

Table 1110. Motion Picture and Video Exhibition—Estimated Revenue and Expenses: 2004 and 2005

[In millions of dollars (11,180 represents \$11,180,000,000), except percent. For taxable and tax-exempt employer firms. For NAICS 51213. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section, and Section 15. See also Appendix III. Minus sign (-) indicates decrease]

Item			Percent change, 2004-05
	2004	2005	
Operating revenue, total	11,180	10,789	-3.5
Sources of revenue:			
Feature film exhibition revenue	7,522	7,178	-4.6
Admission to domestic films	7,358	6,996	-4.9
Admission to foreign films	165	182	10.3
Other revenue ¹	3,657	3,611	-1.3
Food and beverage sales	3,124	3,049	-2.4
Advertising services	222	217	-2.3
Coin-operated games and rides	43	41	-4.7
Operating expenses	8,631	8,500	-1.5
Personnel costs	1,697	1,663	-2.0
Gross annual payroll	1,495	1,461	-2.3
Employer's cost for fringe benefits	162	163	0.6
Temporary staff and leased employee expense	40	39	-2.5
Expensed materials, parts and supplies (not for resale)	191	177	-7.3
Expensed purchased services ¹	1,970	2,056	4.4
Purchased electricity and fuels (except motor fuel)	299	314	5.0
Lease and rental payments	1,248	1,310	5.0
Purchased repair and maintenance	223	228	2.2
Purchased advertising and promotional services	197	201	2.0
Other operating expenses	4,773	4,603	-3.6

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

Source: U.S. Census Bureau, "2005 Service Annual Survey, Information Sector Services." See <<http://www.census.gov/econ/www/servmenu.html>> (released February 2007).