

Table 1098. Media Usage and Consumer Spending: 2000 to 2010

[Estimates for time spent were derived using rating data for broadcast television and cable and satellite television, survey research for radio, mobile, out-of-home media and yellow pages, and consumer purchase data (units, admissions, access) for books, home video, Internet, newspapers, consumer books, consumer magazines, recorded music, videogames, and box office. Adults 18 and older were the basis for estimates for newspapers, consumer books, consumer magazines, out-of-home media, yellow pages and home video. Persons 12 and older were the basis for the estimates for broadcast television, cable & satellite television, radio, recorded music, box office, videogames, Internet and mobile content]

Item	2000	2003	2004	2005	2006, proj.	2007, proj.	2008, proj.	2009, proj.	2010, proj.
HOURS PER PERSON PER YEAR ¹									
Total ²	3,340	3,508	3,530	3,543	3,553	3,567	3,592	3,601	3,620
Television	1,502	1,615	1,620	1,659	1,673	1,686	1,704	1,713	1,733
Broadcast television ³	812	729	711	679	684	672	666	657	650
Network stations	717	629	612	576	579	567	558	546	538
Independent stations ⁴	95	100	100	101	105	105	108	110	112
Cable & satellite television ³	690	886	909	980	989	1,014	1,038	1,057	1,083
Basic cable and satellite television	568	728	753	807	823	840	862	880	902
Premium cable and satellite television ⁴	122	157	156	173	166	174	176	176	181
Broadcast and satellite radio ³	784	834	821	805	794	786	785	778	776
Recorded music ⁵	259	189	195	189	191	191	188	187	180
Newspapers ³	201	194	191	184	181	177	173	169	165
Pure-play Internet services ³	100	155	165	172	177	180	181	182	183
Out-of-home media	118	123	126	130	134	137	141	145	150
Consumer magazines ³	135	122	125	124	122	121	122	120	119
Consumer books ³	107	109	108	108	107	107	107	108	108
Video games ³	65	76	78	73	75	78	80	84	86
Home video ⁵	43	60	67	63	63	64	65	66	67
CONSUMER SPENDING PER PERSON PER YEAR (dol.)									
Total ²	610.35	739.65	772.58	787.44	817.06	850.61	880.87	909.37	933.52
Television	173.58	236.82	258.73	283.47	306.70	329.39	350.03	368.55	384.55
Cable and satellite television ³	173.58	236.79	258.63	283.08	305.70	327.55	347.26	364.79	379.92
Broadcast television ³	(Z)	0.03	0.09	0.40	1.00	1.84	2.77	3.75	4.63
Home video ⁵	81.41	122.28	125.45	115.24	114.24	115.54	116.78	118.33	119.36
Consumer books ³	87.45	91.84	92.49	95.62	97.04	100.32	101.85	104.05	106.38
Pure-play Internet services ³	45.43	59.72	59.60	57.11	55.84	56.29	57.26	58.67	59.77
Recorded music	61.20	49.46	52.03	51.18	52.00	52.25	52.23	51.87	51.08
Newspapers	51.92	53.62	51.97	50.56	49.65	48.65	47.53	46.29	44.94
Consumer magazines ³	47.58	46.56	47.38	47.64	47.30	47.28	47.93	47.35	47.73
Box office ³	32.72	39.10	38.88	36.38	37.15	36.30	35.67	35.39	35.29
Videogames ³	28.01	32.98	33.59	32.23	33.59	35.55	37.38	39.98	41.52

¹ Z Less than \$0.05 ¹ Can include concurrent use of media, such as watching television and reading e-mail simultaneously. Does not include media use at work. ² Includes other media, not shown separately. ³ Online and mobile use and spending on traditional media platforms, such as downloaded music, newspaper Web sites, e-books, cable modems, online video of television programs and Internet radio were included in the traditional media segment, not in pure-play Internet services or pure-play mobile content. Pure-play Internet services and pure-play mobile content included telecommunications access, such as DSL, Internet-only Web sites such as Yahoo!, GameSpy, eHarmony, and mobile-only services, such as MobiTV or text messaging services from telecommunication providers. ⁴ Telemundo and Univision affiliates included in independent and public stations. Pay-per-view, interactive channels, home shopping and audio-only feeds included in premium cable & satellite services. ⁵ Playback of prerecorded VHS cassettes and DVDs only.

Source: Veronis Suhler Stevenson, New York, NY, *Communications Industry Forecast & Report*, annual (copyright).