

Table 1114. Cable and Other Programming Distribution—Estimated Revenue and Expenses: 2004 to 2006

[In millions of dollars (73,317 represents \$73,317,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5175. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002; See text, this section, and Section 15]

Item	2004	2005	2006
Operating revenue	73,317	80,493	88,724
Multichannel programming distribution services	48,495	52,338	56,241
Basic programming package	36,848	40,031	42,918
Premium programming package	8,605	8,943	10,250
Pay-per-view	3,042	3,363	3,072
Other revenue	24,822	28,155	32,483
Air time	3,935	4,146	4,566
Rental and reselling services for program distribution equipment	2,364	2,568	3,141
Installation services for connections to program distribution networks	617	662	729
Internet access services	9,476	11,149	13,156
Internet telephony	1,045	(S)	1,420
Fixed local telephony	1,492	1,546	1,929
Fixed long-distance telephony	531	648	418
All other operating revenue	5,363	6,744	7,124
Operating expenses	64,865	69,031	74,538
Personnel costs	11,872	13,398	15,445
Gross annual payroll	8,761	10,220	11,954
Employer's cost for fringe benefits	2,374	2,429	2,635
Temporary staff and leased employee expense	736	748	856
Expensed materials, parts and supplies (not for resale)	1,324	1,585	747
Expensed equipment	858	1,033	(S)
Expensed purchase of other materials, parts and supplies	467	552	660
Expensed purchased services	4,308	4,239	4,548
Expensed purchases of software	231	264	244
Purchased electricity and fuels (except motor fuel)	659	518	586
Lease and rental payments	851	800	830
Purchased repair and maintenance	907	707	699
Purchased advertising and promotional services	1,661	1,951	2,189
Other operating expenses	47,361	49,810	53,798
Program and production costs	20,331	22,164	24,499
Depreciation and amortization charges	13,932	14,363	14,918
Government taxes and license fees	2,009	1,866	1,923
All other operating expenses	11,090	11,417	12,458

S Data do not meet publication standards.

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