143	7.7	-1.3	7.5	2.8
Telephone and other purchased communication services	251	234	236	231	240	7.3	-0.8	2.2	-3.8
Purchased utilities	269	253	256	252	246	6.3	-1.2	1.6	2.4
Purchased advertising	942	808	797	842	947	16.6	1.4	-5.3	-11.1
Taxes	200	184	187	172	176	8.7	-1.6	8.7	-2.3
Other operating expenses	5,154	4,654	4,767	4,752	5,001	10.7	-2.4	0.3	-5.0

¹Includes network compensation fees.

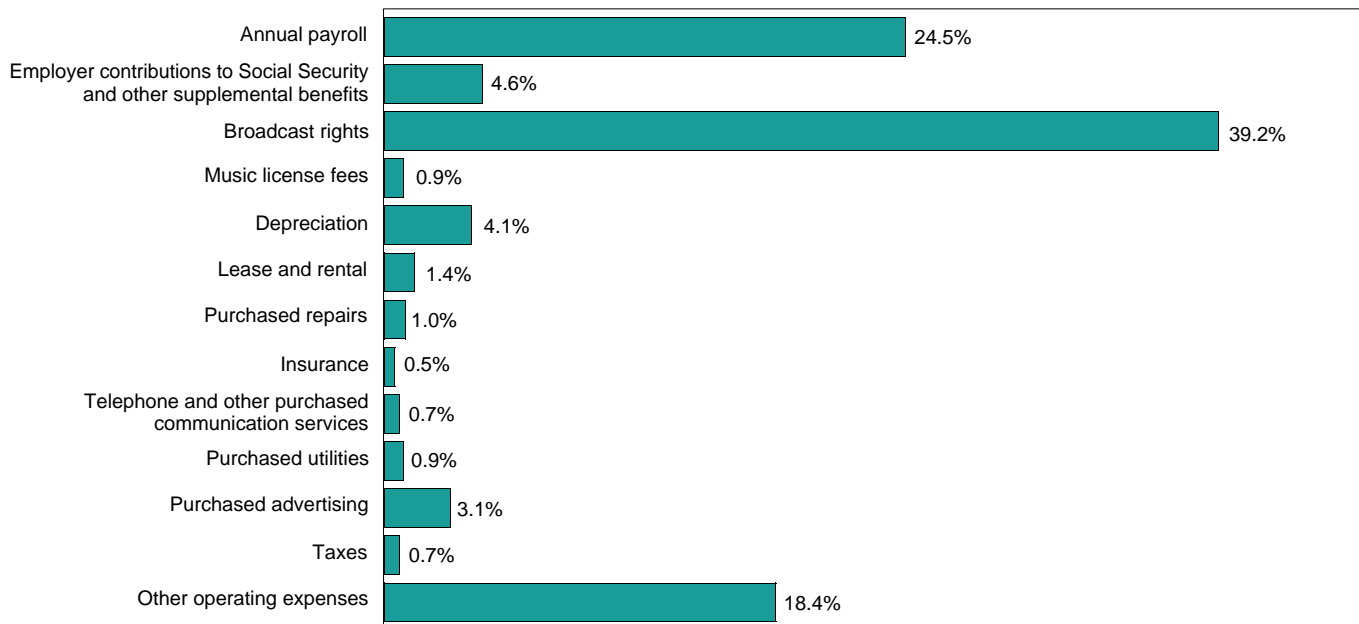
Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 16. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-9 provides estimated measures of sampling variability (coefficients of variation).

Figure 11.
**Radio Broadcasting (SIC 4832)—Estimated Percentages of
 Operating Expenses for Taxable Firms, by Source: 1994**
 (Total expenses = \$6.8 billion)



Note: See appendix A, table A-10 for estimated measures of sampling variability (coefficients of variation). Other operating expenses include network compensation fees.

Figure 12.
**Television Broadcasting (SIC 4833)—Estimated Percentages of
 Operating Expenses for Taxable Firms, by Source: 1994**
 (Total expenses = \$18.3 billion)



Note: See appendix A, table A-11 for estimated measures of sampling variability (coefficients of variation). Other operating expenses include network compensation fees.

Table 12. **Radio Broadcasting Services (SIC 4832) — Estimated Operating Revenue and Expenses for Taxable Firms: 1990 Through 1994**

[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Millions of dollars					Percent change			
	1994	1993	1992	1991	1990	1994/1993	1993/1992	1992/1991	1991/1990
Operating Revenue									
Total	7,980	7,231	6,795	6,671	6,954	10.4	6.4	1.9	-4.1
Station time sales	7,397	6,693	6,275	6,104	6,397	10.5	6.7	2.8	-4.6
Network compensation	95	87	95	98	105	9.2	-8.4	-3.1	-6.7
National/regional advertising	1,646	1,433	1,313	1,433	1,522	14.9	9.1	-8.4	-5.8
Local advertising	5,656	5,173	4,867	4,573	4,770	9.3	6.3	6.4	-4.1
Network time sales	338	285	276	312	305	18.6	3.3	-11.5	2.3
Other operating revenue	245	253	244	255	252	-3.2	3.7	-4.3	1.2
Operating Expenses									
Total	6,769	6,257	6,137	6,157	6,317	8.2	2.0	-0.3	-2.5
Annual payroll	2,709	2,535	2,469	2,413	2,428	6.9	2.7	2.3	-0.6
Employer contributions to Social Security and other supplemental benefits	362	356	343	326	326	1.7	3.8	5.2	-
Broadcast rights	236	235	209	274	264	0.4	12.4	-23.7	3.8
Music license fees	181	161	149	151	159	12.4	8.1	-1.3	-5.0
Depreciation	441	431	449	463	477	2.3	-4.0	-3.0	-2.9
Lease and rental	228	207	191	189	197	10.1	8.4	1.1	-4.1
Purchased repairs	83	79	77	79	79	5.1	2.6	-2.5	-
Insurance	73	67	66	64	64	9.0	1.5	3.1	-
Telephone and other purchased communication services	122	115	116	112	115	6.1	-0.9	3.6	-2.6
Purchased utilities	106	98	102	100	99	8.2	-3.9	2.0	1.0
Purchased advertising	367	310	314	330	368	18.4	-1.3	-4.8	-10.3
Taxes	72	69	65	58	60	4.3	6.2	12.1	-3.3
Other operating expenses ¹	1,789	1,594	1,587	1,598	1,681	12.2	0.4	-0.7	-4.9

- Represents zero.

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 17. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-9 provides estimated measures of sampling variability (coefficients of variation).

Table 13. **Television Broadcasting Services (SIC 4833) — Estimated Operating Revenue and Expenses for Taxable Firms: 1990 Through 1994**

[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Millions of dollars					Percent change			
	1994	1993	1992	1991	1990	1994/1993	1993/1992	1992/1991	1991/1990
Operating Revenue									
Total	23,084	21,050	21,064	20,174	21,063	9.7	-0.1	4.4	-4.2
Station time sales	13,955	12,534	12,305	11,918	12,622	11.3	1.9	3.2	-5.6
Network compensation	360	357	364	412	444	0.8	-1.9	-11.7	-7.2
National/regional advertising	6,148	5,489	5,420	5,233	5,704	12.0	1.3	3.6	-8.3
Local advertising	7,447	6,688	6,521	6,273	6,474	11.3	2.6	4.0	-3.1
Network time sales	8,364	7,768	7,945	7,333	7,600	7.7	-2.2	8.3	-3.5
Other operating revenue	765	748	814	923	841	2.3	-8.1	-11.8	9.8
Operating Expenses									
Total	18,269	17,191	17,998	17,787	17,828	6.3	-4.5	1.2	-0.2
Annual payroll	4,469	4,106	4,126	3,875	3,905	8.8	-0.5	6.5	-0.8
Employer contributions to Social Security and other supplemental benefits	835	762	747	675	672	9.6	2.0	10.7	0.4
Broadcast rights	7,160	6,937	7,528	7,648	7,378	3.2	-7.9	-1.6	3.7
Music license fees	166	178	221	210	214	-6.7	-19.5	5.2	-1.9
Depreciation	751	756	815	823	868	-0.7	-7.2	-1.0	-5.2
Lease and rental	259	262	261	273	272	-1.1	0.4	-4.4	0.4
Purchased repairs	174	154	149	149	153	13.0	3.4	-	-2.6
Insurance	95	89	92	83	79	6.7	-3.3	10.8	5.1
Telephone and other purchased communication services	129	119	120	119	125	8.4	-0.8	0.8	-4.8
Purchased utilities	163	155	154	152	147	5.2	0.6	1.3	3.4
Purchased advertising	575	498	483	512	579	15.5	3.1	-5.7	-11.6
Taxes	128	115	122	114	116	11.3	-5.7	7.0	-1.7
Other operating expenses	3,365	3,060	3,180	3,154	3,320	10.0	-3.8	0.8	-5.0

- Represents zero.

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 18. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-9 provides estimated measures of sampling variability (coefficients of variation).

Table 14. **Radio Broadcasting (SIC 4832) — Components of Estimated Operating Revenue and Expenses for Taxable Firms: 1990 Through 1994**

[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Millions of dollars					Percent of total				
	1994	1993	1992	1991	1990	1994	1993	1992	1991	1990
Operating Revenue										
Total	7,980	7,231	6,795	6,671	6,954	100.0	100.0	100.0	100.0	100.0
Station time sales	7,397	6,693	6,275	6,104	6,397	92.7	92.6	92.3	91.5	92.0
Network compensation	95	87	95	98	105	1.2	1.2	1.4	1.5	1.5
National/regional advertising	1,646	1,433	1,313	1,433	1,522	20.6	19.8	19.3	21.5	21.9
Local advertising	5,656	5,173	4,867	4,573	4,770	70.9	71.5	71.6	68.6	68.6
Network time sales	338	285	276	312	305	4.2	3.9	4.1	4.7	4.4
Other operating revenue	245	253	244	255	252	3.1	3.5	3.6	3.8	3.6
Operating Expenses										
Total	6,769	6,257	6,137	6,157	6,317	100.0	100.0	100.0	100.0	100.0
Annual payroll	2,709	2,535	2,469	2,413	2,428	40.0	40.5	40.2	39.2	38.4
Employer contributions to Social Security and other supplemental benefits	362	356	343	326	326	5.3	5.7	5.6	5.3	5.2
Broadcast rights	236	235	209	274	264	3.5	3.8	3.4	4.5	4.2
Music license fees	181	161	149	151	159	2.7	2.6	2.4	2.5	2.5
Depreciation	441	431	449	463	477	6.5	6.9	7.3	7.5	7.6
Buildings, offices, and structures ..	104	103	109	104	109	1.5	1.6	1.8	1.7	1.7
Transmission systems	185	179	194	204	209	2.7	2.9	3.2	3.3	3.3
Vehicles, machinery and equipment, and other tangible assets	152	149	146	155	159	2.2	2.4	2.4	2.5	2.5
Lease and rental	228	207	191	189	197	3.4	3.3	3.1	3.1	3.1
Buildings, offices, and structures ..	154	139	130	129	126	2.3	2.2	2.1	2.1	2.0
Transmission systems	50	44	40	37	47	0.7	0.7	0.7	0.6	0.7
Vehicles, and other machinery and equipment	24	24	21	23	24	0.4	0.4	0.3	0.4	0.4
Purchased repairs	83	79	77	79	79	1.2	1.3	1.3	1.3	1.3
Buildings, offices, and structures ..	24	25	24	27	27	0.4	0.4	0.4	0.4	0.4
Transmission systems	35	32	34	31	31	0.5	0.5	0.6	0.5	0.5
Vehicles, and other machinery and equipment	24	22	19	21	21	0.4	0.4	0.3	0.3	0.3
Insurance	73	67	66	64	64	1.1	1.1	1.1	1.0	1.0
Telephone and other purchased communication services	122	115	116	112	115	1.8	1.8	1.9	1.8	1.8
Purchased utilities	106	98	102	100	99	1.6	1.6	1.7	1.6	1.6
Purchased advertising	367	310	314	330	368	5.4	5.0	5.1	5.4	5.8
Taxes	72	69	65	58	60	1.1	1.1	1.1	0.9	0.9
Other operating expenses ¹	1,789	1,594	1,587	1,598	1,681	26.4	25.5	25.9	26.0	26.6

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-10 provides estimated measures of sampling variability (coefficients of variation).

Table 15. **Television Broadcasting (SIC 4833) — Components of Estimated Operating Revenue and Expenses for Taxable Firms: 1990 Through 1994**

[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Millions of dollars					Percent of total				
	1994	1993	1992	1991	1990	1994	1993	1992	1991	1990
Operating Revenue										
Total	23,084	21,050	21,064	20,174	21,063	100.0	100.0	100.0	100.0	100.0
Station time sales	13,955	12,534	12,305	11,918	12,622	60.5	59.5	58.4	59.1	59.9
Network compensation	360	357	364	412	444	1.6	1.7	1.7	2.0	2.1
National/regional advertising	6,148	5,489	5,420	5,233	5,704	26.6	26.1	25.7	25.9	27.1
Local advertising	7,447	6,688	6,521	6,273	6,474	32.3	31.8	31.0	31.1	30.7
Network time sales	8,364	7,768	7,945	7,333	7,600	36.2	36.9	37.7	36.3	36.1
Other operating revenue	765	748	814	923	841	3.3	3.6	3.9	4.6	4.0
Operating Expenses										
Total	18,269	17,191	17,998	17,787	17,828	100.0	100.0	100.0	100.0	100.0
Annual payroll	4,469	4,106	4,126	3,875	3,905	24.5	23.9	22.9	21.8	21.9
Employer contributions to Social Security and other supplemental benefits	835	762	747	675	672	4.6	4.4	4.2	3.8	3.8
Broadcast rights	7,160	6,937	7,528	7,648	7,378	39.2	40.4	41.8	43.0	41.4
Music license fees	166	178	221	210	214	0.9	1.0	1.2	1.2	1.2
Depreciation	751	756	815	823	868	4.1	4.4	4.5	4.6	4.9
Buildings, offices, and structures	134	132	130	113	115	0.7	0.8	0.7	0.6	0.6
Transmission systems	339	309	356	395	429	1.9	1.8	2.0	2.2	2.4
Vehicles, machinery and equipment, and other tangible assets	278	315	329	315	324	1.5	1.8	1.8	1.8	1.8
Lease and rental	259	262	261	273	272	1.4	1.5	1.5	1.5	1.5
Buildings, offices, and structures	134	129	125	134	124	0.7	0.8	0.7	0.8	0.7
Transmission systems	41	57	57	54	63	0.2	0.3	0.3	0.3	0.4
Vehicles, and other machinery and equipment	84	76	79	85	85	0.5	0.4	0.4	0.5	0.5
Purchased repairs	174	154	149	149	153	1.0	0.9	0.8	0.8	0.9
Buildings, offices, and structures	63	59	56	56	57	0.3	0.3	0.3	0.3	0.3
Transmission systems	41	34	34	38	37	0.2	0.2	0.2	0.2	0.2
Vehicles, and other machinery and equipment	70	61	59	55	59	0.4	0.4	0.3	0.3	0.3
Insurance	95	89	92	83	79	0.5	0.5	0.5	0.5	0.4
Telephone and other purchased communication services	129	119	120	119	125	0.7	0.7	0.7	0.7	0.7
Purchased utilities	163	155	154	152	147	0.9	0.9	0.9	0.9	0.8
Purchased advertising	575	498	483	512	579	3.1	2.9	2.7	2.9	3.2
Taxes	128	115	122	114	116	0.7	0.7	0.7	0.6	0.7
Other operating expenses ¹	3,365	3,060	3,180	3,154	3,320	18.4	17.8	17.7	17.7	18.6

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-11 provides estimated measures of sampling variability (coefficients of variation).

Table 16. **Total Broadcasting Services (SIC 483) — Estimated Revenue and Expenses for Tax-Exempt Firms: 1990 Through 1994**

[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Millions of dollars					Percent change			
	1994	1993	1992	1991	1990	1994/1993	1993/1992	1992/1991	1991/1990
Total revenue ¹	2,025	2,102	1,994	1,896	1,690	-3.7	5.4	5.2	12.2
Operating Expenses									
Total	1,961	1,983	1,874	1,816	1,608	-1.1	5.8	3.2	12.9
Annual payroll	417	397	381	372	347	5.0	4.2	2.4	7.2
Employer contributions to Social Security and other supplemental benefits	83	79	76	73	68	5.1	3.9	4.1	7.4
Broadcast rights	775	839	827	805	687	-7.6	1.5	2.7	17.2
Music license fees	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Depreciation	81	75	67	65	59	8.0	11.9	3.1	10.2
Lease and rental	40	37	38	34	33	8.1	-2.6	11.8	3.0
Purchased repairs	17	18	16	16	15	-5.6	12.5	-	6.7
Insurance	10	10	10	10	9	-	-	-	11.1
Telephone and other purchased communication services	22	21	19	18	19	4.8	10.5	5.6	-5.3
Purchased utilities	28	25	23	23	19	12.0	8.7	-	21.1
Purchased advertising	30	32	30	27	24	-6.3	6.7	11.1	12.5
Taxes	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Other operating expenses ²	453	445	382	368	325	1.8	16.5	3.8	13.2

- Represents zero.

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

¹Includes all government subsidies used to offset operating or capital deficits; private gifts, loans, contributions, and grants; sale of securities, real estate; etc.

²Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-12 provides estimated measures of sampling variability (coefficients of variation).

Table 17. **Radio Broadcasting Services (SIC 4832) — Estimated Revenue and Expenses for Tax-Exempt Firms: 1990 Through 1994**

[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Millions of dollars					Percent change			
	1994	1993	1992	1991	1990	1994/1993	1993/1992	1992/1991	1991/1990
Total revenue ¹	264	245	224	219	219	7.8	9.4	2.3	-
Operating Expenses									
Total	249	234	213	207	205	6.4	9.9	2.9	1.0
Annual payroll	90	85	78	79	73	5.9	9.0	-1.3	8.2
Employer contributions to Social Security and other supplemental benefits	18	18	16	15	14	-	12.5	6.7	7.1
Broadcast rights	12	11	9	10	10	9.1	22.2	-10.0	-
Music license fees	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Depreciation	14	13	11	10	10	7.7	18.2	10.0	-
Lease and rental	15	11	13	11	11	36.4	-15.4	18.2	-
Purchased repairs	5	6	5	5	5	-16.7	20.0	-	-
Insurance	2	2	2	2	2	-	-	-	-
Telephone and other purchased communication services	7	6	5	5	5	16.7	20.0	-	-
Purchased utilities	7	6	5	5	4	16.7	20.0	-	25.0
Purchased advertising	(S)	(S)	(S)	4	4	(S)	(S)	(S)	-
Taxes	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Other operating expenses ²	74	70	63	59	65	5.7	11.1	6.8	-9.2

- Represents zero.

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

¹Includes all government subsidies used to offset operating or capital deficits; private gifts, loans, contributions, and grants; sale of securities, real estate; etc.

²Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-12 provides estimated measures of sampling variability (coefficients of variation).

Table 18. **Television Broadcasting Services (SIC 4833) — Estimated Revenue and Expenses for Tax-Exempt Firms: 1990 Through 1994**

[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Millions of dollars					Percent change			
	1994	1993	1992	1991	1990	1994/1993	1993/1992	1992/1991	1991/1990
Total revenue ¹	1,761	1,857	1,770	1,677	1,471	-5.2	4.9	5.5	14.0
Operating Expenses									
Total	1,712	1,749	1,661	1,609	1,403	-2.1	5.3	3.2	14.7
Annual payroll	327	312	303	293	274	4.8	3.0	3.4	6.9
Employer contributions to Social Security and other supplemental benefits	65	61	60	58	54	6.6	1.7	3.4	7.4
Broadcast rights	763	828	818	795	677	-7.9	1.2	2.9	17.4
Music license fees	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Depreciation	67	62	56	55	49	8.1	10.7	1.8	12.2
Lease and rental	25	26	25	23	22	-3.8	4.0	8.7	4.5
Purchased repairs	12	12	11	11	10	-	9.1	-	10.0
Insurance	8	8	8	8	7	-	-	-	14.3
Telephone and other purchased communication services	15	15	14	13	14	-	7.1	7.7	-7.1
Purchased utilities	21	19	18	18	15	10.5	5.6	-	20.0
Purchased advertising	27	28	26	23	20	-3.6	7.7	13.0	15.0
Taxes	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Other operating expenses ²	379	375	319	309	260	1.1	17.6	3.2	18.8

- Represents zero.

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished estimates are for internal use only.

¹Includes all government subsidies used to offset operating or capital deficits; private gifts, loans, contributions, and grants; sale of securities, real estate; etc.

²Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-12 provides estimated measures of sampling variability (coefficients of variation).

Cable and Other Pay Television Services

SUMMARY OF DATA

Revenue for the Nation's cable television industry rose 4.4 percent from 1993 to \$31.5 billion in 1994.

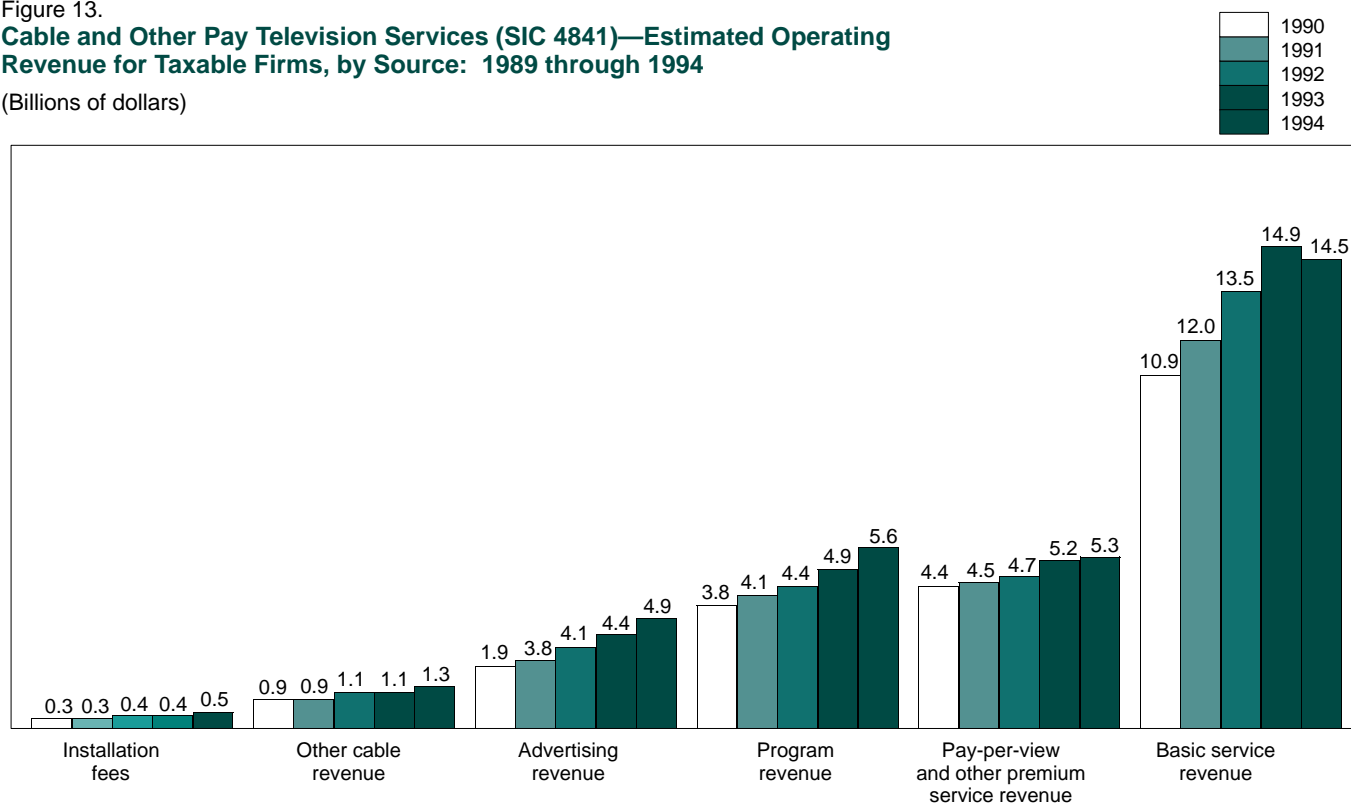
Cable system operators reported basic service revenue, the largest component of industry revenue, of \$14.5 billion. Pay-per-view and other premium service revenue showed a 3.0 percent increase from 1993. Cable television networks reported revenue from programming services of \$5.6 billion in 1994, an increase of 15.6 percent from 1993. Advertising revenue

for the cable industry reached \$3.4 billion in 1994, up 16.7 percent from 1993.

Total operating expenses rose 4.7 percent from 1993 to \$23.9 billion in 1994. Program and production costs, which accounted for 33.1 percent of total operating expenses in 1994, increased 6.4 percent from 1993 to \$7.9 billion. Depreciation expenses were \$4.1 billion in 1994, accounting for 17.1 percent of total operating expenses. In 1994, annual payroll increased 3.9 percent from 1993, while employer contributions to Social Security and other supplemental benefits rose 8.0 percent.

Figure 13.
Cable and Other Pay Television Services (SIC 4841)—Estimated Operating Revenue for Taxable Firms, by Source: 1989 through 1994

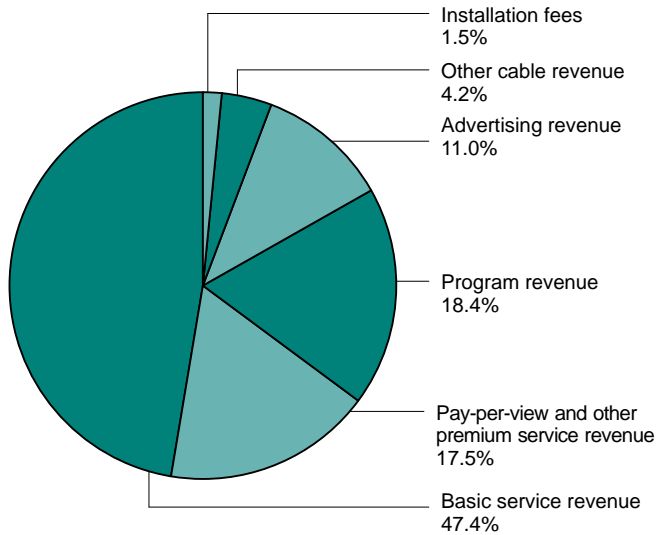
(Billions of dollars)



Note: See appendix A, table A-13 for estimated measures of sampling variability (coefficients of variation.) Estimates are not adjusted for price changes.

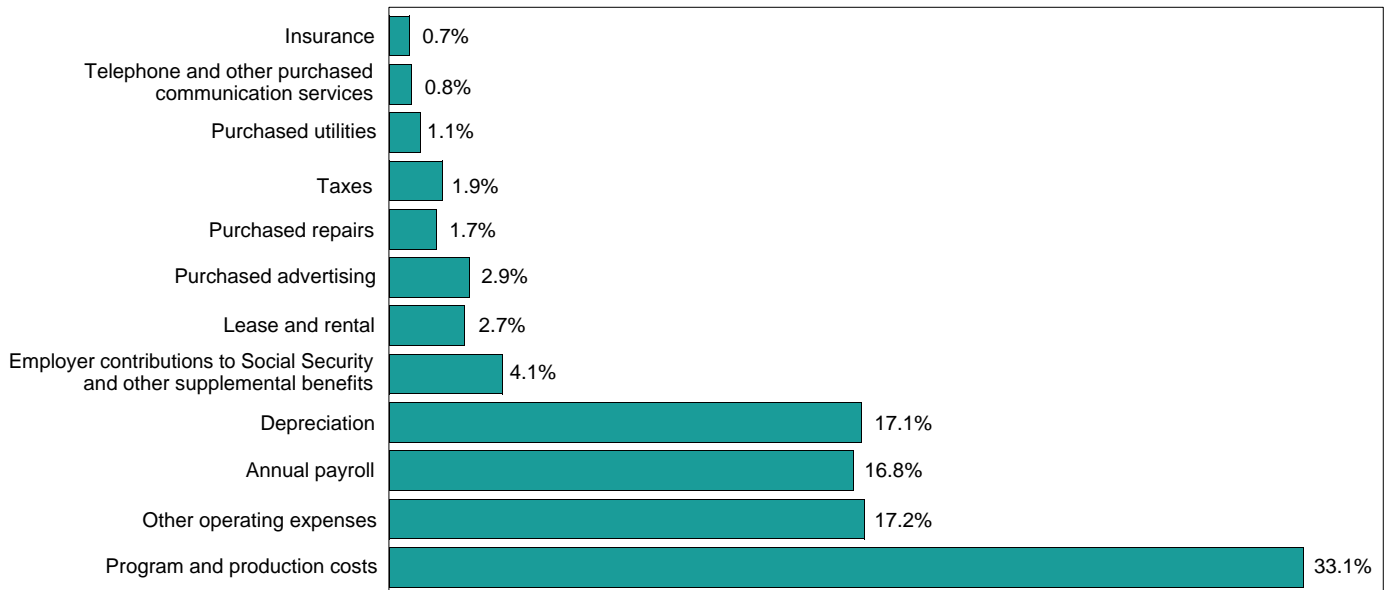
(Estimates prior to 1994 are revised. See the introduction for a description of the revision process.)

Figure 14.
Cable and Other Pay Television Services (SIC 4841)—Estimated Percentages of Cable and Other Pay Television Revenue for Taxable Firms, by Source: 1994
 (Total cable and other pay television revenue = \$31.5 billion)



Note: See appendix A, table A-13 for estimated measures of sampling variability (coefficients of variation).

Figure 15.
Cable and Other Pay Television Services (SIC 4841)—Estimated Percentages of Operating Expenses for Taxable Firms, by Source: 1994
 (Total operating expenses = \$23.9 billion)



Note: See appendix A, table A-13 for estimated measures of sampling variability (coefficients of variation).

Table 19. Cable and Other Pay Television Services (SIC 4841) — Components of Estimated Operating Revenue and Expenses for Taxable Firms: 1989 Through 1994

[Estimates prior to 1994 are revised to reflect a benchmarking to the results of the 1992 Census of Transportation, Communications, and Utilities. See the Introduction for a description of the benchmarking process]

Item	Millions of dollars						Percent change					Percent of total					
	1994	1993	1992	1991	1990	1989	1994/1993	1993/1992	1992/1991	1991/1990	1990/1989	1994	1993	1992	1991	1990	1989
Operating Revenue																	
Total ¹	31,535	30,209	27,465	24,954	23,192	(NA)	4.4	10.0	10.1	7.6	(NA)	(X)	(X)	(X)	(X)	(X)	(X)
Total Cable and other pay television revenue	30,563	29,333	26,653	23,895	22,165	19,111	4.2	10.1	11.5	7.8	16.0	100.0	100.0	100.0	100.0	100.0	100.0
Advertising	3,353	2,873	2,491	2,100	1,882	1,472	16.7	15.3	18.6	11.6	27.9	11.0	9.8	9.3	8.8	8.5	7.7
Program revenue	5,626	4,868	4,423	4,112	3,816	2,971	15.6	10.1	7.6	7.8	28.4	18.4	16.6	16.6	17.2	17.2	15.6
Basic service revenue	14,477	14,851	13,532	11,985	10,933	9,559	-2.5	9.7	12.9	9.6	14.4	47.4	50.6	50.8	50.2	49.3	50.0
Pay-per-view and other premium service revenue	5,346	5,190	4,708	4,465	4,351	4,075	3.0	10.2	5.4	2.6	6.8	17.5	17.7	17.7	18.7	19.6	21.3
Installation fees	469	436	390	324	302	273	7.6	11.8	20.4	7.3	10.6	1.5	1.5	1.5	1.4	1.4	1.4
Other cable revenue	1,292	1,115	1,109	909	881	761	15.9	0.5	22.0	3.2	15.8	4.2	3.8	4.2	3.8	4.0	4.0
Operating Expenses																	
Total	23,915	22,852	21,232	20,154	19,354	(NA)	4.7	7.6	5.3	4.1	(NA)	100.0	100.0	100.0	100.0	100.0	(NA)
Annual payroll	4,011	3,861	3,533	2,973	2,816	(NA)	3.9	9.3	18.8	5.6	(NA)	16.8	16.9	16.6	14.8	14.5	(NA)
Employer contributions to Social Security and other supplemental benefits	957	886	801	667	588	(NA)	8.0	10.6	20.1	13.4	(NA)	4.0	3.9	3.8	3.3	3.0	(NA)
Plans required under Federal and State legislation	378	352	326	256	239	(NA)	7.4	8.0	27.3	7.1	(NA)	1.6	1.5	1.5	1.3	1.2	(NA)
Other fringe benefit plans	579	534	475	411	349	(NA)	8.4	12.4	15.6	17.8	(NA)	2.4	2.3	2.2	2.0	1.8	(NA)
Program and production costs ²	7,926	7,447	6,763	6,317	5,926	(NA)	6.4	10.1	7.1	6.6	(NA)	33.1	32.6	31.9	31.3	30.6	(NA)
Depreciation	4,087	3,917	3,704	3,634	3,611	(NA)	4.3	5.8	1.9	0.6	(NA)	17.1	17.1	17.4	18.0	18.7	(NA)
Buildings, offices, and structures	(S)	(S)	(S)	229	232	(NA)	(S)	(S)	(S)	-1.3	(NA)	(S)	(S)	(S)	1.1	1.2	(NA)
Transmission systems	2,804	2,781	2,678	2,668	2,622	(NA)	0.8	3.8	0.4	1.8	(NA)	11.7	12.2	12.6	13.2	13.5	(NA)
Vehicles, machinery and equipment, and other tangible assets	979	846	769	737	757	(NA)	15.7	10.0	4.3	-2.6	(NA)	4.1	3.7	3.6	3.7	3.9	(NA)
Lease and rental	652	633	589	516	513	(NA)	3.0	7.5	14.1	0.6	(NA)	2.7	2.8	2.8	2.6	2.7	(NA)
Buildings, offices, and structures	248	242	237	193	185	(NA)	2.5	2.1	22.8	4.3	(NA)	1.0	1.1	1.1	1.0	1.0	(NA)
Transmission systems	311	300	270	240	241	(NA)	3.7	11.1	12.5	-0.4	(NA)	1.3	1.3	1.3	1.2	1.2	(NA)
Vehicles, and other machinery and equipment	93	91	82	83	87	(NA)	2.2	11.0	-1.2	-4.6	(NA)	0.4	0.4	0.4	0.4	0.4	(NA)
Purchased repairs	399	406	373	341	343	(NA)	-1.7	8.8	9.4	-0.6	(NA)	1.7	1.8	1.8	1.7	1.8	(NA)
Buildings, offices, and structures	41	42	37	33	33	(NA)	-2.4	13.5	12.1	-	(NA)	0.2	0.2	0.2	0.2	0.2	(NA)
Transmission systems	220	229	214	198	193	(NA)	-3.9	7.0	8.1	2.6	(NA)	0.9	1.0	1.0	1.0	1.0	(NA)
Vehicles, and other machinery and equipment	138	135	122	110	117	(NA)	2.2	10.7	10.9	-6.0	(NA)	0.6	0.6	0.6	0.5	0.6	(NA)
Insurance	167	166	145	115	110	(NA)	0.6	14.5	26.1	4.5	(NA)	0.7	0.7	0.7	0.6	0.6	(NA)
Telephone and other purchased communication services	200	180	158	139	133	(NA)	11.1	13.9	13.7	4.5	(NA)	0.8	0.8	0.7	0.7	0.7	(NA)
Purchased utilities	255	241	220	201	188	(NA)	5.8	9.5	9.5	6.9	(NA)	1.1	1.1	1.0	1.0	1.0	(NA)
Purchased advertising	683	588	537	472	467	(NA)	16.2	9.5	13.8	1.1	(NA)	2.9	2.6	2.5	2.3	2.4	(NA)
Taxes	454	437	408	332	310	(NA)	3.9	7.1	22.9	7.1	(NA)	1.9	1.9	1.9	1.6	1.6	(NA)
Other operating expenses	4,124	4,090	4,001	4,447	4,349	(NA)	0.8	2.2	-10.0	2.3	(NA)	17.2	17.8	18.7	22.1	22.5	(NA)

- Represents zero.

NA Not available.

X Not applicable.

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished estimates are for internal use only.

¹Includes sources of revenue not shown separately.

²Includes program and production costs from basic cable services, pay-per-view or premium services, in-house programs, and other program and production costs.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-13 provides estimated measures of sampling variability (coefficients of variation).

Appendix A. Measures of Sampling Variability

RELIABILITY OF DATA

There are two types of errors possible in an estimate based on a sample survey—sampling and nonsampling. Sampling errors occur because observations are made on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the collection and processing of the data. The accuracy of a survey result is determined by the joint effect of sampling and nonsampling errors.

MEASURES OF SAMPLING VARIABILITY

Because the estimates were based on a sample, exact agreement with the results that would be obtained from a complete census of the communication services industries using the same enumeration procedure was not expected. However, because each firm in the United States in the specified Standard Industrial Classifications (SIC's) had a chance of being selected for the sample and because the probability of selection for each firm in the sample was known, it was possible to estimate the sampling variability of the estimates made from the sample.

The standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 percent divided by the value being estimated. Note that measures of sampling variability, such as the standard error or coefficient of variation, are estimated from the sample and are also subject to sampling variability. Coefficients of variation for dollar volume estimates and year-to-year ratios are shown in tables A-1 through A-13 in this appendix.

The coefficients of variation presented in these tables permit certain confidence statements about the sample estimates. The particular sample used in this survey was one of a large number of samples of the same size that could have been selected using the same design. In about two out of three of these samples, the estimates would differ from a complete enumeration by less than the corresponding percentages for that estimate shown in the sampling variability tables. In about 9 out of 10 of these samples, the estimates would differ from the results of a complete enumeration by less than 1.65 times the percentages shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume estimates, assume that an estimate of revenue published in table 1 of this publication is \$10,750 thousand for a particular year and that the coefficient of variation for this estimate, as given in table A-1 of this appendix, is 1.8 percent or 0.018. Multiplying \$10,750 thousand by 0.018 yields \$194 thousand. Therefore, a 67-percent confidence interval is \$10,556 thousand to \$10,944 thousand (\$10,750 thousand plus or minus \$194 thousand). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Typical practice is to construct a 90- or 95-percent confidence interval. Using the same illustration, a 90-percent confidence interval would be \$10,430 thousand to \$11,070 thousand (\$10,750 thousand plus or minus \$320 thousand. The \$320 thousand is computed by multiplying \$10,750 thousand by 0.018 by 1.65).

NONSAMPLING ERRORS

As calculated for this report, the coefficient of variation measures sampling errors but does not measure all nonsampling error in the data. Nonsampling error consists of both a variance component and a bias component. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation for missing data. These nonsampling errors also occur in complete censuses.

Although no direct measurement of the biases due to nonsampling errors has been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

The major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which failed edit. For all kinds of business combined, imputed revenue amounts to about 7 percent of the national revenue estimates.

Table A-1. **Communications Services (SIC 48) — Estimated Coefficients of Variation for Summary Statistics, by Kind of Business: 1993 and 1994**

Item	Communi- cations services (SIC 48)	Tele- phone communi- cations (SIC 481)	Radiotele- phone communi- cations (SIC 4812)	Telephone communi- cations, except radiotele- phone (SIC 4813)	Radio and television broad- casting (SIC 483)	Radio broad- casting (SIC 4832)	Television broad- casting (SIC 4833)	Cable and other pay television services (SIC 4841)	Telegraph and other communi- cations services, not elsewhere classified (SIC 4822 and 4899)
Total Revenue									
Dollar volume									
1994	0.9	1.0	4.4	1.1	2.0	3.8	2.2	2.3	12.4
1993	0.7	0.8	4.3	0.9	1.7	3.1	2.3	2.3	9.5
Year-to-year ratio 1994/1993	0.4	0.3	2.2	0.4	1.0	2.2	1.1	1.4	6.6
Operating Expenses									
Dollar volume									
1994	0.9	1.1	4.4	1.1	1.9	4.3	2.0	2.2	13.0
1993	0.7	0.8	4.2	0.8	1.6	3.5	1.8	2.3	10.8
Year-to-year ratio 1994/1993	0.4	0.4	2.3	0.4	0.9	2.6	0.9	1.7	6.6
Annual Payroll									
Dollar volume									
1994	0.9	1.0	3.7	1.1	2.4	4.0	3.0	2.0	13.8
1993	0.7	0.7	3.0	0.7	2.1	3.1	2.9	1.9	13.8
Year-to-year ratio 1994/1993	0.5	0.6	1.8	0.6	1.1	2.4	1.0	0.9	7.2
Employer Contributions to Social Security and Other Supplemental Benefits									
Dollar volume									
1994	1.0	1.1	(S)	1.2	2.5	4.0	3.1	2.3	12.2
1993	0.8	0.8	(S)	0.8	2.3	3.9	2.9	2.8	10.9
Year-to-year ratio 1994/1993	0.4	0.4	(S)	0.4	1.4	3.9	1.0	1.3	6.8

S Data do not meet publication standards because of high sampling variability or poor response quality.

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1993 but approximate those previously published.

Table A-2. **Communications Services (SIC 48) — Estimated Coefficients of Variation for Corporate Operating Revenue, Expenses, and Annual Payroll for Taxable Firms, by Kind of Business: 1994**

SIC code	Kind of business	Total operating revenue (Dollar volume)	Percent of total revenue	Total operating expenses (Dollar volume)	Percent of total expenses	Annual payroll (Dollar volume)	Percent of annual payroll
48	Communications services	0.9	0.3	0.9	0.3	0.9	0.3
481	Telephone communications	1.0	0.1	1.1	0.1	1.0	0.2
4812	Radiotelephone communications	4.4	2.1	4.4	2.4	3.7	2.3
4813	Telephone communications, except radiotelephone	1.1	0.1	1.1	0.1	1.1	0.2
483	Radio and television broadcasting	2.1	0.8	2.0	0.8	2.5	0.8
4832	Radio broadcasting	4.0	1.5	4.5	1.8	4.1	1.3
4833	Television broadcasting	2.4	0.9	2.2	0.9	3.2	1.1
4841	Cable and other pay television services ..	2.3	1.7	2.2	1.6	2.0	1.6
4822 and 4899	Telegraph and other communications services, not elsewhere classified	12.4	3.9	13.0	4.1	13.8	3.8

Table A-3. **Telephone Communications (SIC 481) — Estimated Coefficients of Variation for Operating Revenue and Expenses: 1993 and 1994**

Item	Dollar volume		Year-to-year ratio 1994/1993
	1994	1993	
Operating Revenue			
Total	1.0	0.8	0.3
Local service	1.6	1.4	0.4
Long-distance service	1.2	1.0	0.4
Network access	1.4	1.1	0.4
Cellular and other radiotelephone	1.3	1.4	0.9
Directory advertising	0.6	0.4	0.3
Other operating revenue	1.2	1.0	0.9
Operating Expenses			
Total	1.1	0.8	0.4
Annual payroll	1.0	0.7	0.6
Employer contributions to Social Security and other supplemental benefits	1.1	0.8	0.4
Access charges	1.3	1.2	0.3
Depreciation	0.9	0.7	0.3
Lease and rental	0.7	0.5	0.5
Purchased repairs	2.3	1.8	0.7
Insurance	4.4	4.3	1.8
Telephone and other purchased communication services	4.6	3.2	2.3
Purchased utilities	1.0	0.8	0.4
Purchased advertising	0.7	0.6	0.3
Taxes	1.4	1.0	0.6
Other operating expenses	1.8	1.3	0.6

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1993 but approximate those previously published.

Table A-4. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Coefficients of Variation for Operating Revenue and Expenses: 1993 and 1994

Item	Dollar volume		Year-to-year ratio 1994/1993
	1994	1993	
Operating Revenue			
Total	1.1	0.9	0.4
Local service	1.6	1.4	0.4
Long-distance service	1.2	1.0	0.4
Network access	1.4	1.2	0.4
Cellular and other radiotelephone	0.8	0.9	0.3
Directory advertising	0.6	0.4	0.3
Other operating revenue	1.2	0.9	0.9
Operating Expenses			
Total	1.1	0.8	0.4
Annual payroll	1.1	0.7	0.6
Employer contributions to Social Security and other supplemental benefits	1.2	0.8	0.4
Access charges	1.3	1.2	0.3
Depreciation	0.9	0.7	0.3
Lease and rental	0.7	0.5	0.5
Purchased repairs	2.3	1.9	0.8
Insurance	5.0	4.8	1.9
Telephone and other purchased communication services	5.0	3.3	2.3
Purchased utilities	1.0	0.8	0.4
Purchased advertising	0.7	0.6	0.3
Taxes	1.4	1.0	0.6
Other operating expenses	1.9	1.3	0.7

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1993 but approximate those previously published.

Table A-5. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses: 1993 and 1994

Item	Dollar volume		Percent of total	
	1994	1993	1994	1993
Operating Revenue				
Total	1.1	0.9	(X)	(X)
Local service	1.6	1.4	0.8	0.7
Long-distance service	1.2	1.0	0.3	0.3
Network access	1.4	1.2	1.2	1.2
Cellular and other radiotelephone	0.8	0.9	0.5	0.5
Directory advertising	0.6	0.4	0.9	0.8
Other operating revenue	1.2	0.9	1.2	1.1
Operating Expenses				
Total	1.1	0.8	(X)	(X)
Annual payroll	1.1	0.7	0.5	0.4
Employer contributions to Social Security and other supplemental benefits	1.2	0.8	0.9	0.8
Plans required under Federal and State legislation	1.2	1.0	0.8	0.8
Other fringe benefit plans	1.2	0.8	1.0	0.8
Access charges	1.3	1.2	0.7	0.7
Depreciation	0.9	0.7	0.4	0.4
Buildings, offices, and structures	4.1	3.4	4.0	3.3
Communication systems	1.0	0.9	0.5	0.4
Vehicles, machinery and equipment, and other tangible assets	0.9	0.6	0.9	0.8
Lease and rental	0.7	0.5	0.7	0.7
Buildings, offices, and structures	0.9	0.6	0.8	0.6
Communication systems	0.6	1.0	1.0	1.2
Vehicles, and other machinery and equipment	0.8	0.6	0.5	0.5
Purchased repairs	2.3	1.9	2.0	1.7
Buildings, offices, and structures	1.6	1.8	1.5	1.7
Communication systems	3.2	2.7	2.8	2.5
Vehicles, and other machinery and equipment	2.1	1.7	2.2	1.7
Insurance	5.0	4.8	4.5	4.4
Telephone and other purchased communication services	5.0	3.3	4.8	3.2
Purchased utilities	1.0	0.8	1.0	0.9
Purchased advertising	0.7	0.6	0.9	0.9
Taxes	1.4	1.0	1.1	0.9
Other operating expenses	1.9	1.3	1.0	0.6

X Not applicable.

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1993 but approximate those previously published.

Table A-6. **Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Coefficients of Variation for Local, Long-Distance, and Network Access Revenue, by Type of Customer and Service: 1993 and 1994**

Item	Dollar volume	Type of customer		Type of service	
		Residential	Nonresidential	Intrastate	Interstate
Local Service					
Dollar volume					
1994	1.6	0.7	3.2	1.6	8.1
1993	1.4	0.5	2.9	1.4	6.2
Year-to-year ratio 1994/1993	0.4	0.3	0.7	0.4	4.7
Long-Distance Service					
Dollar volume					
1994	1.2	0.7	2.1	1.7	1.0
1993	1.0	0.5	1.8	1.5	0.8
Year-to-year ratio 1994/1993	0.4	0.3	0.7	0.5	0.4
Network Access					
Dollar volume					
1994	1.4	3.3	1.1	2.1	1.3
1993	1.2	3.3	0.9	2.2	0.9
Year-to-year ratio 1994/1993	0.4	1.0	0.4	0.7	0.5

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1993 but approximate those previously published.

Table A-7. **Telephone Communications (SIC 481) — Estimated Coefficients of Variation for Cellular and Other Radiotelephone Revenue, by Type of Service: 1994**

Item	1994 (Dollar volume)
Cellular and other radiotelephone revenue	1.3
Type of Service	
Air time	2.2
Basic service	1.0
Long-distance service	6.1
Roaming charges	1.9
Other services	2.5

Table A-8. **Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Revenue and Expenses for Taxable and Tax-Exempt Firms, by Kind of Business: 1993 and 1994**

Item	Total broadcasting (SIC 483)			Radio (SIC 4832)			Television (SIC 4833)		
	Dollar volume		Year-to-year ratio 1994/1993	Dollar volume		Year-to-year ratio 1994/1993	Dollar volume		Year-to-year ratio 1994/1993
	1994	1993		1994	1993		1994	1993	
Total revenue	2.0	1.7	1.0	3.8	3.1	2.2	2.3	2.0	1.1
Operating Expenses									
Total	1.9	1.6	0.9	4.3	3.5	2.6	2.0	1.8	0.9
Annual payroll	2.4	2.1	1.1	4.0	3.1	2.4	3.0	2.9	1.0
Employer contributions to Social Security and other supplemental benefits	2.5	2.3	1.4	4.0	3.9	3.9	3.1	2.9	1.0
Broadcast rights	1.4	1.2	0.7	10.3	8.8	4.4	1.4	1.2	0.8
Music license fees	2.9	2.4	1.9	4.2	3.8	2.3	4.0	3.1	3.1
Depreciation	2.8	2.7	1.4	5.8	5.2	3.0	3.0	3.1	1.3
Lease and rental	3.1	2.3	2.6	6.3	4.6	5.6	2.2	2.1	1.1
Purchased repairs	3.3	2.7	3.1	4.0	5.2	4.8	4.5	3.1	4.0
Insurance	3.0	2.8	1.6	4.8	3.9	2.9	3.8	4.0	1.6
Telephone and other purchased communication services	2.7	2.4	1.6	4.7	4.2	3.2	3.0	2.6	1.1
Purchased utilities	3.0	2.8	1.5	5.4	4.3	2.7	3.4	3.6	1.8
Purchased advertising	2.1	2.2	1.3	4.9	5.1	2.6	1.5	1.7	1.5
Taxes	3.4	2.9	2.2	7.0	5.9	5.0	3.6	3.1	1.9
Other operating expenses	2.6	2.1	1.8	5.4	4.2	3.7	2.9	2.5	2.0

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1993 but approximate those previously published.

Table A-9. **Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Operating Revenue and Expenses for Taxable Firms, by Kind of Business: 1993 and 1994**

Item	Total broadcasting (SIC 483)			Radio (SIC 4832)			Television (SIC 4833)		
	Dollar volume		Year-to-year ratio 1994/1993	Dollar volume		Year-to-year ratio 1994/1993	Dollar volume		Year-to-year ratio 1994/1993
	1994	1993		1994	1993		1994	1993	
Operating Revenue									
Total	2.1	1.8	1.0	4.0	3.1	2.3	2.4	2.2	1.1
Station time sales	2.9	2.6	1.4	4.2	3.3	2.4	3.8	3.6	1.8
Network compensation	6.1	7.2	4.8	8.2	4.7	8.4	7.5	8.9	5.6
National/regional advertising	3.2	2.9	1.6	5.8	4.4	3.6	3.7	3.5	1.7
Local advertising	2.9	2.6	1.5	3.9	3.3	2.3	4.1	3.8	1.9
Network time sales	0.1	-	0.1	0.8	0.8	1.2	0.1	-	0.1
Other operating revenue	5.8	5.1	5.9	9.2	9.6	8.1	7.0	6.0	7.4
Operating Expenses									
Total	2.0	1.7	1.0	4.5	3.5	2.7	2.2	1.9	0.9
Annual payroll	2.5	2.2	1.1	4.1	3.2	2.5	3.2	3.1	1.1
Employer contributions to Social Security and other supplemental benefits	2.6	2.4	1.4	4.1	3.9	4.0	3.3	3.0	1.0
Broadcast rights	1.5	1.4	0.8	10.6	9.0	4.6	1.6	1.4	0.8
Music license fees	2.9	2.4	1.9	4.1	3.8	2.3	4.0	3.1	3.1
Depreciation	3.1	2.9	1.4	6.1	5.4	3.0	3.2	3.4	1.4
Lease and rental	3.5	2.5	2.9	7.0	5.0	6.0	2.2	2.1	1.3
Purchased repairs	3.5	2.7	3.3	4.3	5.3	5.0	4.7	3.1	4.2
Insurance	3.1	3.0	1.6	4.9	3.9	3.0	4.1	4.4	1.7
Telephone and other purchased communication services	2.9	2.5	1.7	4.8	4.2	3.4	3.2	2.9	1.1
Purchased utilities	3.0	2.8	1.5	5.3	4.0	2.9	3.6	3.8	1.7
Purchased advertising	2.1	2.2	1.4	4.9	5.0	2.6	1.6	1.8	1.6
Taxes	3.5	3.0	2.2	7.0	5.9	5.1	3.7	3.1	1.9
Other operating expenses	2.9	2.3	1.9	5.8	4.5	3.7	3.1	2.7	2.1

- Represents zero.

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1993 but approximate those previously published.

Table A-10. **Radio Broadcasting Services (SIC 4832) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses for Taxable Firms: 1993 and 1994**

Item	Dollar volume		Percent of total	
	1994	1993	1994	1993
Operating Revenue				
Total	4.0	3.1	(X)	(X)
Station time sales	4.2	3.3	0.3	0.3
Network compensation	8.2	4.7	6.8	4.4
National/regional advertising	5.8	4.4	2.7	2.5
Local advertising	3.9	3.3	0.7	0.9
Network time sales	0.8	0.8	3.7	3.6
Other operating revenue	9.2	9.6	8.1	8.7
Operating Expenses				
Total	4.5	3.5	(X)	(X)
Annual payroll	4.1	3.2	1.1	0.9
Employer contributions to Social Security and other supplemental benefits	4.1	3.9	1.9	2.6
Broadcast rights	10.6	9.0	9.3	7.8
Music license fees	4.1	3.8	2.5	2.2
Depreciation	6.1	5.4	3.4	3.1
Buildings, offices, and structures	7.9	7.6	8.6	7.2
Transmission systems	12.3	8.2	9.5	6.3
Vehicles, machinery and equipment, and other tangible assets	4.7	6.6	3.9	5.1
Lease and rental	7.0	5.0	5.5	4.1
Buildings, offices, and structures	8.3	3.8	7.1	3.0
Transmission systems	11.6	13.4	10.2	12.6
Vehicles, and other machinery and equipment	5.9	4.5	5.7	5.3
Purchased repairs	4.3	5.3	3.9	4.8
Buildings, offices, and structures	6.6	7.2	6.5	7.4
Transmission systems	6.8	8.4	6.6	7.2
Vehicles, and other machinery and equipment	7.3	5.2	6.7	5.9
Insurance	4.9	3.9	3.0	3.1
Telephone and other purchased communication services	4.8	4.2	3.0	1.9
Purchased utilities	5.3	4.0	2.9	2.8
Purchased advertising	4.9	5.0	3.4	3.4
Taxes	7.0	5.9	5.4	5.0
Other operating expenses	5.8	4.5	2.0	1.4

X Not applicable.

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1993 but approximate those previously published.

Table A-11. **Television Broadcasting Services (SIC 4833) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses for Taxable Firms: 1993 and 1994**

Item	Dollar volume		Percent of total	
	1994	1993	1994	1993
Operating Revenue				
Total	2.4	2.2	(X)	(X)
Station time sales	3.8	3.6	1.4	1.5
Network compensation	7.5	8.9	6.9	7.4
National/regional advertising	3.7	3.5	1.5	1.5
Local advertising	4.1	3.8	1.8	1.8
Network time sales	0.1	-	2.5	2.2
Other operating revenue	7.0	6.0	6.0	6.4
Operating Expenses				
Total	2.2	1.9	(X)	(X)
Annual payroll	3.2	3.1	1.3	1.4
Employer contributions to Social Security and other supplemental benefits	3.3	3.0	1.8	2.0
Broadcast rights	1.6	1.4	1.4	1.4
Music license fees	4.0	3.1	2.1	1.8
Depreciation	3.2	3.4	1.5	1.7
Buildings, offices, and structures	5.5	4.7	4.9	4.4
Transmission systems	2.6	2.8	1.9	2.2
Vehicles, machinery and equipment, and other tangible assets	5.5	5.8	3.8	4.2
Lease and rental	2.2	2.1	1.9	1.4
Buildings, offices, and structures	3.9	4.3	3.0	2.8
Transmission systems	5.9	3.8	6.3	4.5
Vehicles, and other machinery and equipment	1.9	1.8	2.7	2.7
Purchased repairs	4.7	3.1	4.4	2.0
Buildings, offices, and structures	4.3	2.4	4.4	2.0
Transmission systems	5.0	6.4	3.7	5.2
Vehicles, and other machinery and equipment	7.0	3.4	7.0	2.8
Insurance	4.1	4.4	2.1	2.9
Telephone and other purchased communication services	3.2	2.9	1.9	1.7
Purchased utilities	3.6	3.8	2.1	2.1
Purchased advertising	1.6	1.8	1.4	1.3
Taxes	3.7	3.1	2.3	1.9
Other operating expenses	3.1	2.7	1.3	1.3

- Represents zero.

X Not applicable.

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1993 but approximate those previously published.

Table A-12. **Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Revenue and Expenses for Tax-Exempt Firms, by Kind of Business: 1993 and 1994**

Item	Total broadcasting (SIC 483)			Radio (SIC 4832)			Television (SIC 4833)		
	Dollar volume		Year-to-year ratio 1994/1993	Dollar volume		Year-to-year ratio 1994/1993	Dollar volume		Year-to-year ratio 1994/1993
	1994	1993		1994	1993		1994	1993	
Total revenue	2.0	1.8	0.6	10.6	11.1	2.6	1.7	1.4	0.6
Operating Expenses									
Total	1.8	1.7	0.6	10.8	11.1	1.3	1.4	1.2	0.6
Annual payroll	3.0	2.9	0.8	10.4	10.8	1.3	2.5	2.3	0.9
Employer contributions to Social Security and other supplemental benefits	2.9	3.2	2.3	9.9	10.1	2.1	2.4	2.9	2.9
Broadcast rights	0.8	0.7	0.3	11.3	13.1	4.8	0.8	0.7	0.3
Music license fees	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Depreciation	3.7	3.6	1.8	11.2	11.3	9.0	3.8	3.6	0.9
Lease and rental	6.2	3.9	3.5	15.3	10.1	7.8	4.1	3.5	2.1
Purchased repairs	5.3	4.7	3.6	9.1	10.3	5.6	6.5	5.2	4.6
Insurance	4.5	3.9	2.6	15.1	13.8	3.8	3.7	3.1	3.2
Telephone and other purchased communication services	4.2	3.6	1.6	12.1	11.8	2.5	2.6	1.9	2.0
Purchased utilities	6.5	4.9	5.2	10.7	11.9	2.0	7.9	5.1	7.1
Purchased advertising	2.8	3.0	0.6	(S)	(S)	(S)	1.4	1.5	0.3
Taxes	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Other operating expenses	3.0	2.8	1.4	15.4	15.4	3.4	1.9	1.8	1.5

S Data do not meet publication standards because of high sampling variability or poor response quality.

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1993 but approximate those previously published.

Table A-13. **Cable and Other Pay Television Services (SIC 4841) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses for Taxable Firms: 1993 and 1994**

Item	Dollar volume		Year-to-year ratio 1994/1993	Percent of total	
	1994	1993		1994	1993
Operating Revenue					
Total	2.3	2.3	1.4	(X)	(X)
Total Cable and other pay television revenue	2.3	2.3	1.4	(X)	(X)
Advertising	5.7	5.6	0.6	5.5	4.5
Program revenue	7.7	6.7	1.6	7.0	6.1
Basic service revenue	2.4	2.1	2.0	2.3	1.9
Pay-per-view and other premium service revenue ...	7.8	7.5	1.6	6.5	6.4
Installation fees	2.6	2.6	1.9	2.9	2.9
Other cable revenue	3.6	2.2	3.2	4.1	2.3
Operating Expenses					
Total	2.2	2.3	1.7	(X)	(X)
Annual payroll	2.0	1.9	0.9	1.2	1.1
Employer contributions to Social Security and other supplemental benefits	2.3	2.8	1.3	2.4	1.8
Plans required under Federal and State legislation ..	2.0	2.4	1.5	2.0	1.4
Other fringe benefit plans	2.8	3.3	1.3	2.9	2.3
Program and production costs	3.8	3.5	1.6	2.0	2.0
Depreciation	2.2	2.2	2.2	1.9	1.8
Buildings, offices, and structures	(S)	(S)	(S)	(S)	(S)
Transmission systems	2.7	2.8	2.9	2.3	2.1
Vehicles, machinery and equipment, and other tangible assets	2.1	2.2	1.2	2.3	2.9
Lease and rental	2.7	2.7	1.6	2.0	1.5
Buildings, offices, and structures	3.5	3.6	1.8	2.9	2.7
Transmission systems	3.4	3.1	2.4	3.1	2.2
Vehicles, and other machinery and equipment	2.7	3.8	2.7	2.1	3.3
Purchased repairs	3.0	3.3	2.0	2.9	3.3
Buildings, offices, and structures	4.4	3.1	4.8	3.6	2.3
Transmission systems	3.8	4.6	2.7	3.6	4.7
Vehicles, and other machinery and equipment	3.3	3.0	1.7	3.7	3.3
Insurance	2.1	2.7	2.9	1.8	2.2
Telephone and other purchased communication services	4.2	3.9	2.6	2.8	2.6
Purchased utilities	2.1	2.2	2.0	2.1	2.0
Purchased advertising	2.6	2.6	1.8	2.1	1.7
Taxes	3.3	3.5	2.9	2.9	3.4
Other operating expenses	2.5	3.4	2.5	1.4	1.9

X Not applicable.

S Data do not meet publication standards because of high sampling variability or poor response quality.

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1993 but approximate those previously published.

Appendix B. Explanatory Material

DEFINITION OF TERMS

Firm. A firm is a business entity consisting of one or more domestic establishments/locations under common ownership or control.

Federal income tax status. Firms that indicate all or part of their income are exempt from Federal income tax under provision of Section 501 or 521 of the Internal Revenue Service and are classified as tax exempt. Firms indicating no such exemption are classified as taxable. For firms that do not respond, the tax status classification is based upon administrative records.

Revenue

Operating Revenue. Billings for services rendered and any sales of merchandise during the survey year, even though payments may be received at a later date. Excludes income from interest, investments, gifts, loans, contributions or grants; the sale of securities, real estate, etc.; sales taxes or other taxes collected from customers and remitted directly by the firm to a local, State, or Federal tax agency; revenue from the sale of merchandise and equipment from retail establishments; and revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.

Total Revenue. For tax-exempt firms, it includes all government subsidies used to offset operating or capital deficits, private gifts, loans, contributions or grants, and all other non-operating receipts such as income from investments, the sale of securities, and real estate. Total revenue also includes any operating revenue incurred by the tax-exempt firm.

Telephone Services

Local service revenue. Revenue from services provided within the basic service area. This includes extended area revenue; local private line revenue; customer premises revenue; revenue from public telephone services provided within the basic service area; and other local exchange revenue, such as directory assistance, touch-tone line services, call forwarding, and call waiting. Excludes cellular and other mobile services revenue.

Long-distance service revenue. Revenue for providing message services that terminate beyond the basic service area. This includes message services that utilize the public long-distance switching network and the basic subscriber access line, and operator assistance or special billings directly related to these calls; and revenue received from international calls originating in the U.S., including that portion paid to foreign companies for access to their networks.

Network access revenue. Revenue for providing exchange access services to an interexchange carrier or to an end-user of telecommunications services beyond the exchange carrier's network and access revenue for calls originating in foreign countries.

Cellular and other radiotelephone revenue. Revenue from cellular and general radio telecommunications, including radio paging, mobile dispatching, and signalling services.

Directory advertising revenue. Revenue from alphabetical and classified sections of directories, including amounts charged for additional and bold face listings, marginal displays, inserts and other advertisements.

Other operating revenue. Includes revenue from the sale or lease of communication equipment (the fair sales value of merchandise marketed under capital, finance, or "full payout" leases); revenue from the rental of telecommunications plant or equipment furnished apart from services rendered; operating and maintenance activities provided for others; special billing arrangements for customers; billing and collection services provided to other telecommunications firms; directory revenue from other than advertising services; installation fees; and services such as general accounting, financial, legal, etc. provided to firms under a license, general contract, or other agreement, as well as the sale of merchandise and equipment. Excludes the sale of merchandise and equipment from retail establishments, sales or other taxes collected from customers and paid directly to a taxing authority, and nonoperating revenue such as the sale of investments, securities, real estate, etc.

Appendix C. Kind-of-Business Classification

The communication industries included in the report are classified in accordance with the 1987 edition of the *Standard Industrial Classification Manual*, issued by the Office of Management and Budget for purposes of providing a standard for the classification and presentation of data by all Federal agencies. Each establishment, firm, and organization owned and operated by Federal, State, or organization is classified according to the major service (determined by the volume of revenue) it provides. Establishments, firms, and organizations owned and operated by Federal, State, or local governments are excluded. A description of each kind-of-business classification presented in this report follows.

COMMUNICATIONS SERVICES (SIC MAJOR GROUP 48)

Establishments furnishing point-to-point communication services, whether intended to be received aurally or visually; and radio and television broadcasting. Establishments engaged in providing paging and beeper services and those leasing telephone lines or other methods of telephone transmission, such as optical fiber lines and microwave or satellite facilities, and reselling the use of such methods to others. Excludes establishments primarily engaged in furnishing telephone answering services.

Radiotelephone Communications (SIC 4812)

Establishments primarily engaged in providing two-way radiotelephone communication services, such as cellular telephone services. Also includes telephone paging and beeper service and those engaged in leasing telephone lines or other methods of telephone transmission, such as microwave or satellite facilities and fiber optic lines, and reselling the use of such methods to others. Excludes establishments primarily engaged in furnishing telephone answering services.

Telephone Communications, Except Radiotelephone (SIC 4813)

Establishments primarily engaged in furnishing telephone voice and data communications, except radiotelephone and telephone answering services. Also includes establishments engaged in leasing telephone lines or other methods of telephone transmission, such as microwave or satellite facilities and fiber optic lines, and reselling the use of such methods to others. Excludes establishments primarily engaged in furnishing radiotelephone communications and those furnishing telephone answering services.

Telegraph and Other Message Communications (SIC 4822)

Establishments primarily engaged in furnishing telegraph and other nonvocal message communications services, such as cablegram, electronic mail, and facsimile transmission services.

Radio Broadcasting Stations (SIC 4832)

Establishments primarily engaged in broadcasting aural programs by radio to the public. Included in this industry are commercial, religious, educational, and other radio stations as well as establishments engaged in radio broadcasting and the production of radio program materials. Excludes separate establishments primarily engaged in producing radio program materials.

Television Broadcasting Stations (SIC 4833)

Establishments primarily engaged in broadcasting visual programs by television to the public except cable and other pay television services. Included in this industry are commercial, religious, educational, and other television stations as well as establishments engaged in television broadcasting and the production of taped television program materials. Excludes separate establishments primarily engaged in furnishing cable and other pay television services or producing taped television program materials.

Cable and Other Pay Television Services (SIC 4841)

Establishments primarily engaged in the dissemination of visual and textual television programs on a subscription or fee basis. Included in this industry are establishments which primarily engage in cablecasting and which also produce taped program materials. Excludes separate establishments primarily engaged in producing taped television or motion picture program materials.

Communications Services, Not Elsewhere Classified (SIC 4899)

Establishments primarily engaged in furnishing communications services, not elsewhere classified. Excludes establishments primarily engaged in providing online information retrieval services on a contract or fee basis.

Appendix D. **Report Forms**

