

Table 1113. Radio and Television Broadcasting—Estimated Revenue and Expenses: 2004 and 2005

[In millions of dollars (2,677 represents \$2,677,000,000). For taxable and tax-exempt employer firms. 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	Radio networks (NAICS 515111)		Radio stations (NAICS 515112)		TV broadcasting (NAICS 51512)	
	2004	2005	2004	2005	2004	2005
Operating revenue	2,677	3,510	13,817	13,713	35,599	36,297
Air time	925	1,471	12,268	12,086	25,972	26,052
National/regional air time	723	1,242	2,799	2,723	16,284	16,261
Local advertising revenue	202	229	9,469	9,363	9,689	9,790
Other operating revenue	1,752	2,039	1,548	1,626	9,627	10,245
Network compensation	269	286	224	223	5,783	6,341
Public and noncommercial programming services	484	730	(S)	(S)	(S)	(S)
All other operating revenue	999	1,022	803	835	2,536	2,630
Operating expenses	4,389	5,450	9,914	10,150	27,965	28,776
Personnel costs	1,069	1,223	4,998	5,117	7,161	7,554
Gross annual payroll	893	1,036	4,203	4,254	6,093	6,423
Employer's cost for fringe benefits	119	133	550	612	958	1,012
Temporary staff and leased employee expense	57	53	246	251	110	120
Expensed materials, parts and supplies (not for resale)	187	232	111	123	221	223
Expensed equipment	96	106	35	41	61	57
Expensed purchase of other materials, parts and supplies	91	126	76	82	161	165
Expensed purchased services	1,126	1,433	979	1,045	1,897	1,997
Expensed purchases of software	14	16	(S)	(S)	33	33
Purchased electricity and fuels (except motor fuel)	15	17	131	144	(S)	(S)
Lease and rental payments	113	131	304	342	412	427
Purchased repair and maintenance	(S)	(S)	82	85	(S)	(S)
Purchased advertising and promotional services	975	1,259	416	429	879	944
Other operating expenses	2,007	2,563	3,825	3,866	18,686	19,001
Broadcast rights and music license fees	256	338	567	586	11,700	12,023
Network compensation fees	161	173	(S)	(S)	660	697
Depreciation and amortization fees	473	475	566	491	1,413	1,385
Government taxes and license fees	13	16	477	489	177	150
All other operating expenses	1,104	1,561	2,132	2,218	4,736	4,746

S Data do not meet publication standards.

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