

## Table 1106. Cable and Other Subscription Programming—Estimated Revenue and Expenses: 2004 to 2006

[In millions of dollars (31,373 represents \$31,373,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51521. This industry comprises establishments engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section and Section 15]

| Item  | 2004          | 2005          | 2006          |
|---|---------------|---------------|---------------|
| <b>Operating revenue . . . . .</b>  | <b>31,373</b> | <b>35,603</b> | <b>38,437</b> |
| Source of revenue:  |               |               |               |
| Licensing of rights to broadcast specialty programming <sup>1</sup> . . . . . | 15,395        | 16,788        | 18,266        |
| Air time . . . . .  | 12,877        | 14,574        | 15,185        |
| All other operating services revenue . . . . .                                | 3,100         | 4,242         | 4,985         |
| <b>Operating expenses . . . . .</b>   | <b>21,441</b> | <b>23,606</b> | <b>25,229</b> |
| Personnel costs . . . . .   | 3,986         | 4,604         | 4,599         |
| Gross annual payroll . . . . .  | 3,159         | 3,653         | 3,512         |
| Employer's cost for fringe benefits . . . . .                                 | 544           | 623           | 653           |
| Temporary staff and leased employee expense . . . . .                         | 283           | 328           | 434           |
| Expensed materials, parts and supplies (not for resale) . . . . .             | 267           | 276           | 318           |
| Expensed equipment . . . . .  | 60            | 55            | 50            |
| Expensed purchase of other materials, parts and supplies . . . . .            | 207           | 222           | 268           |
| Expensed purchased services . . . . .   | 1,977         | 2,299         | 2,593         |
| Expensed purchases of software . . . . .                                      | 39            | 46            | 54            |
| Purchased electricity and fuels (except motor fuel) . . . . .                 | 52            | 50            | 52            |
| Lease and rental payments . . . . .   | 448           | 515           | 463           |
| Purchased repair and maintenance . . . . .                                    | (S)           | 101           | 96            |
| Purchased advertising and promotional services . . . . .                      | 1,329         | 1,588         | 1,928         |
| Other operating expenses . . . . .  | 15,210        | 16,426        | 17,719        |
| Program and production costs . . . . .  | 11,625        | 12,051        | 12,964        |
| Depreciation and amortization charges . . . . .                               | 1,369         | 1,399         | 1,382         |
| Government taxes and license fees . . . . .                                   | 124           | 136           | 107           |
| All other operating expenses . . . . .  | 2,093         | 2,840         | 3,267         |

S Data do not meet publication standards. <sup>1</sup> Protected by copyright.

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