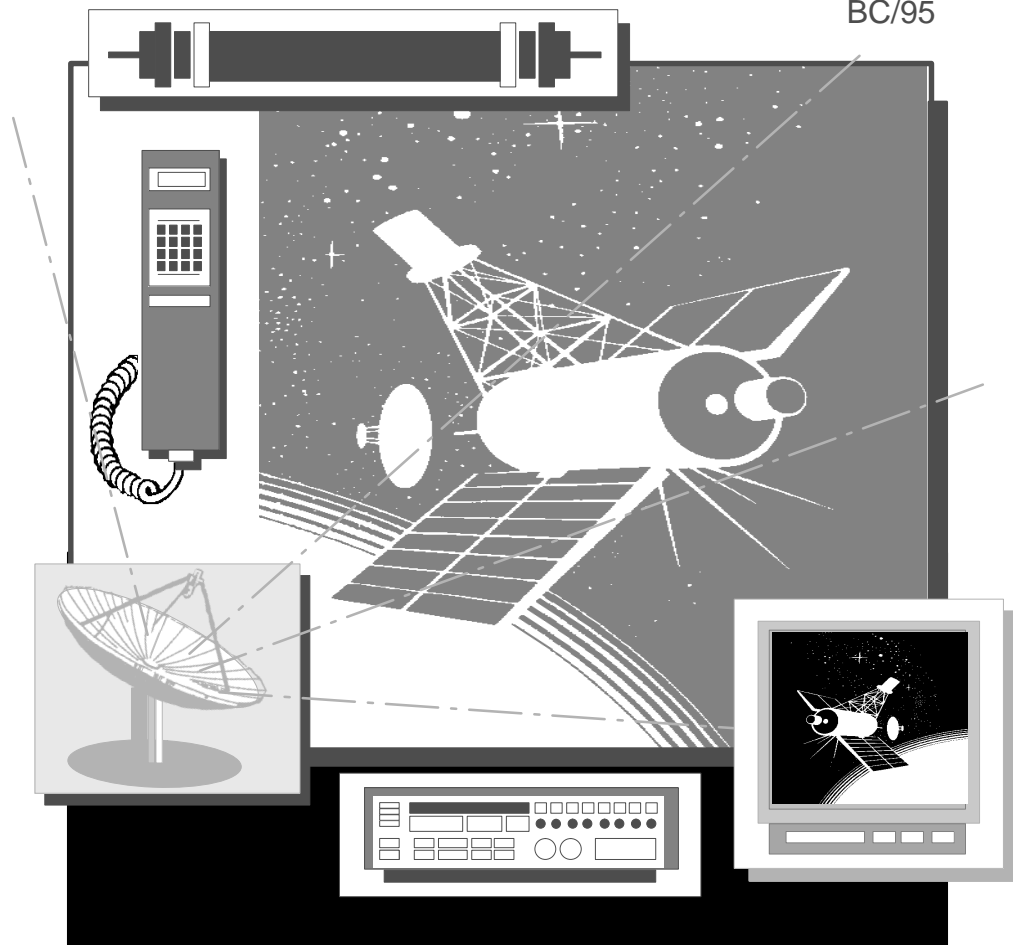


CURRENT BUSINESS REPORTS

Annual Survey of Communication Services: 1995

BC/95



U.S. Department of Commerce
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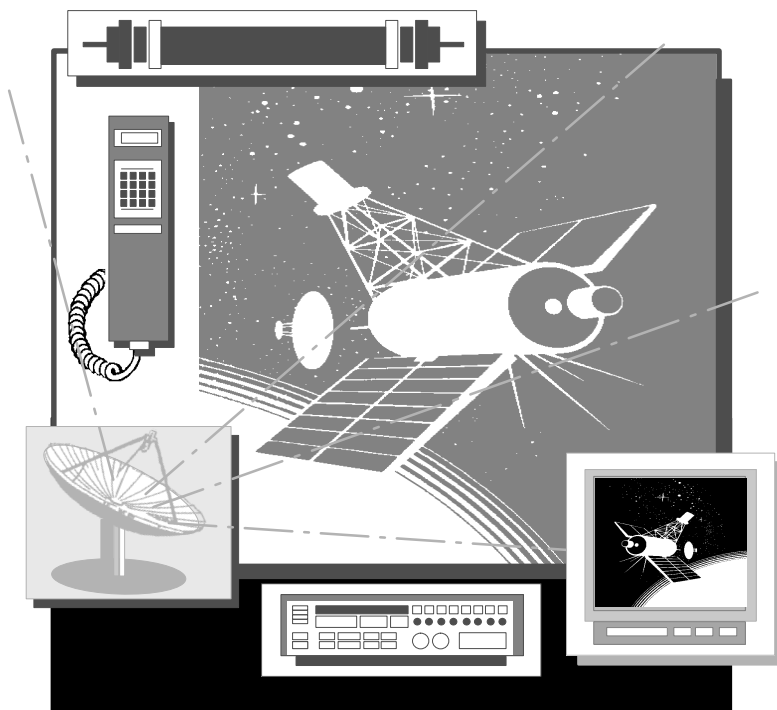
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Introduction

Coverage

This report presents results from the 1995 Annual Survey of Communication Services. This annual sample survey covers all employer firms with one or more establishments that are primarily engaged in providing point-to-point communication services, whether by wire or radio and whether intended to be received aurally or visually. This covers telephone communications, including cellular and other radiotelephone services; telegraph and other message communications such as electronic mail services, facsimile transmission services, telex services, etc; radio and television broadcasting stations and networks; cable and other pay television services; and other communication services such as radar station operations, satellite earth stations, satellite or missile tracking stations, etc.

Statistics in this report are summarized by kind-of-business classification based on the 1987 edition of the *Standard Industrial Classification Manual* issued by the Office of Management and Budget.

Appendix A provides estimated measures of sampling variability (coefficients of variation) for the dollar volume estimates and estimates of year-to-year ratios presented in the report. An explanation of the survey coverage, sampling, and estimation methodology appears in appendix B. Appendix C provides a description of each kind of business included in this report. Extracts of the 1995 report forms are provided in appendix D.

Dollar Values

All dollar values presented in this report are expressed in current dollars, that is, the estimates are not adjusted to a constant dollar series. Consequently, when comparing data to prior years, users also should consider price level changes.

Unpublished Data

Estimates for some kinds of business not separately shown in this report are produced as a by-product of the published statistics. These additional data are not published because of their high sampling variability, poor response quality, or other factors that result in their failure to meet Census Bureau standards for publication. The Bureau of the Census, upon written request, will release such figures for individual use.

Note that some unpublished figures can be derived from this report by subtracting published data from their respective totals. However, such figures are subject to the limitations described above. These unpublished estimates are for your internal use only.

Census Disclosure Rules

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual firm.

Table 1. Communications Services (SIC 48) — Summary Statistics, by Kind of Business: 1991 Through 1995

Item	Communications services (SIC 48)	Telephone communications (SIC 481)	Radiotelephone communications (SIC 4812)	Telephone communications, except radiotelephone (SIC 4813)	Radio and television broadcasting (SIC 483)	Radio broadcasting (SIC 4832)	Television broadcasting (SIC 4833)	Cable and other pay television services (SIC 4841)	Telegraph and other communications services, not elsewhere classified (SIC 4822 and 4899)
Total Revenue									
Millions of dollars									
1995	287,710	209,963	9,150	200,813	36,035	9,045	26,990	35,664	6,048
1994	264,714	195,333	7,170	188,163	33,089	8,244	24,845	31,535	4,757
1993	246,058	181,700	5,378	176,322	30,383	7,476	22,907	30,209	3,766
1992	232,241	171,578	4,297	167,281	29,853	7,019	22,834	27,465	3,345
1991	221,466	164,738	3,713	161,025	28,741	6,890	21,851	24,954	3,033
Percent change									
1995/1994	8.7	7.5	27.6	6.7	8.9	9.7	8.6	13.1	27.1
1994/1993	7.6	7.5	33.3	6.7	8.9	10.3	8.5	4.4	26.3
1993/1992	5.9	5.9	25.2	5.4	1.8	6.5	0.3	10.0	12.6
1992/1991	4.9	4.2	15.7	3.9	3.9	1.9	4.5	10.1	10.3
Operating Expenses									
Millions of dollars									
1995	228,253	167,434	7,512	159,922	28,761	7,520	21,241	27,110	4,948
1994	211,631	156,730	5,804	150,926	26,999	7,018	19,981	23,915	3,987
1993	208,038	156,573	4,389	152,184	25,431	6,491	18,940	22,852	3,194
1992	193,031	143,033	3,373	139,660	26,009	6,350	19,659	21,232	2,757
1991	186,304	137,593	2,791	134,802	25,760	6,364	19,396	20,154	2,797
Percent change									
1995/1994	7.9	6.8	29.4	6.0	6.5	7.2	6.3	13.4	24.1
1994/1993	1.7	0.1	32.2	-0.8	6.2	8.1	5.5	4.7	24.8
1993/1992	7.8	9.5	30.1	9.0	-2.2	2.2	-3.7	7.6	15.9
1992/1991	3.6	4.0	20.9	3.6	1.0	-0.2	1.4	5.3	-1.4
Annual Payroll									
Millions of dollars									
1995	53,768	39,737	1,725	38,012	8,298	3,036	5,262	4,650	1,083
1994	49,952	37,476	1,316	36,160	7,595	2,799	4,796	4,011	870
1993	48,429	36,801	1,007	35,794	7,038	2,620	4,418	3,861	729
1992	47,032	35,900	779	35,121	6,976	2,547	4,429	3,533	623
1991	45,600	35,320	625	34,695	6,660	2,492	4,168	2,973	647
Percent change									
1995/1994	7.6	6.0	31.1	5.1	9.3	8.5	9.7	15.9	24.5
1994/1993	3.1	1.8	30.7	1.0	7.9	6.8	8.6	3.9	19.3
1993/1992	3.0	2.5	29.3	1.9	0.9	2.9	-0.2	9.3	17.0
1992/1991	3.1	1.6	24.6	1.2	4.7	2.2	6.3	18.8	-3.7
Employer Contributions to Social Security and Other Supplemental Benefits									
Millions of dollars									
1995	11,740	9,039	(S)	8,745	1,374	432	942	1,071	256
1994	11,692	9,245	(S)	9,016	1,280	380	900	957	210
1993	11,582	9,326	(S)	9,153	1,197	374	823	886	173
1992	11,715	9,584	(S)	9,446	1,166	359	807	801	164
1991	10,846	8,924	(S)	8,819	1,074	341	733	667	181
Percent change									
1995/1994	0.4	-2.2	(S)	-3.0	7.3	13.7	4.7	12.0	21.9
1994/1993	0.9	-0.9	(S)	-1.5	6.9	1.6	9.4	8.0	21.4
1993/1992	-1.1	-2.7	(S)	-3.1	2.7	4.2	2.0	10.6	5.5
1992/1991	8.0	7.4	(S)	7.1	8.6	5.3	10.1	20.1	-9.4

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. For SIC's 483, 4832, and 4833, estimates are for taxable and tax-exempt firms and organizations. Appendix A, table A-1 provides estimated measures of sampling variability (coefficients of variation).

Telephone Communications

SUMMARY OF DATA

Revenue for U.S. telephone firms totaled \$210.0 billion in 1995, an increase of 7.5 percent compared to 1994.

Long-distance service provided 38.9 percent of all telephone industry revenue in 1995, totaling \$81.7 billion. Local service revenue gained 6.3 percent from 1994 to \$50.0 billion in 1995.

Revenue for cellular and radiotelephone services increased 32.1 percent to \$21.0 billion in 1995. While contributing only 10.0 percent of total industry revenue, cellular and radiotelephone services accounted for 34.9 percent of total revenue growth in 1995.

Non-residential customers were the source of \$95.5 billion in telephone communications, except radiotelephone (SIC 4813) revenue. They accounted for 57.9 percent of all

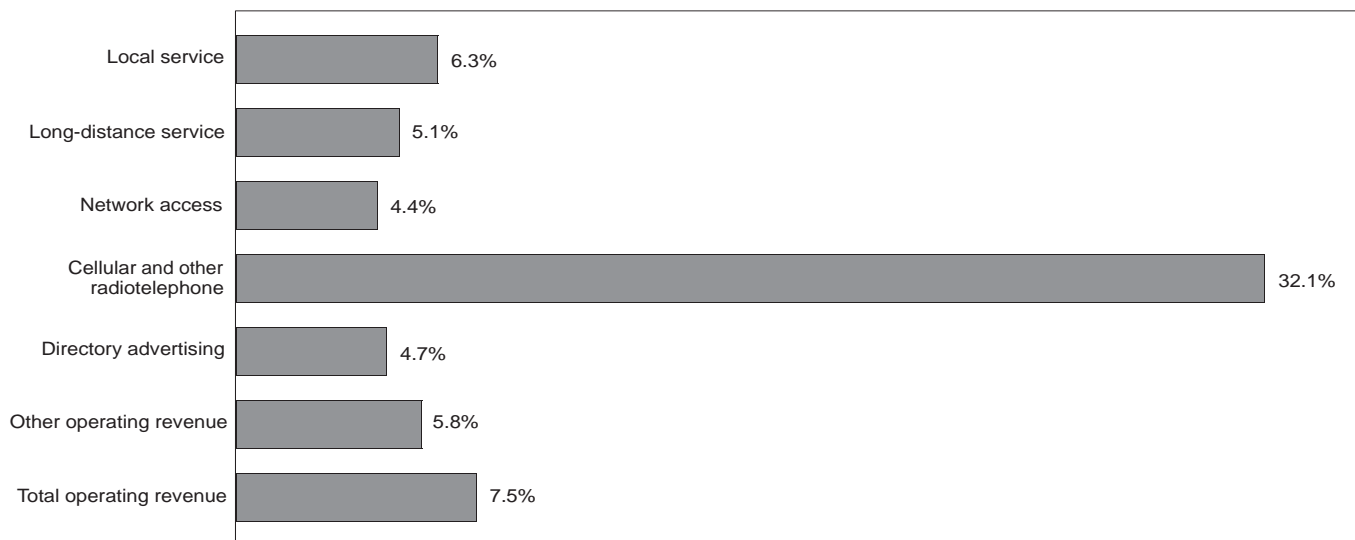
revenue for long-distance, local and network access services. In 1995, the ratio of total long-distance revenue and total network access revenue provided by interstate services were 65.2 percent and 74.7 percent respectively.

Telephone industry expenses reached a total of \$167.4 billion in 1995.

Annual payroll reached \$39.7 billion in 1995 and accounted for approximately one-fourth of all industry expenses. Employer contributions to Social Security and other supplemental benefits was \$9.0 billion in 1995.

Purchased communications for the industry rose 26.9 percent to \$1.3 billion, while purchased advertising rose 3.6 percent to \$4.5 billion.

Figure 1.
Telephone Communications Services (SIC 481)—Estimated Percentage Changes in Operating Revenue: 1994 to 1995



Note: See appendix A, table A-2 for estimated measures of sampling variability (coefficients of variation).

Source: U.S. Bureau of the Census, *Annual Survey of Communication Services: 1995*.

Table 2. Telephone Communications (SIC 481) — Estimated Operating Revenue and Expenses: 1991 Through 1995

Item	Millions of dollars					Percent change			
	1995	1994	1993	1992	1991	1995/1994	1994/1993	1993/1992	1992/1991
Operating Revenue									
Total	209,963	195,333	181,700	171,578	164,738	7.5	7.5	5.9	4.2
Local service	49,954	46,994	45,313	43,341	41,354	6.3	3.7	4.5	4.8
Long-distance service	81,666	77,711	72,306	69,446	69,006	5.1	7.5	4.1	0.6
Network access	34,963	33,485	31,884	30,998	29,947	4.4	5.0	2.9	3.5
Cellular and other radiotelephone ..	21,037	15,930	12,050	9,181	6,870	32.1	32.2	31.2	33.6
Directory advertising	9,911	9,467	9,126	8,923	8,680	4.7	3.7	2.3	2.8
Other operating revenue	12,432	11,746	11,021	9,689	8,881	5.8	6.6	13.7	9.1
Operating Expenses									
Total	167,434	156,730	156,573	143,033	137,593	6.8	0.1	9.5	4.0
Annual payroll	39,737	37,476	36,801	35,900	35,320	6.0	1.8	2.5	1.6
Employer contributions to Social Security and other supplemental benefits	9,039	9,245	9,326	9,584	8,924	-2.2	-0.9	-2.7	7.4
Access charges	28,669	26,849	25,510	24,539	24,039	6.8	5.2	4.0	2.1
Depreciation	28,307	26,535	24,614	23,623	23,600	6.7	7.8	4.2	0.1
Lease and rental	5,238	4,917	4,102	4,247	3,867	6.5	19.9	-3.4	9.8
Purchased repairs	3,612	3,636	3,125	2,915	2,954	-0.7	16.4	7.2	-1.3
Insurance	271	242	217	222	218	12.0	11.5	-2.3	1.8
Telephone and other purchased communication services	1,334	1,051	838	707	544	26.9	25.4	18.5	30.0
Purchased utilities	1,366	1,312	1,197	1,178	1,150	4.1	9.6	1.6	2.4
Purchased advertising	4,460	4,306	3,277	2,637	2,546	3.6	31.4	24.3	3.6
Taxes	5,844	5,546	5,365	5,194	5,233	5.4	3.4	3.3	-0.7
Other operating expenses	39,557	35,615	42,201	32,287	29,198	11.1	-15.6	30.7	10.6

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-2 provides estimated measures of sampling variability (coefficients of variation).

Table 3. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Operating Revenue and Expenses: 1991 Through 1995

Item	Millions of dollars					Percent change			
	1995	1994	1993	1992	1991	1995/1994	1994/1993	1993/1992	1992/1991
Operating Revenue									
Total	200,813	188,163	176,322	167,281	161,025	6.7	6.7	5.4	3.9
Local service	49,615	46,730	45,111	43,130	41,217	6.2	3.6	4.6	4.6
Long-distance service	81,267	77,337	71,934	69,099	68,561	5.1	7.5	4.1	0.8
Network access	34,114	32,772	31,304	30,488	29,448	4.1	4.7	2.7	3.5
Cellular and other radiotelephone ..	14,415	10,952	8,493	6,463	4,709	31.6	29.0	31.4	37.2
Directory advertising	9,901	9,457	9,117	8,914	8,670	4.7	3.7	2.3	2.8
Other operating revenue	11,501	10,915	10,363	9,187	8,420	5.4	5.3	12.8	9.1
Operating Expenses									
Total	159,922	150,926	152,184	139,660	134,802	6.0	-0.8	9.0	3.6
Annual payroll	38,012	36,160	35,794	35,121	34,695	5.1	1.0	1.9	1.2
Employer contributions to Social Security and other supplemental benefits	8,745	9,016	9,153	9,446	8,819	-3.0	-1.5	-3.1	7.1
Access charges	27,874	26,241	25,107	24,160	23,592	6.2	4.5	3.9	2.4
Depreciation	27,148	25,651	23,951	23,070	23,173	5.8	7.1	3.8	-0.4
Lease and rental	4,884	4,670	3,916	4,110	3,753	4.6	19.3	-4.7	9.5
Purchased repairs	3,462	3,536	3,043	2,853	2,900	-2.1	16.2	6.7	-1.6
Insurance	228	208	190	201	202	9.6	9.5	-5.5	-0.5
Telephone and other purchased communication services	1,024	826	693	611	469	24.0	19.2	13.4	30.3
Purchased utilities	1,315	1,274	1,167	1,153	1,130	3.2	9.2	1.2	2.0
Purchased advertising	4,205	4,102	3,119	2,504	2,435	2.5	31.5	24.6	2.8
Taxes	5,734	5,453	5,299	5,126	5,186	5.2	2.9	3.4	-1.2
Other operating expenses	37,291	33,789	40,752	31,305	28,448	10.4	-17.1	30.2	10.0

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-3 provides estimated measures of sampling variability (coefficients of variation).

Table 4. Telephone Communications, Except Radiotelephone (SIC 4813) — Components of Estimated Operating Revenue and Expenses: 1991 Through 1995

Item	Millions of dollars					Percent of total				
	1995	1994	1993	1992	1991	1995	1994	1993	1992	1991
Operating Revenue										
Total	200,813	188,163	176,322	167,281	161,025	100.0	100.0	100.0	100.0	100.0
Local service	49,615	46,730	45,111	43,130	41,217	24.7	24.8	25.6	25.8	25.6
Long-distance service	81,267	77,337	71,934	69,099	68,561	40.5	41.1	40.8	41.3	42.6
Network access	34,114	32,772	31,304	30,488	29,448	17.0	17.4	17.8	18.2	18.3
Cellular and other radiotelephone	14,415	10,952	8,493	6,463	4,709	7.2	5.8	4.8	3.9	2.9
Directory advertising	9,901	9,457	9,117	8,914	8,670	4.9	5.0	5.2	5.3	5.4
Other operating revenue	11,501	10,915	10,363	9,187	8,420	5.7	5.8	5.9	5.5	5.2
Operating Expenses										
Total	159,922	150,926	152,184	139,660	134,802	100.0	100.0	100.0	100.0	100.0
Annual payroll	38,012	36,160	35,794	35,121	34,695	23.8	24.0	23.5	25.1	25.7
Employer contributions to Social Security and other supplemental benefits	8,745	9,016	9,153	9,446	8,819	5.5	6.0	6.0	6.8	6.5
Plans required under Federal and State legislation	3,066	2,972	2,879	2,793	2,791	1.9	2.0	1.9	2.0	2.1
Other fringe benefit plans	5,679	6,044	6,274	6,653	6,028	3.6	4.0	4.1	4.8	4.5
Access charges	27,874	26,241	25,107	24,160	23,592	17.4	17.4	16.5	17.3	17.5
Depreciation	27,148	25,651	23,951	23,070	23,173	17.0	17.0	15.7	16.5	17.2
Buildings, offices, and structures	1,139	1,033	1,058	943	843	0.7	0.7	0.7	0.7	0.6
Communication systems	21,724	20,580	18,980	18,550	18,408	13.6	13.6	12.5	13.3	13.7
Vehicles, machinery and equipment, and other tangible assets	4,285	4,038	3,913	3,577	3,922	2.7	2.7	2.6	2.6	2.9
Lease and rental	4,884	4,670	3,916	4,110	3,753	3.1	3.1	2.6	2.9	2.8
Buildings, offices, and structures	2,815	2,636	2,144	2,270	2,106	1.8	1.7	1.4	1.6	1.6
Communication systems	1,417	1,376	1,181	1,157	1,067	0.9	0.9	0.8	0.8	0.8
Vehicles, and other machinery and equipment	652	658	591	683	580	0.4	0.4	0.4	0.5	0.4
Purchased repairs	3,462	3,536	3,043	2,853	2,900	2.2	2.3	2.0	2.0	2.2
Buildings, offices, and structures	739	774	639	650	584	0.5	0.5	0.4	0.5	0.4
Communication systems	2,151	2,168	1,901	1,669	1,829	1.3	1.4	1.2	1.2	1.4
Vehicles, and other machinery and equipment	572	594	503	534	487	0.4	0.4	0.3	0.4	0.4
Insurance	228	208	190	201	202	0.1	0.1	0.1	0.1	0.1
Telephone and other purchased communication services	1,024	826	693	611	469	0.6	0.5	0.5	0.4	0.3
Purchased utilities	1,315	1,274	1,167	1,153	1,130	0.8	0.8	0.8	0.8	0.8
Purchased advertising	4,205	4,102	3,119	2,504	2,435	2.6	2.7	2.0	1.8	1.8
Taxes	5,734	5,453	5,299	5,126	5,186	3.6	3.6	3.5	3.7	3.8
Other operating expenses	37,291	33,789	40,752	31,305	28,448	23.3	22.4	26.8	22.4	21.1

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-4 provides estimated measures of sampling variability (coefficients of variation).

Table 5. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Local, Long-Distance, and Network Access Revenue, by Type of Customer and Service: 1991 Through 1995

Item	Dollar volume	Type of customer		Type of service	
		Residential	Nonresidential	Intrastate	Interstate
Local Service					
Millions of dollars					
1995	49,615	24,974	24,641	48,938	677
1994	46,730	23,690	23,040	46,082	648
1993	45,111	22,423	22,688	44,458	653
1992	43,130	21,481	21,649	42,544	586
1991	41,217	20,627	20,590	(NA)	(NA)
Percent change					
1995/1994	6.2	5.4	6.9	6.2	4.5
1994/1993	3.6	5.7	1.6	3.7	-0.8
1993/1992	4.6	4.4	4.8	4.5	11.4
1992/1991	4.6	4.1	5.1	(NA)	(NA)
Long-Distance Service					
Millions of dollars					
1995	81,267	38,271	42,996	28,257	53,010
1994	77,337	36,909	40,428	27,521	49,816
1993	71,934	30,963	40,971	25,407	46,527
1992	69,099	29,581	39,518	25,220	43,879
1991	68,561	26,029	42,532	24,091	44,470
Percent change					
1995/1994	5.1	3.7	6.4	2.7	6.4
1994/1993	7.5	19.2	-1.3	8.3	7.1
1993/1992	4.1	4.7	3.7	0.7	6.0
1992/1991	0.8	13.6	-7.1	4.7	-1.3
Network Access					
Millions of dollars					
1995	34,114	6,236	27,878	8,620	25,494
1994	32,772	5,942	26,830	7,845	24,927
1993	31,304	5,828	25,476	7,744	23,560
1992	30,488	5,812	24,676	7,799	22,689
1991	29,448	5,369	24,079	7,168	22,280
Percent change					
1995/1994	4.1	4.9	3.9	9.9	2.3
1994/1993	4.7	2.0	5.3	1.3	5.8
1993/1992	2.7	0.3	3.2	-0.7	3.8
1992/1991	3.5	8.3	2.5	8.8	1.8

NA Not available.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-5 provides estimated measures of sampling variability (coefficients of variation).

Table 6. Telephone Communications (SIC 481) — Estimated Cellular and Other Radiotelephone Revenue, by Type of Service: 1995

Item	Millions of dollars
Cellular and other radiotelephone revenue ¹	21,037
Type of Service	
Air time	8,473
Basic service	6,743
Long-distance service	269
Roaming charges	2,294
Other services	3,258

¹Includes cellular and other radiotelephone revenue for firms primarily engaged in providing radiotelephone services (SIC 4812), and telephone communications, except radiotelephone (SIC 4813).

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-6 provides estimated measures of sampling variability (coefficients of variation).

Radio and Television Broadcasting Services

SUMMARY OF DATA

Taxable Firms

Total operating revenue for taxable U.S. television and radio broadcasters combined was \$33.9 billion in 1995, an increase of 9.2 percent from 1994.

Revenue for the television broadcasting industry was about \$25.2 billion in 1995. Sales of television time to networks, advertisers, and sponsors (station time sales), representing 61.6 percent of television revenue, was \$15.5 billion in 1995. National and regional television advertising sales increased 10.4 percent while local advertising, which accounted for 53.2 percent of total station time sales in 1995, increased 10.5 percent from the previous year. Television network times sales increased 4.8 percent from 1994 to \$8.8 billion.

Revenue for the nation's radio broadcasters rose 9.8 percent to \$8.8 billion in 1995. Station time sales accounted for 92.5 percent of their total revenue. Local advertising, accounting for 75.0 percent of radio station time sales in 1995, was up 7.5 percent from the previous year.

Operating expenses for the television broadcasting industry were \$19.4 billion in 1995. Broadcast rights to first-run programs, feature films, syndicated programs, and sporting events accounted for 38.5 percent of total operating expenses for television broadcasters in 1995, an increase in dollar volume of 4.4 percent.

Operating expenses for the radio industry were \$7.3 billion in 1995. Annual payroll, \$2.9 billion in 1995, was the largest component of these expenses.

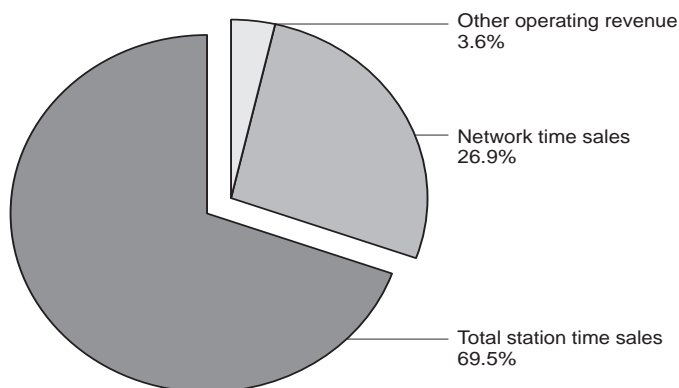
Tax-Exempt Firms

Total revenue for tax-exempt radio and television broadcasters combined was \$2.1 billion in 1995, up 4.4 percent from 1994.

Revenue for tax-exempt television broadcasters increased 4.2 percent. Tax-exempt radio broadcasters' revenue increased 6.1 percent in 1995.

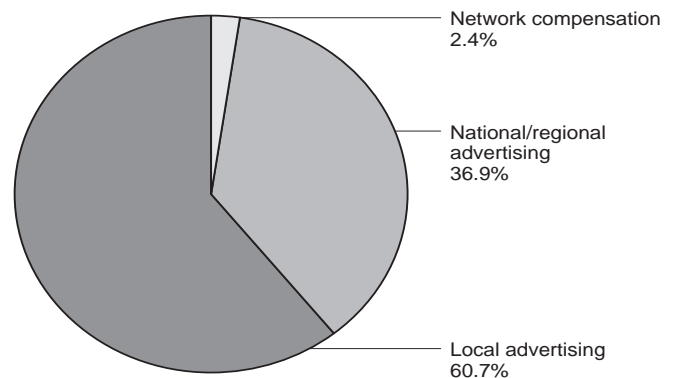
Operating expenses for tax-exempt radio and television broadcasters combined were \$2.1 billion in 1995.

Figure 2.
**Broadcasting Services (SIC 483)—
Estimated Percentages of Operating Revenue
for Taxable Firms, by Source: 1995**
(Total operating revenue = \$33.9 billion)



Note: Estimated coefficients of variation are as follows: station time sales, 0.8; network time sales, 2.2; and other operating revenue, 4.7.

Figure 3.
**Broadcasting Services (SIC 483)—
Estimated Percentages of Station Time Sales
for Taxable Firms, by Source: 1995**
(Total station time sales = \$23.6 billion)



Note: Estimated coefficients of variation are as follows: network compensation, 4.6; national/regional advertising, 1.0; and local advertising, 0.6.

Table 7. Total Broadcasting Services (SIC 483) — Estimated Revenue and Expenses for Taxable and Tax-Exempt Firms: 1991 Through 1995

Item	Millions of dollars					Percent change			
	1995	1994	1993	1992	1991	1995/1994	1994/1993	1993/1992	1992/1991
Total revenue ¹	36,035	33,089	30,383	29,853	28,741	8.9	8.9	1.8	3.9
Operating Expenses									
Total	28,761	26,999	25,431	26,009	25,760	6.5	6.2	-2.2	1.0
Annual payroll	8,298	7,595	7,038	6,976	6,660	9.3	7.9	0.9	4.7
Employer contributions to Social Security and other supplemental benefits	1,374	1,280	1,197	1,166	1,074	7.3	6.9	2.7	8.6
Broadcast rights	8,595	8,171	8,011	8,564	8,727	5.2	2.0	-6.5	-1.9
Music license fees	411	349	341	371	363	17.8	2.3	-8.1	2.2
Depreciation	1,399	1,273	1,262	1,331	1,351	9.9	0.9	-5.2	-1.5
Lease and rental	556	527	506	490	496	5.5	4.2	3.3	-1.2
Purchased repairs	300	274	251	242	244	9.5	9.2	3.7	-0.8
Insurance	184	178	166	168	157	3.4	7.2	-1.2	7.0
Telephone and other purchased communication services	296	273	255	255	249	8.4	7.1	-	2.4
Purchased utilities	310	297	278	279	275	4.4	6.8	-0.4	1.5
Purchased advertising	1,105	972	840	827	869	13.7	15.7	1.6	-4.8
Taxes	235	203	187	191	175	15.8	8.6	-2.1	9.1
Other operating expenses ²	5,698	5,607	5,099	5,149	5,120	1.6	10.0	-1.0	0.6

- Represents zero.

¹Includes non-operating income from tax-exempt firms.

²Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-7 provides estimated measures of sampling variability (coefficients of variation).

Table 8. Radio Broadcasting Services (SIC 4832) — Estimated Revenue and Expenses for Taxable and Tax-Exempt Firms: 1991 Through 1995

Item	Millions of dollars					Percent change			
	1995	1994	1993	1992	1991	1995/1994	1994/1993	1993/1992	1992/1991
Total revenue ¹	9,045	8,244	7,476	7,019	6,890	9.7	10.3	6.5	1.9
Operating Expenses									
Total	7,520	7,018	6,491	6,350	6,364	7.2	8.1	2.2	-0.2
Annual payroll	3,036	2,799	2,620	2,547	2,492	8.5	6.8	2.9	2.2
Employer contributions to Social Security and other supplemental benefits	432	380	374	359	341	13.7	1.6	4.2	5.3
Broadcast rights	303	248	246	218	284	22.2	0.8	12.8	-23.2
Music license fees	202	182	162	150	152	11.0	12.3	8.0	-1.3
Depreciation	500	455	444	460	473	9.9	2.5	-3.5	-2.7
Lease and rental	254	243	218	204	200	4.5	11.5	6.9	2.0
Purchased repairs	92	88	85	82	84	4.5	3.5	3.7	-2.4
Insurance	78	75	69	68	66	4.0	8.7	1.5	3.0
Telephone and other purchased communication services	139	129	121	121	117	7.8	6.6	-	3.4
Purchased utilities	119	113	104	107	105	5.3	8.7	-2.8	1.9
Purchased advertising	413	370	314	318	334	11.6	17.8	-1.3	-4.8
Taxes	91	73	70	66	59	24.7	4.3	6.1	11.9
Other operating expenses ²	1,861	1,863	1,664	1,650	1,657	-0.1	12.0	0.8	-0.4

- Represents zero.

¹Includes non-operating income from tax-exempt firms.

²Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-7 provides estimated measures of sampling variability (coefficients of variation).

Table 9. **Television Broadcasting Services (SIC 4833) — Estimated Revenue and Expenses for Taxable and Tax-Exempt Firms: 1991 Through 1995**

Item	Millions of dollars					Percent change			
	1995	1994	1993	1992	1991	1995/1994	1994/1993	1993/1992	1992/1991
Total revenue ¹	26,990	24,845	22,907	22,834	21,851	8.6	8.5	0.3	4.5
Operating Expenses									
Total	21,241	19,981	18,940	19,659	19,396	6.3	5.5	-3.7	1.4
Annual payroll	5,262	4,796	4,418	4,429	4,168	9.7	8.6	-0.2	6.3
Employer contributions to Social Security and other supplemental benefits	942	900	823	807	733	4.7	9.4	2.0	10.1
Broadcast rights	8,292	7,923	7,765	8,346	8,443	4.7	2.0	-7.0	-1.1
Music license fees	209	167	179	221	211	25.1	-6.7	-19.0	4.7
Depreciation	899	818	818	871	878	9.9	-	-6.1	-0.8
Lease and rental	302	284	288	286	296	6.3	-1.4	0.7	-3.4
Purchased repairs	208	186	166	160	160	11.8	12.0	3.8	-
Insurance	106	103	97	100	91	2.9	6.2	-3.0	9.9
Telephone and other purchased communication services	157	144	134	134	132	9.0	7.5	-	1.5
Purchased utilities	191	184	174	172	170	3.8	5.7	1.2	1.2
Purchased advertising	692	602	526	509	535	15.0	14.4	3.3	-4.9
Taxes	144	130	117	125	116	10.8	11.1	-6.4	7.8
Other operating expenses ²	3,837	3,744	3,435	3,499	3,463	2.5	9.0	-1.8	1.0

- Represents zero.

¹Includes non-operating income from tax-exempt firms.

²Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-7 provides estimated measures of sampling variability (coefficients of variation).

Table 10. **Total Broadcasting Services (SIC 483) — Estimated Operating Revenue and Expenses for Taxable Firms: 1991 Through 1995**

Item	Millions of dollars					Percent change			
	1995	1994	1993	1992	1991	1995/1994	1994/1993	1993/1992	1992/1991
Operating Revenue									
Total	33,920	31,064	28,281	27,859	26,845	9.2	9.8	1.5	3.8
Station time sales	23,590	21,352	19,227	18,580	18,022	10.5	11.1	3.5	3.1
Network compensation	566	455	444	459	510	24.4	2.5	-3.3	-10.0
National/regional advertising	8,713	7,794	6,922	6,733	6,666	11.8	12.6	2.8	1.0
Local advertising	14,311	13,103	11,861	11,388	10,846	9.2	10.5	4.2	5.0
Network time sales	9,118	8,702	8,053	8,221	7,645	4.8	8.1	-2.0	7.5
Other operating revenue	1,212	1,010	1,001	1,058	1,178	20.0	0.9	-5.4	-10.2
Operating Expenses									
Total	26,698	25,038	23,448	24,135	23,944	6.6	6.8	-2.8	0.8
Annual payroll	7,861	7,178	6,641	6,595	6,288	9.5	8.1	0.7	4.9
Employer contributions to Social Security and other supplemental benefits	1,288	1,197	1,118	1,090	1,001	7.6	7.1	2.6	8.9
Broadcast rights	7,770	7,396	7,172	7,737	7,922	5.1	3.1	-7.3	-2.3
Music license fees	409	347	339	370	361	17.9	2.4	-8.4	2.5
Depreciation	1,316	1,192	1,187	1,264	1,286	10.4	0.4	-6.1	-1.7
Lease and rental	514	487	469	452	462	5.5	3.8	3.8	-2.2
Purchased repairs	279	257	233	226	228	8.6	10.3	3.1	-0.9
Insurance	172	168	156	158	147	2.4	7.7	-1.3	7.5
Telephone and other purchased communication services	272	251	234	236	231	8.4	7.3	-0.8	2.2
Purchased utilities	282	269	253	256	252	4.8	6.3	-1.2	1.6
Purchased advertising	1,071	942	808	797	842	13.7	16.6	1.4	-5.3
Taxes	231	200	184	187	172	15.5	8.7	-1.6	8.7
Other operating expenses ¹	5,233	5,154	4,654	4,767	4,752	1.5	10.7	-2.4	0.3

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 15. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-8 provides estimated measures of sampling variability (coefficients of variation).

Table 11. **Radio Broadcasting Services (SIC 4832) — Estimated Operating Revenue and Expenses for Taxable Firms: 1991 Through 1995**

Item	Millions of dollars					Percent change			
	1995	1994	1993	1992	1991	1995/1994	1994/1993	1993/1992	1992/1991
Operating Revenue									
Total	8,765	7,980	7,231	6,795	6,671	9.8	10.4	6.4	1.9
Station time sales	8,105	7,397	6,693	6,275	6,104	9.6	10.5	6.7	2.8
Network compensation	100	95	87	95	98	5.3	9.2	-8.4	-3.1
National/regional advertising	1,926	1,646	1,433	1,313	1,433	17.0	14.9	9.1	-8.4
Local advertising	6,079	5,656	5,173	4,867	4,573	7.5	9.3	6.3	6.4
Network time sales	356	338	285	276	312	5.3	18.6	3.3	-11.5
Other operating revenue	304	245	253	244	255	24.1	-3.2	3.7	-4.3
Operating Expenses									
Total	7,253	6,769	6,257	6,137	6,157	7.2	8.2	2.0	-0.3
Annual payroll	2,940	2,709	2,535	2,469	2,413	8.5	6.9	2.7	2.3
Employer contributions to Social Security and other supplemental benefits	412	362	356	343	326	13.8	1.7	3.8	5.2
Broadcast rights	292	236	235	209	274	23.7	0.4	12.4	-23.7
Music license fees	201	181	161	149	151	11.0	12.4	8.1	-1.3
Depreciation	486	441	431	449	463	10.2	2.3	-4.0	-3.0
Lease and rental	239	228	207	191	189	4.8	10.1	8.4	1.1
Purchased repairs	86	83	79	77	79	3.6	5.1	2.6	-2.5
Insurance	75	73	67	66	64	2.7	9.0	1.5	3.1
Telephone and other purchased communication services	132	122	115	116	112	8.2	6.1	-0.9	3.6
Purchased utilities	112	106	98	102	100	5.7	8.2	-3.9	2.0
Purchased advertising	409	367	310	314	330	11.4	18.4	-1.3	-4.8
Taxes	90	72	69	65	58	25.0	4.3	6.2	12.1
Other operating expenses ¹	1,779	1,789	1,594	1,587	1,598	-0.6	12.2	0.4	-0.7

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 16. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-8 provides estimated measures of sampling variability (coefficients of variation).

Table 12. **Television Broadcasting Services (SIC 4833) — Estimated Operating Revenue and Expenses for Taxable Firms: 1991 Through 1995**

Item	Millions of dollars					Percent change			
	1995	1994	1993	1992	1991	1995/1994	1994/1993	1993/1992	1992/1991
Operating Revenue									
Total	25,155	23,084	21,050	21,064	20,174	9.0	9.7	-0.1	4.4
Station time sales	15,485	13,955	12,534	12,305	11,918	11.0	11.3	1.9	3.2
Network compensation	466	360	357	364	412	29.4	0.8	-1.9	-11.7
National/regional advertising	6,787	6,148	5,489	5,420	5,233	10.4	12.0	1.3	3.6
Local advertising	8,232	7,447	6,688	6,521	6,273	10.5	11.3	2.6	4.0
Network time sales	8,762	8,364	7,768	7,945	7,333	4.8	7.7	-2.2	8.3
Other operating revenue	908	765	748	814	923	18.7	2.3	-8.1	-11.8
Operating Expenses									
Total	19,445	18,269	17,191	17,998	17,787	6.4	6.3	-4.5	1.2
Annual payroll	4,921	4,469	4,106	4,126	3,875	10.1	8.8	-0.5	6.5
Employer contributions to Social Security and other supplemental benefits	876	835	762	747	675	4.9	9.6	2.0	10.7
Broadcast rights	7,478	7,160	6,937	7,528	7,648	4.4	3.2	-7.9	-1.6
Music license fees	208	166	178	221	210	25.3	-6.7	-19.5	5.2
Depreciation	830	751	756	815	823	10.5	-0.7	-7.2	-1.0
Lease and rental	275	259	262	261	273	6.2	-1.1	0.4	-4.4
Purchased repairs	193	174	154	149	149	10.9	13.0	3.4	-
Insurance	97	95	89	92	83	2.1	6.7	-3.3	10.8
Telephone and other purchased communication services	140	129	119	120	119	8.5	8.4	-0.8	0.8
Purchased utilities	170	163	155	154	152	4.3	5.2	0.6	1.3
Purchased advertising	662	575	498	483	512	15.1	15.5	3.1	-5.7
Taxes	141	128	115	122	114	10.2	11.3	-5.7	7.0
Other operating expenses ¹	3,454	3,365	3,060	3,180	3,154	2.6	10.0	-3.8	0.8

- Represents zero.

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 17. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-8 provides estimated measures of sampling variability (coefficients of variation).

Table 13. **Radio Broadcasting (SIC 4832) — Components of Estimated Operating Revenue and Expenses for Taxable Firms: 1991 Through 1995**

Item	Millions of dollars					Percent of total				
	1995	1994	1993	1992	1991	1995	1994	1993	1992	1991
Operating Revenue										
Total	8,765	7,980	7,231	6,795	6,671	100.0	100.0	100.0	100.0	100.0
Station time sales	8,105	7,397	6,693	6,275	6,104	92.5	92.7	92.6	92.3	91.5
Network compensation	100	95	87	95	98	1.1	1.2	1.2	1.4	1.5
National/regional advertising	1,926	1,646	1,433	1,313	1,433	22.0	20.6	19.8	19.3	21.5
Local advertising	6,079	5,656	5,173	4,867	4,573	69.4	70.9	71.5	71.6	68.6
Network time sales	356	338	285	276	312	4.1	4.2	3.9	4.1	4.7
Other operating revenue	304	245	253	244	255	3.5	3.1	3.5	3.6	3.8
Operating Expenses										
Total	7,253	6,769	6,257	6,137	6,157	100.0	100.0	100.0	100.0	100.0
Annual payroll	2,940	2,709	2,535	2,469	2,413	40.5	40.0	40.5	40.2	39.2
Employer contributions to Social Security and other supplemental benefits	412	362	356	343	326	5.7	5.3	5.7	5.6	5.3
Broadcast rights	292	236	235	209	274	4.0	3.5	3.8	3.4	4.5
Music license fees	201	181	161	149	151	2.8	2.7	2.6	2.4	2.5
Depreciation	486	441	431	449	463	6.7	6.5	6.9	7.3	7.5
Buildings, offices, and structures	116	104	103	109	104	1.6	1.5	1.6	1.8	1.7
Transmission systems	197	185	179	194	204	2.7	2.7	2.9	3.2	3.3
Vehicles, machinery and equipment, and other tangible assets	173	152	149	146	155	2.4	2.2	2.4	2.4	2.5
Lease and rental	239	228	207	191	189	3.3	3.4	3.3	3.1	3.1
Buildings, offices, and structures	160	154	139	130	129	2.2	2.3	2.2	2.1	2.1
Transmission systems	53	50	44	40	37	0.7	0.7	0.7	0.7	0.6
Vehicles, and other machinery and equipment	26	24	24	21	23	0.4	0.4	0.4	0.3	0.4
Purchased repairs	86	83	79	77	79	1.2	1.2	1.3	1.3	1.3
Buildings, offices, and structures	31	24	25	24	27	0.4	0.4	0.4	0.4	0.4
Transmission systems	31	35	32	34	31	0.4	0.5	0.5	0.6	0.5
Vehicles, and other machinery and equipment	24	24	22	19	21	0.3	0.4	0.4	0.3	0.3
Insurance	75	73	67	66	64	1.0	1.1	1.1	1.1	1.0
Telephone and other purchased communication services	132	122	115	116	112	1.8	1.8	1.8	1.9	1.8
Purchased utilities	112	106	98	102	100	1.5	1.6	1.6	1.7	1.6
Purchased advertising	409	367	310	314	330	5.6	5.4	5.0	5.1	5.4
Taxes	90	72	69	65	58	1.2	1.1	1.1	1.1	0.9
Other operating expenses ¹	1,779	1,789	1,594	1,587	1,598	24.5	26.4	25.5	25.9	26.0

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 16. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-9 provides estimated measures of sampling variability (coefficients of variation).

Table 14. **Television Broadcasting (SIC 4833) — Components of Estimated Operating Revenue and Expenses for Taxable Firms: 1991 Through 1995**

Item	Millions of dollars					Percent of total				
	1995	1994	1993	1992	1991	1995	1994	1993	1992	1991
Operating Revenue										
Total	25,155	23,084	21,050	21,064	20,174	100.0	100.0	100.0	100.0	100.0
Station time sales	15,485	13,955	12,534	12,305	11,918	61.6	60.5	59.5	58.4	59.1
Network compensation	466	360	357	364	412	1.9	1.6	1.7	1.7	2.0
National/regional advertising	6,787	6,148	5,489	5,420	5,233	27.0	26.6	26.1	25.7	25.9
Local advertising	8,232	7,447	6,688	6,521	6,273	32.7	32.3	31.8	31.0	31.1
Network time sales	8,762	8,364	7,768	7,945	7,333	34.8	36.2	36.9	37.7	36.3
Other operating revenue	908	765	748	814	923	3.6	3.3	3.6	3.9	4.6
Operating Expenses										
Total	19,445	18,269	17,191	17,998	17,787	100.0	100.0	100.0	100.0	100.0
Annual payroll	4,921	4,469	4,106	4,126	3,875	25.3	24.5	23.9	22.9	21.8
Employer contributions to Social Security and other supplemental benefits	876	835	762	747	675	4.5	4.6	4.4	4.2	3.8
Broadcast rights	7,478	7,160	6,937	7,528	7,648	38.5	39.2	40.4	41.8	43.0
Music license fees	208	166	178	221	210	1.1	0.9	1.0	1.2	1.2
Depreciation	830	751	756	815	823	4.3	4.1	4.4	4.5	4.6
Buildings, offices, and structures	175	134	132	130	113	0.9	0.7	0.8	0.7	0.6
Transmission systems	337	339	309	356	395	1.7	1.9	1.8	2.0	2.2
Vehicles, machinery and equipment, and other tangible assets	318	278	315	329	315	1.6	1.5	1.8	1.8	1.8
Lease and rental	275	259	262	261	273	1.4	1.4	1.5	1.5	1.5
Buildings, offices, and structures	149	134	129	125	134	0.8	0.7	0.8	0.7	0.8
Transmission systems	43	41	57	57	54	0.2	0.2	0.3	0.3	0.3
Vehicles, and other machinery and equipment	83	84	76	79	85	0.4	0.5	0.4	0.4	0.5
Purchased repairs	193	174	154	149	149	1.0	1.0	0.9	0.8	0.8
Buildings, offices, and structures	71	63	59	56	56	0.4	0.3	0.3	0.3	0.3
Transmission systems	45	41	34	34	38	0.2	0.2	0.2	0.2	0.2
Vehicles, and other machinery and equipment	77	70	61	59	55	0.4	0.4	0.4	0.3	0.3
Insurance	97	95	89	92	83	0.5	0.5	0.5	0.5	0.5
Telephone and other purchased communication services	140	129	119	120	119	0.7	0.7	0.7	0.7	0.7
Purchased utilities	170	163	155	154	152	0.9	0.9	0.9	0.9	0.9
Purchased advertising	662	575	498	483	512	3.4	3.1	2.9	2.7	2.9
Taxes	141	128	115	122	114	0.7	0.7	0.7	0.7	0.6
Other operating expenses ¹	3,454	3,365	3,060	3,180	3,154	17.8	18.4	17.8	17.7	17.7

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-10 provides estimated measures of sampling variability (coefficients of variation).

Table 15. **Total Broadcasting Services (SIC 483) — Estimated Revenue and Expenses for Tax-Exempt Firms: 1991 Through 1995**

Item	Millions of dollars					Percent change			
	1995	1994	1993	1992	1991	1995/1994	1994/1993	1993/1992	1992/1991
Total revenue ¹	2,115	2,025	2,102	1,994	1,896	4.4	-3.7	5.4	5.2
Operating Expenses									
Total	2,063	1,961	1,983	1,874	1,816	5.2	-1.1	5.8	3.2
Annual payroll	437	417	397	381	372	4.8	5.0	4.2	2.4
Employer contributions to Social Security and other supplemental benefits	86	83	79	76	73	3.6	5.1	3.9	4.1
Broadcast rights	825	775	839	827	805	6.5	-7.6	1.5	2.7
Music license fees	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Depreciation	83	81	75	67	65	2.5	8.0	11.9	3.1
Lease and rental	42	40	37	38	34	5.0	8.1	-2.6	11.8
Purchased repairs	21	17	18	16	16	23.5	-5.6	12.5	-
Insurance	12	10	10	10	10	20.0	-	-	-
Telephone and other purchased communication services	24	22	21	19	18	9.1	4.8	10.5	5.6
Purchased utilities	28	28	25	23	23	-	12.0	8.7	-
Purchased advertising	34	30	32	30	27	13.3	-6.3	6.7	11.1
Taxes	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Other operating expenses ²	465	453	445	382	368	2.6	1.8	16.5	3.8

- Represents zero. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

¹Includes all government subsidies used to offset operating or capital deficits; private gifts, loans, contributions, and grants; sale of securities, real estate; etc.

²Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-11 provides estimated measures of sampling variability (coefficients of variation).

Table 16. **Radio Broadcasting Services (SIC 4832) — Estimated Revenue and Expenses for Tax-Exempt Firms: 1991 Through 1995**

Item	Millions of dollars					Percent change			
	1995	1994	1993	1992	1991	1995/1994	1994/1993	1993/1992	1992/1991
Total revenue ¹	280	264	245	224	219	6.1	7.8	9.4	2.3
Operating Expenses									
Total	267	249	234	213	207	7.2	6.4	9.9	2.9
Annual payroll	96	90	85	78	79	6.7	5.9	9.0	-1.3
Employer contributions to Social Security and other supplemental benefits	20	18	18	16	15	11.1	-	12.5	6.7
Broadcast rights	11	12	11	9	10	-8.3	9.1	22.2	-10.0
Music license fees	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Depreciation	14	14	13	11	10	-	7.7	18.2	10.0
Lease and rental	15	15	11	13	11	-	36.4	-15.4	18.2
Purchased repairs	6	5	6	5	5	20.0	-16.7	20.0	-
Insurance	3	2	2	2	2	50.0	-	-	-
Telephone and other purchased communication services	7	7	6	5	5	-	16.7	20.0	-
Purchased utilities	7	7	6	5	5	-	16.7	20.0	-
Purchased advertising	(S)	(S)	(S)	(S)	4	(S)	(S)	(S)	(S)
Taxes	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Other operating expenses ²	82	74	70	63	59	10.8	5.7	11.1	6.8

- Represents zero. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

¹Includes all government subsidies used to offset operating or capital deficits; private gifts, loans, contributions, and grants; sale of securities, real estate; etc.

²Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-11 provides estimated measures of sampling variability (coefficients of variation).

Table 17. **Television Broadcasting Services (SIC 4833) — Estimated Revenue and Expenses for Tax-Exempt Firms: 1991 Through 1995**

Item	Millions of dollars					Percent change			
	1995	1994	1993	1992	1991	1995/1994	1994/1993	1993/1992	1992/1991
Total revenue ¹	1,835	1,761	1,857	1,770	1,677	4.2	-5.2	4.9	5.5
Operating Expenses									
Total	1,796	1,712	1,749	1,661	1,609	4.9	-2.1	5.3	3.2
Annual payroll	341	327	312	303	293	4.3	4.8	3.0	3.4
Employer contributions to Social Security and other supplemental benefits	66	65	61	60	58	1.5	6.6	1.7	3.4
Broadcast rights	814	763	828	818	795	6.7	-7.9	1.2	2.9
Music license fees	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Depreciation	69	67	62	56	55	3.0	8.1	10.7	1.8
Lease and rental	27	25	26	25	23	8.0	-3.8	4.0	8.7
Purchased repairs	15	12	12	11	11	25.0	-	9.1	-
Insurance	9	8	8	8	8	12.5	-	-	-
Telephone and other purchased communication services	17	15	15	14	13	13.3	-	7.1	7.7
Purchased utilities	21	21	19	18	18	-	10.5	5.6	-
Purchased advertising	30	27	28	26	23	11.1	-3.6	7.7	13.0
Taxes	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Other operating expenses ²	383	379	375	319	309	1.1	1.1	17.6	3.2

- Represents zero. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

¹Includes all government subsidies used to offset operating or capital deficits; private gifts, loans, contributions, and grants; sale of securities, real estate; etc.

²Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-11 provides estimated measures of sampling variability (coefficients of variation).

Cable and Other Pay Television Services

SUMMARY OF DATA

Revenue for the nation's cable television industry rose 13.1 percent from 1994 to \$35.7 billion in 1995.

Cable system operators reported basic service revenue, the largest component of industry revenue, of \$16.3 billion. Pay-per-view and other premium service revenue showed a 10.5 percent increase from 1994. Cable television networks reported revenue from programming services of \$6.3 billion in 1995, an increase of 12.7 percent from 1994. Advertising revenue for the

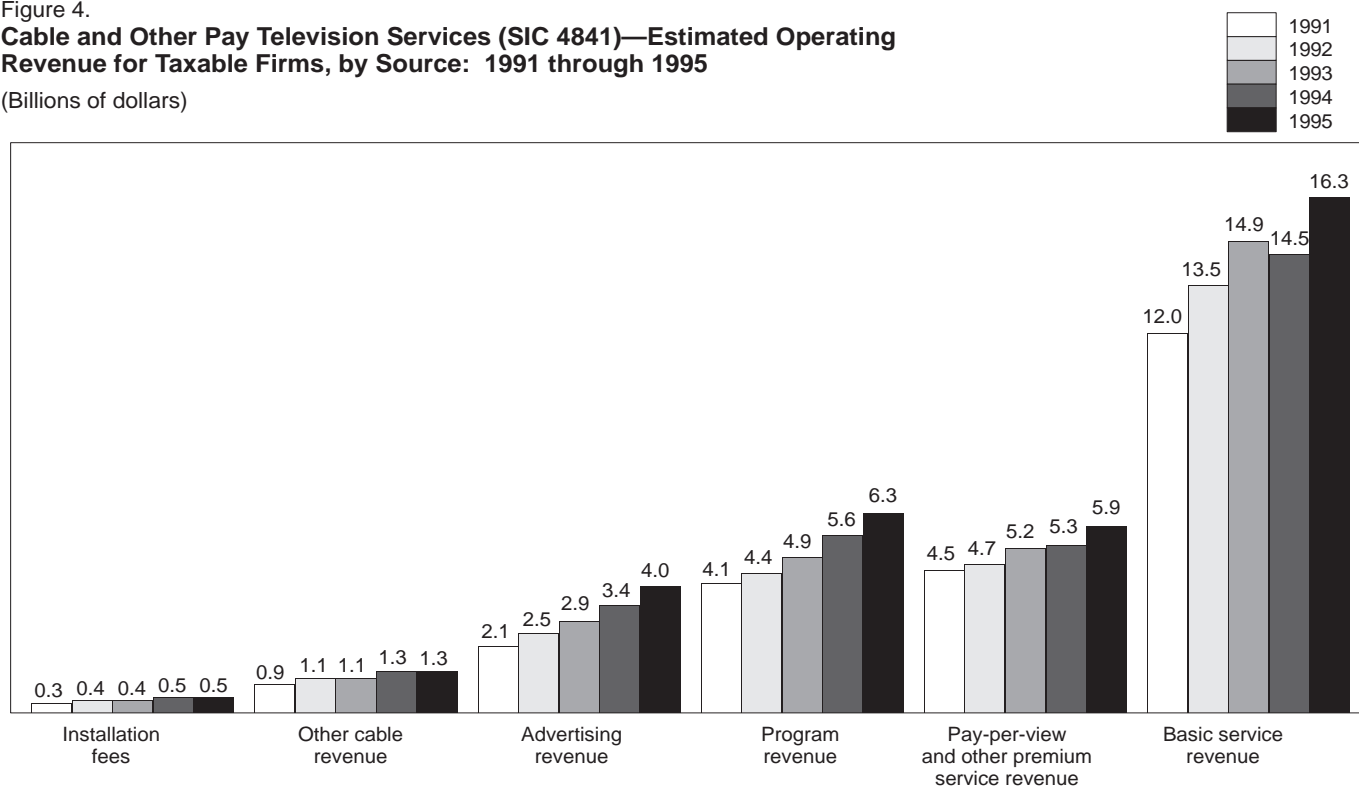
cable industry reached \$4.0 billion in 1995, up 20.6 percent from 1994.

Total operating expenses rose 13.4 percent from 1994 to \$27.1 billion in 1995. Program and production costs, which accounted for 32.5 percent of total operating expenses in 1995, increased 11.1 percent from 1994 to \$8.8 billion. Depreciation expenses were \$4.7 billion in 1995, accounting for 17.3 percent of total operating expenses. In 1995, annual payroll increased 15.9 percent from 1994, while employer contributions to Social Security and other supplemental benefits rose 11.9 percent.

Figure 4.

Cable and Other Pay Television Services (SIC 4841)—Estimated Operating Revenue for Taxable Firms, by Source: 1991 through 1995

(Billions of dollars)



Note: See appendix A, table A-12 for estimated measures of sampling variability (coefficients of variation.) Estimates are not adjusted for price changes.

Source: U.S. Bureau of the Census, *Annual Survey of Communication Services: 1995*.

Table 18. Cable and Other Pay Television Services (SIC 4841) — Components of Estimated Operating Revenue and Expenses for Taxable Firms: 1991 Through 1995

Item	Millions of dollars					Percent change				Percent of total				
	1995	1994	1993	1992	1991	1995/ 1994	1994/ 1993	1993/ 1992	1992/ 1991	1995	1994	1993	1992	1991
Operating Revenue														
Total ¹	35,664	31,535	30,209	27,465	24,954	13.1	4.4	10.0	10.1	(X)	(X)	(X)	(X)	(X)
Total Cable and other pay television revenue	34,382	30,563	29,333	26,653	23,895	12.5	4.2	10.1	11.5	100.0	100.0	100.0	100.0	100.0
Advertising	4,045	3,353	2,873	2,491	2,100	20.6	16.7	15.3	18.6	11.8	11.0	9.8	9.3	8.8
Program revenue	6,341	5,626	4,868	4,423	4,112	12.7	15.6	10.1	7.6	18.4	18.4	16.6	16.6	17.2
Basic service revenue	16,262	14,477	14,851	13,532	11,985	12.3	-2.5	9.7	12.9	47.3	47.4	50.6	50.8	50.2
Pay-per-view and other premium service revenue	5,908	5,346	5,190	4,708	4,465	10.5	3.0	10.2	5.4	17.2	17.5	17.7	17.7	18.7
Installation fees	514	469	436	390	324	9.6	7.6	11.8	20.4	1.5	1.5	1.5	1.5	1.4
Other cable revenue	1,312	1,292	1,115	1,109	909	1.5	15.9	0.5	22.0	3.8	4.2	3.8	4.2	3.8
Operating Expenses														
Total	27,110	23,915	22,852	21,232	20,154	13.4	4.7	7.6	5.3	100.0	100.0	100.0	100.0	100.0
Annual payroll	4,650	4,011	3,861	3,533	2,973	15.9	3.9	9.3	18.8	17.2	16.8	16.9	16.6	14.8
Employer contributions to Social Security and other supplemental benefits	1,071	957	886	801	667	11.9	8.0	10.6	20.1	4.0	4.0	3.9	3.8	3.3
Plans required under Federal and State legislation	420	378	352	326	256	11.1	7.4	8.0	27.3	1.5	1.6	1.5	1.5	1.3
Other fringe benefit plans	651	579	534	475	411	12.4	8.4	12.4	15.6	2.4	2.4	2.3	2.2	2.0
Program and production costs ²	8,806	7,926	7,447	6,763	6,317	11.1	6.4	10.1	7.1	32.5	33.1	32.6	31.9	31.3
Depreciation	4,687	4,087	3,917	3,704	3,634	14.7	4.3	5.8	1.9	17.3	17.1	17.1	17.4	18.0
Buildings, offices, and structures	(S)	(S)	(S)	(S)	229	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	1.1
Transmission systems	3,224	2,804	2,781	2,678	2,668	15.0	0.8	3.8	0.4	11.9	11.7	12.2	12.6	13.2
Vehicles, machinery and equipment, and other tangible assets	1,098	979	846	769	737	12.2	15.7	10.0	4.3	4.1	4.1	3.7	3.6	3.7
Lease and rental	691	652	633	589	516	6.0	3.0	7.5	14.1	2.5	2.7	2.8	2.8	2.6
Buildings, offices, and structures	276	248	242	237	193	11.3	2.5	2.1	22.8	1.0	1.0	1.1	1.1	1.0
Transmission systems	321	311	300	270	240	3.2	3.7	11.1	12.5	1.2	1.3	1.3	1.3	1.2
Vehicles, and other machinery and equipment	94	93	91	82	83	1.1	2.2	11.0	-1.2	0.3	0.4	0.4	0.4	0.4
Purchased repairs	458	399	406	373	341	14.8	-1.7	8.8	9.4	1.7	1.7	1.8	1.8	1.7
Buildings, offices, and structures	47	41	42	37	33	14.6	-2.4	13.5	12.1	0.2	0.2	0.2	0.2	0.2
Transmission systems	251	220	229	214	198	14.1	-3.9	7.0	8.1	0.9	0.9	1.0	1.0	1.0
Vehicles, and other machinery and equipment	160	138	135	122	110	15.9	2.2	10.7	10.9	0.6	0.6	0.6	0.6	0.5
Insurance	184	167	166	145	115	10.2	0.6	14.5	26.1	0.7	0.7	0.7	0.7	0.6
Telephone and other purchased communication services	241	200	180	158	139	20.5	11.1	13.9	13.7	0.9	0.8	0.8	0.7	0.7
Purchased utilities	287	255	241	220	201	12.5	5.8	9.5	9.5	1.1	1.1	1.1	1.0	1.0
Purchased advertising	848	683	588	537	472	24.2	16.2	9.5	13.8	3.1	2.9	2.6	2.5	2.3
Taxes	477	454	437	408	332	5.1	3.9	7.1	22.9	1.8	1.9	1.9	1.9	1.6
Other operating expenses	4,710	4,124	4,090	4,001	4,447	14.2	0.8	2.2	-10.0	17.4	17.2	17.8	18.7	22.1

X Not applicable. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

¹Includes sources of revenue not shown separately.

²Includes program and production costs from basic cable services, pay-per-view or premium services, in-house programs, and other program and production costs.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-12 provides estimated measures of sampling variability (coefficients of variability).

Appendix A. Measures of Sampling Variability

RELIABILITY OF DATA

There are two types of errors possible in an estimate based on a sample survey—sampling and nonsampling. Sampling errors occur because observations are made on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the collection and processing of the data. The accuracy of a survey result is determined by the joint effect of sampling and nonsampling errors.

MEASURES OF SAMPLING VARIABILITY

Because the estimates were based on a sample, exact agreement with the results that would be obtained from a complete census of the communication services industries using the same enumeration procedure was not expected. However, because each firm in the United States in the specified Standard Industrial Classifications (SIC's) had a chance of being selected for the sample and because the probability of selection for each firm in the sample was known, it was possible to estimate the sampling variability of the estimates made from the sample.

The standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 percent divided by the value being estimated. Note that measures of sampling variability, such as the standard error or coefficient of variation, are estimated from the sample and are also subject to sampling variability. Coefficients of variation for dollar volume estimates and year-to-year ratios are shown in tables A-1 through A-12 in this appendix.

The coefficients of variation presented in these tables permit certain confidence statements about the sample estimates. The particular sample used in this survey was one of a large number of samples of the same size that could have been selected using the same design. In about two out of three of these samples, the estimates would differ from a complete enumeration by less than the corresponding percentages for that estimate shown in the sampling variability tables. In about 9 out of 10 of these samples, the estimates would differ from the results of a complete enumeration by less than 1.65 times the percentages shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume estimates, assume that an estimate of revenue published in table 1 of this publication is \$10,750 thousand for a particular year and that the coefficient of variation for this estimate, as given in table A-1 of this appendix, is 1.8 percent or 0.018. Multiplying \$10,750 thousand by 0.018 yields \$194 thousand. Therefore, a 67-percent confidence interval is \$10,556 thousand to \$10,944 thousand (\$10,750 thousand plus or minus \$194 thousand). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Typical practice is to construct a 90- or 95-percent confidence interval. Using the same illustration, a 90-percent confidence interval would be \$10,430 thousand to \$11,070 thousand (\$10,750 thousand plus or minus \$320 thousand. The \$320 thousand is computed by multiplying \$10,750 thousand by 0.018 by 1.65).

NONSAMPLING ERRORS

As calculated for this report, the coefficient of variation measures sampling errors but does not measure all nonsampling error in the data. Nonsampling error consists of both a variance component and a bias component. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation for missing data. These nonsampling errors also occur in complete censuses.

Although no direct measurement of the biases due to nonsampling errors has been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

The major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which failed edit. For all kinds of business combined, imputed revenue amounts to about 7 percent of the national revenue estimates.

Table A-1. **Communications Services (SIC 48) — Estimated Coefficients of Variation for Summary Statistics, by Kind of Business: 1994 and 1995**

Item	Communi- cations services (SIC 48)	Telephone communi- cations (SIC 481)	Radiotele- phone communi- cations (SIC 4812)	Telephone communi- cations, except radiotele- phone (SIC 4813)	Radio and television broad- casting (SIC 483)	Radio broad- casting (SIC 4832)	Television broad- casting (SIC 4833)	Cable and other pay television services (SIC 4841)	Telegraph and other communi- cations services, not elsewhere classified (SIC 4822 and 4899)
Total Revenue									
Dollar volume									
1995	0.9	1.0	3.8	1.0	2.1	4.2	2.3	2.6	16.5
1994	0.9	1.0	4.4	1.1	2.0	3.8	2.3	2.2	12.4
Year-to-year ratio 1995/1994	0.4	0.4	2.8	0.5	0.9	2.2	0.9	1.5	9.4
Operating Expenses									
Dollar volume									
1995	0.9	1.0	3.8	1.1	2.0	4.8	2.0	2.4	17.3
1994	0.9	1.1	4.4	1.1	1.9	4.3	2.0	2.2	13.0
Year-to-year ratio 1995/1994	0.5	0.6	2.9	0.6	0.9	2.4	0.8	1.4	9.0
Annual Payroll									
Dollar volume									
1995	0.9	0.9	3.8	0.9	2.7	4.5	3.4	2.0	16.4
1994	0.9	1.0	3.7	1.1	2.4	4.0	3.0	1.9	13.8
Year-to-year ratio 1995/1994	0.4	0.4	2.2	0.4	1.1	2.1	1.1	1.5	9.5
Employer Contributions to Social Security and Other Supplemental Benefits									
Dollar volume									
1995	1.0	1.2	(S)	1.2	2.9	4.1	3.8	1.7	14.0
1994	1.0	1.1	(S)	1.2	2.5	4.0	3.1	2.3	12.2
Year-to-year ratio 1995/1994	0.3	0.2	(S)	0.2	1.6	2.6	2.0	1.6	9.5

S Data do not meet publication standards because of high sampling variability or poor response quality.

Table A-2. Telephone Communications (SIC 481) — Estimated Coefficients of Variation for Operating Revenue and Expenses: 1994 and 1995

Item	Dollar volume		Year-to-year ratio 1995/1994
	1995	1994	
Operating Revenue			
Total	1.0	1.0	0.4
Local service	1.6	1.6	0.3
Long-distance service	1.4	1.2	1.0
Network access	1.4	1.4	0.3
Cellular and other radiotelephone	1.3	1.3	1.0
Directory advertising	0.5	0.6	0.2
Other operating revenue	1.5	1.2	0.9
Operating Expenses			
Total	1.0	1.1	0.6
Annual payroll	0.9	1.0	0.4
Employer contributions to Social Security and other supplemental benefits	1.2	1.1	0.2
Access charges	2.3	1.3	2.0
Depreciation	0.9	0.9	0.2
Lease and rental	0.7	0.7	0.6
Purchased repairs	3.2	2.3	1.0
Insurance	5.6	4.4	3.2
Telephone and other purchased communication services	5.2	4.6	2.3
Purchased utilities	0.9	1.0	0.5
Purchased advertising	1.0	0.7	0.5
Taxes	1.4	1.4	0.6
Other operating expenses	1.9	1.8	0.6

Table A-3. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Coefficients of Variation for Operating Revenue and Expenses: 1994 and 1995

Item	Dollar volume		Year-to-year ratio 1995/1994
	1995	1994	
Operating Revenue			
Total	1.0	1.1	0.5
Local service	1.6	1.6	0.2
Long-distance service	1.4	1.2	1.0
Network access	1.4	1.4	0.3
Cellular and other radiotelephone	0.7	0.8	0.3
Directory advertising	0.5	0.6	0.3
Other operating revenue	1.4	1.2	0.8
Operating Expenses			
Total	1.1	1.1	0.6
Annual payroll	0.9	1.1	0.4
Employer contributions to Social Security and other supplemental benefits	1.2	1.2	0.2
Access charges	2.3	1.3	2.1
Depreciation	1.0	0.9	0.2
Lease and rental	0.7	0.7	0.6
Purchased repairs	3.3	2.3	1.1
Insurance	6.6	5.0	3.7
Telephone and other purchased communication services	5.8	5.0	2.4
Purchased utilities	0.8	1.0	0.4
Purchased advertising	1.0	0.7	0.4
Taxes	1.4	1.4	0.6
Other operating expenses	2.0	1.9	0.6

Table A-4. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses: 1994 and 1995

Item	Dollar volume		Percent of total	
	1995	1994	1995	1994
Operating Revenue				
Total	1.0	1.1	(X)	(X)
Local service	1.6	1.6	0.9	0.8
Long-distance service	1.4	1.2	0.7	0.3
Network access	1.4	1.4	1.4	1.2
Cellular and other radiotelephone	0.7	0.8	0.6	0.5
Directory advertising	0.5	0.6	0.9	0.9
Other operating revenue	1.4	1.2	1.5	1.2
Operating Expenses				
Total	1.1	1.1	(X)	(X)
Annual payroll	0.9	1.1	0.7	0.5
Employer contributions to Social Security and other supplemental benefits	1.2	1.2	1.1	0.9
Plans required under Federal and State legislation	1.1	1.2	0.9	0.8
Other fringe benefit plans	1.4	1.2	1.3	1.0
Access charges	2.3	1.3	1.9	0.7
Depreciation	1.0	0.9	0.7	0.4
Buildings, offices, and structures	4.3	4.1	4.1	4.0
Communication systems	1.1	1.0	0.8	0.5
Vehicles, machinery and equipment, and other tangible assets	1.0	0.9	1.0	0.9
Lease and rental	0.7	0.7	0.6	0.7
Buildings, offices, and structures	1.0	0.9	0.7	0.8
Communication systems	0.5	0.6	1.1	1.0
Vehicles, and other machinery and equipment	1.0	0.8	0.7	0.5
Purchased repairs	3.3	2.3	3.1	2.0
Buildings, offices, and structures	2.0	1.6	1.8	1.5
Communication systems	4.5	3.2	4.3	2.8
Vehicles, and other machinery and equipment	2.5	2.1	2.3	2.2
Insurance	6.6	5.0	6.3	4.5
Telephone and other purchased communication services	5.8	5.0	5.6	4.8
Purchased utilities	0.8	1.0	1.0	1.0
Purchased advertising	1.0	0.7	1.0	0.9
Taxes	1.4	1.4	1.5	1.1
Other operating expenses	2.0	1.9	1.2	1.0

X Not applicable.

Table A-5. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Coefficients of Variation for Local, Long-Distance, and Network Access Revenue, by Type of Customer and Service: 1994 and 1995

Item	Dollar volume	Type of customer		Type of service	
		Residential	Nonresidential	Intrastate	Interstate
Local Service					
Dollar volume					
1995	1.6	0.7	3.0	1.6	6.1
1994	1.6	0.7	3.2	1.6	8.1
Year-to-year ratio 1995/1994	0.2	0.3	0.3	0.2	2.4
Long-Distance Service					
Dollar volume					
1995	1.4	1.0	2.1	2.5	1.0
1994	1.2	0.7	2.1	1.7	1.0
Year-to-year ratio 1995/1994	1.0	1.0	1.0	1.2	1.1
Network Access					
Dollar volume					
1995	1.4	3.6	1.2	2.5	1.2
1994	1.4	3.3	1.1	2.1	1.3
Year-to-year ratio 1995/1994	0.3	0.9	0.2	0.7	0.2

Table A-6. Telephone Communications (SIC 481) — Estimated Coefficients of Variation for Cellular and Other Radiotelephone Revenue, by Type of Service: 1995

Item	1995 (Dollar volume)
Cellular and other radiotelephone revenue	1.3
Type of Service	
Air time	2.0
Basic service	1.1
Long-distance service	2.4
Roaming charges	2.1
Other services	2.8

Table A-7. **Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Revenue and Expenses for Taxable and Tax-Exempt Firms, by Kind of Business: 1994 and 1995**

Item	Total broadcasting (SIC 483)			Radio (SIC 4832)			Television (SIC 4833)		
	Dollar volume		Year-to- year ratio 1995/1994	Dollar volume		Year-to- year ratio 1995/1994	Dollar volume		Year-to- year ratio 1995/1994
	1995	1994		1995	1994		1995	1994	
Total revenue	2.1	2.0	0.9	4.2	3.8	2.2	2.3	2.3	0.9
Operating Expenses									
Total	2.0	1.9	0.9	4.8	4.3	2.4	2.0	2.0	0.8
Annual payroll	2.7	2.4	1.1	4.5	4.0	2.1	3.4	3.0	1.1
Employer contributions to Social Security and other supplemental benefits	2.9	2.5	1.6	4.1	4.0	2.6	3.8	3.1	2.0
Broadcast rights	1.2	1.4	0.7	10.3	10.3	4.0	1.2	1.4	0.7
Music license fees	3.0	2.9	1.6	5.1	4.2	2.8	3.2	4.0	1.6
Depreciation	3.3	2.8	2.8	6.7	5.8	6.1	3.5	3.0	2.7
Lease and rental	3.3	3.1	2.7	6.8	6.3	5.8	2.1	2.2	0.8
Purchased repairs	2.3	3.3	2.5	4.9	4.0	4.9	2.5	4.5	2.9
Insurance	3.6	3.0	2.4	6.2	4.8	4.9	4.3	3.8	1.9
Telephone and other purchased communication services	3.1	2.7	1.7	5.6	4.7	3.3	3.0	3.0	1.3
Purchased utilities	2.9	3.0	1.5	6.1	5.4	2.5	2.9	3.4	1.8
Purchased advertising	2.1	2.1	1.3	5.3	4.9	3.0	1.2	1.5	1.2
Taxes	6.1	3.4	6.3	6.3	7.0	6.8	9.1	3.6	9.5
Other operating expenses	2.8	2.6	1.4	6.0	5.4	2.9	3.0	2.9	1.5

Table A-8. **Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Operating Revenue and Expenses for Taxable Firms, by Kind of Business: 1994 and 1995**

Item	Total broadcasting (SIC 483)			Radio (SIC 4832)			Television (SIC 4833)		
	Dollar volume		Year-to- year ratio 1995/1994	Dollar volume		Year-to- year ratio 1995/1994	Dollar volume		Year-to- year ratio 1995/1994
	1995	1994		1995	1994		1995	1994	
Operating Revenue									
Total	2.2	2.1	0.9	4.4	4.0	2.3	2.5	2.4	0.9
Station time sales	2.9	2.9	1.2	4.7	4.2	2.5	3.7	3.8	1.2
Network compensation	5.6	6.1	2.0	7.2	8.2	3.9	6.6	7.5	2.4
National/regional advertising	3.4	3.2	1.7	8.4	5.8	5.1	3.7	3.7	1.5
Local advertising	2.7	2.9	1.1	3.8	3.9	1.8	3.8	4.1	1.2
Network time sales	0.3	0.1	0.2	0.8	0.8	1.2	0.3	0.1	0.3
Other operating revenue	5.9	5.8	4.4	9.8	9.2	4.1	7.1	7.0	5.6
Operating Expenses									
Total	2.1	2.0	1.0	5.0	4.5	2.5	2.2	2.2	0.9
Annual payroll	2.8	2.5	1.1	4.6	4.1	2.2	3.6	3.2	1.2
Employer contributions to Social Security and other supplemental benefits	3.1	2.6	1.7	4.2	4.1	2.8	4.1	3.3	2.2
Broadcast rights	1.3	1.5	0.8	10.5	10.6	4.3	1.3	1.6	0.8
Music license fees	3.0	2.9	1.6	5.1	4.1	2.9	3.3	4.0	1.6
Depreciation	3.4	3.1	3.0	6.8	6.1	6.3	3.7	3.2	2.9
Lease and rental	3.6	3.5	2.9	7.3	7.0	6.2	2.1	2.2	0.9
Purchased repairs	2.4	3.5	2.7	5.1	4.3	5.2	2.5	4.7	3.1
Insurance	3.8	3.1	2.6	6.3	4.9	5.1	4.7	4.1	2.2
Telephone and other purchased communication services	3.3	2.9	1.8	5.9	4.8	3.4	3.3	3.2	1.3
Purchased utilities	3.0	3.0	1.6	6.0	5.3	2.7	2.9	3.6	2.0
Purchased advertising	2.2	2.1	1.4	5.3	4.9	3.1	1.3	1.6	1.3
Taxes	6.2	3.5	6.4	6.3	7.0	6.9	9.3	3.7	9.6
Other operating expenses	3.1	2.9	1.5	6.4	5.8	3.0	3.3	3.1	1.6

Table A-9. **Radio Broadcasting (SIC 4832) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses for Taxable Firms: 1994 and 1995**

Item	Dollar volume		Percent of total	
	1995	1994	1995	1994
Operating Revenue				
Total	4.4	4.0	(X)	(X)
Station time sales	4.7	4.2	0.5	0.3
Network compensation	7.2	8.2	5.8	6.8
National/regional advertising	8.4	5.8	4.7	2.7
Local advertising	3.8	3.9	1.2	0.7
Network time sales	0.8	0.8	4.8	3.7
Other operating revenue	9.8	9.2	9.8	8.1
Operating Expenses				
Total	5.0	4.5	(X)	(X)
Annual payroll	4.6	4.1	1.0	1.1
Employer contributions to Social Security and other supplemental benefits	4.2	4.1	2.7	1.9
Broadcast rights	10.5	10.6	9.6	9.3
Music license fees	5.1	4.1	1.7	2.5
Depreciation	6.8	6.1	2.5	3.4
Buildings, offices, and structures	8.4	7.9	8.6	8.6
Transmission systems	9.5	12.3	6.2	9.5
Vehicles, machinery and equipment, and other tangible assets	9.7	4.7	6.1	3.9
Lease and rental	7.3	7.0	3.6	5.5
Buildings, offices, and structures	6.8	8.3	3.2	7.1
Transmission systems	10.8	11.6	7.4	10.2
Vehicles, and other machinery and equipment	7.2	5.9	5.0	5.7
Purchased repairs	5.1	4.3	4.5	3.9
Buildings, offices, and structures	4.8	6.6	4.9	6.5
Transmission systems	7.5	6.8	6.5	6.6
Vehicles, and other machinery and equipment	6.9	7.3	6.4	6.7
Insurance	6.3	4.9	3.7	3.0
Telephone and other purchased communication services	5.9	4.8	3.9	3.0
Purchased utilities	6.0	5.3	3.3	2.9
Purchased advertising	5.3	4.9	3.6	3.4
Taxes	6.3	7.0	5.5	5.4
Other operating expenses	6.4	5.8	2.2	2.0

X Not applicable.

Table A-10. **Television Broadcasting (SIC 4833) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses for Taxable Firms: 1994 and 1995**

Item	Dollar volume		Percent of total	
	1995	1994	1995	1994
Operating Revenue				
Total	2.5	2.4	(X)	(X)
Station time sales	3.7	3.8	1.3	1.4
Network compensation	6.6	7.5	5.5	6.9
National/regional advertising	3.7	3.7	1.4	1.5
Local advertising	3.8	4.1	1.4	1.8
Network time sales	0.3	0.1	2.5	2.5
Other operating revenue	7.1	7.0	5.3	6.0
Operating Expenses				
Total	2.2	2.2	(X)	(X)
Annual payroll	3.6	3.2	1.6	1.3
Employer contributions to Social Security and other supplemental benefits	4.1	3.3	2.4	1.8
Broadcast rights	1.3	1.6	1.8	1.4
Music license fees	3.3	4.0	1.5	2.1
Depreciation	3.7	3.2	2.4	1.5
Buildings, offices, and structures	7.3	5.5	7.4	4.9
Transmission systems	2.6	2.6	2.2	1.9
Vehicles, machinery and equipment, and other tangible assets	6.7	5.5	5.0	3.8
Lease and rental	2.1	2.2	1.9	1.9
Buildings, offices, and structures	3.7	3.9	2.8	3.0
Transmission systems	5.1	5.9	5.7	6.3
Vehicles, and other machinery and equipment	2.1	1.9	3.1	2.7
Purchased repairs	2.5	4.7	2.0	4.4
Buildings, offices, and structures	2.4	4.3	2.7	4.4
Transmission systems	3.6	5.0	2.6	3.7
Vehicles, and other machinery and equipment	3.9	7.0	3.4	7.0
Insurance	4.7	4.1	2.7	2.1
Telephone and other purchased communication services	3.3	3.2	1.8	1.9
Purchased utilities	2.9	3.6	1.8	2.1
Purchased advertising	1.3	1.6	1.4	1.4
Taxes	9.3	3.7	9.0	2.3
Other operating expenses	3.3	3.1	1.6	1.3

X Not applicable.

Table A-11. **Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Revenue and Expenses for Tax-Exempt Firms, by Kind of Business: 1994 and 1995**

Item	Total broadcasting (SIC 483)			Radio (SIC 4832)			Television (SIC 4833)		
	Dollar volume		Year-to- year ratio 1995/1994	Dollar volume		Year-to- year ratio 1995/1994	Dollar volume		Year-to- year ratio 1995/1994
	1995	1994		1995	1994		1995	1994	
Total revenue	2.2	2.0	0.4	10.9	10.6	1.7	1.9	1.7	0.4
Operating Expenses									
Total	2.0	1.8	0.4	11.4	10.8	1.6	1.6	1.4	0.4
Annual payroll	3.3	3.0	0.7	10.7	10.4	1.8	2.9	2.5	0.8
Employer contributions to Social Security and other supplemental benefits	3.1	2.9	0.7	10.0	9.9	1.8	2.6	2.4	0.7
Broadcast rights	0.8	0.8	0.4	14.4	11.3	6.9	0.8	0.8	0.4
Music license fees	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Depreciation	3.5	3.7	1.9	12.0	11.2	3.4	3.4	3.8	2.2
Lease and rental	7.2	6.2	1.6	18.5	15.3	4.0	4.4	4.1	1.6
Purchased repairs	6.6	5.3	5.5	9.2	9.1	3.4	8.5	6.5	7.6
Insurance	5.5	4.5	3.5	16.4	15.1	12.0	5.1	3.7	2.7
Telephone and other purchased communication services	4.2	4.2	1.7	12.0	12.1	2.6	3.3	2.6	2.1
Purchased utilities	7.0	6.5	1.2	11.2	10.7	2.1	8.5	7.9	1.5
Purchased advertising	3.2	2.8	2.1	(S)	(S)	(S)	1.2	1.4	0.9
Taxes	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Other operating expenses	3.5	3.0	0.8	16.1	15.4	2.7	2.4	1.9	0.8

S Data do not meet publication standards because of high sampling variability or poor response quality.

Table A-12. **Cable and Other Pay Television Services (SIC 4841) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses for Taxable Firms: 1994 and 1995**

Item	Dollar volume		Year-to-year ratio 1995/1994	Percent of total	
	1995	1994		1995	1994
Operating Revenue					
Total	2.6	2.3	1.6	(X)	(X)
Total Cable and other pay television revenue	2.7	2.3	1.6	(X)	(X)
Advertising	5.8	5.7	1.2	5.4	5.5
Program revenue	7.5	7.7	1.9	6.7	7.0
Basic service revenue	2.7	2.4	2.2	2.5	2.3
Pay-per-view and other premium service revenue	9.3	7.8	2.9	7.8	6.5
Installation fees	2.6	2.6	2.2	3.2	2.9
Other cable revenue	2.0	3.6	2.4	3.5	4.1
Operating Expenses					
Total	2.4	2.2	1.4	(X)	(X)
Annual payroll	2.1	2.0	1.5	1.1	1.2
Employer contributions to Social Security and other supplemental benefits	1.7	2.3	1.7	1.6	2.4
Plans required under Federal and State legislation	2.0	2.0	1.6	1.5	2.0
Other fringe benefit plans	1.7	2.8	2.0	1.9	2.9
Program and production costs	4.1	3.8	2.0	2.1	2.0
Depreciation	2.0	2.2	1.7	2.0	1.9
Buildings, offices, and structures	(S)	(S)	(S)	(S)	(S)
Transmission systems	2.7	2.7	1.9	2.5	2.3
Vehicles, machinery and equipment, and other tangible assets	1.7	2.1	2.3	2.2	2.3
Lease and rental	2.8	2.7	1.9	1.6	2.0
Buildings, offices, and structures	3.8	3.5	2.0	2.6	2.9
Transmission systems	4.0	3.4	2.3	3.5	3.1
Vehicles, and other machinery and equipment	2.6	2.7	2.7	1.4	2.1
Purchased repairs	3.3	3.0	1.8	3.5	2.9
Buildings, offices, and structures	6.1	4.4	2.8	4.9	3.6
Transmission systems	4.6	3.8	2.8	4.9	3.6
Vehicles, and other machinery and equipment	2.2	3.3	2.9	2.9	3.7
Insurance	1.9	2.1	2.1	2.1	1.8
Telephone and other purchased communication services	4.6	4.2	2.1	3.2	2.8
Purchased utilities	1.3	2.1	1.8	1.8	2.1
Purchased advertising	3.1	2.6	2.2	2.9	2.1
Taxes	2.8	3.3	2.6	2.6	2.9
Other operating expenses	2.8	2.5	2.4	1.5	1.4

X Not applicable. S Data do not meet publication standards because of high sampling variability or poor response quality.

Appendix B. Explanatory Material

DEFINITION OF TERMS

Firm. A firm is a business entity consisting of one or more domestic establishments/locations under common ownership or control.

Federal income tax status. Firms that indicate all or part of their income are exempt from Federal income tax under provision of Section 501 or 521 of the Internal Revenue Service and are classified as tax exempt. Firms indicating no such exemption are classified as taxable. For firms that do not respond, the tax status classification is based upon administrative records.

Revenue

Operating Revenue. Billings for services rendered and any sales of merchandise during the survey year, even though payments may be received at a later date. Excludes income from interest, investments, gifts, loans, contributions or grants; the sale of securities, real estate, etc.; sales taxes or other taxes collected from customers and remitted directly by the firm to a local, State, or Federal tax agency; revenue from the sale of merchandise and equipment from retail establishments; and revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.

Total Revenue. For tax-exempt firms, it includes all government subsidies used to offset operating or capital deficits, private gifts, loans, contributions or grants, and all other non-operating receipts such as income from investments, the sale of securities, and real estate. Total revenue also includes any operating revenue incurred by the tax-exempt firm.

Telephone Services

Local service revenue. Revenue from services provided within the basic service area. This includes extended area revenue; local private line revenue; customer premises revenue; revenue from public telephone services provided within the basic service area; and other local exchange revenue, such as directory assistance, touch-tone line services, call forwarding, and call waiting. Excludes cellular and other mobile services revenue.

Long-distance service revenue. Revenue for providing message services that terminate beyond the basic service area. This includes message services that utilize the public long-distance switching network and the basic subscriber access line, and operator assistance or special billings directly related to these calls; and revenue received from international calls originating in the U.S., including that portion paid to foreign companies for access to their networks.

Network access revenue. Revenue for providing exchange access services to an interexchange carrier or to an end-user of telecommunications services beyond the exchange carrier's network and access revenue for calls originating in foreign countries.

Cellular and other radiotelephone revenue. Revenue from cellular and general radio telecommunications, including radio paging, mobile dispatching, and signalling services. Excludes revenue from installation fees and equipment sales.

Directory advertising revenue. Revenue from alphabetical and classified sections of directories, including amounts charged for additional and bold face listings, marginal displays, inserts and other advertisements. Excludes other directory revenue (i.e. revenue from sale of directories, charges for unlisted numbers, etc.).

Other operating revenue. Includes revenue from the sale or lease of communication equipment (the fair sales value of merchandise marketed under capital, finance, or "full payout" leases); revenue from the rental of telecommunications plant or equipment furnished apart from services rendered; operating and maintenance activities provided for others; special billing arrangements for customers; billing and collection services provided to other telecommunications firms; directory revenue from other than advertising services; installation fees; and services such as general accounting, financial, legal, etc. provided to firms under a license, general contract, or other agreement, as well as the sale of merchandise and equipment. Excludes the sale of merchandise and equipment from retail establishments, sales or other taxes collected from customers and paid directly to a taxing authority, and nonoperating revenue such as the sale of investments, securities, real estate, etc.

Radio and Television Broadcasting

Network compensation. Revenue from the sale of station time to networks. Excludes compensation paid to stations owned by the network.

National/regional advertising revenue. Revenue from the sale of station time to national and regional advertisers or sponsors. This includes trade-outs and barter, and political advertising revenue. Commissions paid to agency representatives and brokers are excluded.

Local advertising revenue. Revenue from the sale of station time to local advertisers or sponsors. This includes trade-outs and barter, and political advertising revenue. Commissions paid to agency representatives and brokers are excluded.

Network time sales: Advertising revenue (networks only). Network revenue from advertising sales. Commissions paid to agency representatives and brokers are excluded.

Other operating revenue. Includes revenue from retransmission consent; the use of talent services, and technical facilities; management fees; and revenue from the production and/or distribution of programs, except when the production/distribution is provided by separate establishments of the company. Also includes satellite truck rental revenue. Excludes tower rental revenue.

Cable Television and Other Services

Advertising revenue. Revenue from the sale of time to advertisers or sponsors for national, spot and local advertising; classified channels; and program guides and other printed material. Commissions paid to agency representatives and brokers are excluded.

Program revenue. Revenue received from system operators and other customers for programming services.

Basic revenue. Subscription fees received from residential and commercial customers for basic services.

Pay-per-view and other premium service revenue. Revenue from pay-per-view and other premium services, such as movie channels.

Installation fees. Revenue from the installation of basic, pay-per-view, and other premium services. Includes all reconnect fees.

Other cable and pay TV revenue. Revenue from all other cable and pay television services, such as service charges, rental or lease of channel capacity, etc. Includes system operator's revenue from shop-at-home programs.

Telegraph and other message communication revenue. Revenue from telegraph and other message communications, such as electronic mail, facsimile transmissions, telegram and telex, and paging services.

Other communication services revenue. Revenue from all other point-to-point communication services, including satellite communications and radar station operations.

Operating Expenses

Costs incurred during the survey year even though payment may be made at a later date. Exceptions are annual payroll and employer contributions for employee benefits, which are reported on a cash basis. Excludes interest on loans and sales taxes and other taxes collected from customers and paid directly to a taxing authority.

Annual payroll. All salaries, wages, commissions, bonuses, and allowances for vacation, holiday, and sick leave paid to employees during the survey year. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include payments to proprietors or partners. Annual payroll is reported on a cash basis before employee deductions for Social Security, withholding taxes, insurance, union dues, etc.

Employer contributions for employee benefit plans (reported on a cash basis)

Plans required under Federal and State legislation. The employer's cost for all legally required programs, such as Social Security and Medicare (FICA), worker's compensation insurance, unemployment tax, State disability insurance programs, etc.

Other fringe benefit plans. The employer's cost for programs not required by law such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits, insurance premiums for hospital and medical plans, etc.

Access charges (telephone firms only). Payments to local exchange carriers for access to their networks. Includes fees for leased facilities, interconnection fees for cellular phone services, and access charges paid to foreign companies for international calls originating in the United States.

Broadcast rights (radio and television broadcasting firms only). The cost of broadcast rights to feature films, syndicated programming, sport events, etc.

Music license fees (radio and television broadcasting firms only). The cost of music license fees payable to music licensing organizations.

Network compensation fees (radio and television networks only). The cost of programming time purchased from affiliated and independent stations. Excludes the cost of programming time purchased from stations owned by the network.

Program and production costs (cable television firms only). The costs for providing basic cable services, pay or premium television services, original programs produced or developed in-house, talent fees, music license fees, the value of bartered programming, and all other costs of programming and production.

Retransmission consent fees (cable television firms only). Fees paid by cable companies for the retransmission of broadcast signals. Includes the fair-market value (not the actual costs) of reciprocal non-cash exchanges, such as bartered advertising time, promotions, and carriage of new local and national cable channels.

Depreciation. Depreciation charges on assets owned by the company. Includes depreciation on assets rented or leased to others by the company under an operating lease agreement. Also includes depreciation against assets owned by the company within leaseholds and assets obtained through capital lease agreements. Excludes depreciation on intangible assets and assets leased to others by the company under a capital lease agreement. These charges are not adjusted for the value of depreciable assets sold or traded for replacement purposes.

Buildings, offices, and structures. Depreciation charges on buildings, offices, and structures owned by the company (except those included as part of communication or transmission systems defined below).

Communication systems (telephone firms only). Depreciation charges on communication systems, including optical fiber, digital and/or microwave switching equipment, satellite transmission, radio systems, terminal equipment, poles, cable, etc.

Transmission systems (except telephone firms). Depreciation charges on transmission systems, including towers, antennas, cables, wires, transmitters, transmission lines, converters, tap offs, power supplies, microwave equipment, master control equipment, and other transmitting equipment.

Vehicles, machinery and equipment, and other tangible assets. Depreciation charges on vehicles, machinery and equipment, and other tangible assets.

Lease and rental. Payments made to other companies for the rental and leasing of assets owned by them. Excludes payments to a parent company or organization or any of its subsidiaries, and installment payments for assets obtained through capital lease agreements.

Buildings, offices, and structures. Payments made to other companies for the rental or leasing of buildings, offices, and structures (except those included as part of communication or transmission systems defined below).

Communication systems (telephone firms only). Payments made to other companies for the rental or leasing of communication systems including optical fiber, switching equipment, satellite transmission, radio systems, terminal equipment, poles, cable, etc.

Transmission systems (except telephone firms). Payments made to other companies for the rental or leasing of transmission systems, including towers, antennas, cables, wires, transmitters, transmission lines, converters, tap offs, power supplies, microwave equipment, master control equipment, and other transmitting equipment.

Vehicles, machinery and equipment. Payments made to other companies for the rental or leasing of vehicles and other machinery and equipment.

Purchased repairs. Payments made to other companies for repairs. Excludes repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of the company or its subsidiaries.

Buildings, offices, and structures. Payments made to other companies for repairs (including charges for parts and labor) to buildings, offices, and structures (except those included as part of communication or transmission systems defined below).

Communication systems (telephone firms only). Payments made to other companies for the repair of communication systems, including optical fiber, switching equipment, satellite transmission, radio systems, terminal equipment, poles, cables, etc.

Transmission systems (except telephone firms). Payments made to other companies for the repair of transmission systems, including towers, antennas, cables, wires, transmitters, transmission lines, converters, tap offs, power supplies, microwave equipment, master control equipment, and other transmitting equipment.

Vehicles, machinery and equipment. Payments made to other companies for the repair of vehicles and other machinery and equipment.

Insurance. The cost of all commercial insurance used to protect the company against losses or damages to buildings, structures, and machinery and equipment caused by fire, flood, wind, boiler explosion, or any other cause. Also

includes premiums on fidelity bonds of employees, insurance to protect against liability for deaths or injuries of persons, and damages to property of others. Excludes cost of premiums for worker's compensation.

Telephone and other purchased communication services. The cost of nonrevenue-generating purchased communication services such as telephone, telex, telegraph, teletype, etc.

Purchased utilities. The cost of purchased utilities, including electricity; fuels consumed for heat, power or generating electricity; water; sewer; and refuse removal. Excludes payments for these utility services if included as part of a lease or rental agreement.

Purchased advertising. The cost of purchased advertising including payments to other firms for printing, media, and other services and materials used for advertising.

Taxes and licenses. The cost of taxes and licenses, including business license fees, real estate and personal property taxes (such as taxes on motor vehicles, machinery, equipment, and inventories), and special assessments. Also includes FCC license fees. Excludes income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, State, or Federal government agencies.

Other operating expenses. All other operating expenses not reported above, including billing services; news gathering services; rating services; travel expenses; dues and subscriptions; accounting and legal fees; office supplies; and data processing expenses, including the cost of computer software purchased under licensing agreements. Excludes interest on loans, income taxes, and local sales and excise taxes.

SAMPLE DESIGN

The Annual Survey of Communication Services is based on a probability sample, selected from employers contained on the Census Bureau's Standard Statistical Establishment List (SSEL). The SSEL includes all employer businesses that make Social Security payments for employees under the Federal Insurance Contribution Act (FICA). The sample is updated quarterly to account for new employer businesses (births) and employers which go out of business (deaths). The sample was originally drawn from establishments on the SSEL as of December 31, 1989. The SSEL consisted of two lists. One list was composed of all Employer Identification Numbers (EIN's) for businesses with reported payroll for at least one quarter of 1989. The EIN is the primary taxpayer identifier used by employer business firms. The second list consisted of all establishments of known multiestablishment companies as

of December 31, 1989. These lists contained information on sales or receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made using files from the 1989 SSEL. This study determined the stratification of the sampling units based on payroll and kind of business, and the optimal allocation of the sample necessary to meet specified sampling variability objectives for revenue of different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff was particularly important since it often determined the type of sampling unit.

The sampling units consist of both companies and EIN's. If a company had total revenue (estimated from payroll) above the corresponding cutoff for its major kind of business, or total revenue for any minor kind of business above the corresponding cutoff for the minor kind of business, the company was selected into the sample with certainty. The company, which might consist of many EIN's, was then the sampling unit; therefore, any new establishments that the company might acquire, even if under new or different EIN's, were in the sample with certainty. The EIN was the sampling unit for all single-establishment companies, whether or not selected with certainty. All multiestablishment companies not selected with certainty were treated on an EIN basis; that is, the EIN was the sampling unit.

To be eligible for the initial sampling, an EIN had to be active (i.e., had payroll in 1989 and was on the latest available Internal Revenue Service (IRS) active mailing list for FICA taxpayers). The EIN's were then stratified according to their major kind of business and their estimated revenue. Within each stratum, a simple random sample of EIN's was selected. The sampling rates for these strata varied between 1 in 3 and 1 in 379.

For all EIN "births" after the initial selection, a two-phase selection procedure is used. EIN births are new EIN's recently assigned by the IRS and on the latest available IRS mailing list for FICA taxpayers. In the first phase, births are arranged by kind of business and size (expected employment or quarterly payroll). A relatively large sample is then drawn and canvassed in order to obtain a more reliable measure of size (revenue of two recent months) and to correct or obtain a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase one are subjected to probability proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1989 SSEL. Because of the lag in identifying births and the time needed to accomplish the two-phase birth selection procedures, births are actually added to the sample on an average of 9 to 12 months after they begin operation. The birth selection procedure is carried out quarterly.

The EIN births that are selected in the quarterly birth selection procedure in early November of the annual

survey year are included in the main mailing of the annual survey questionnaires early the following year.

To account for all EIN births in the annual survey year, we mail EIN births selected in subsequent quarterly birth selection procedures in June and August to supplement the main survey mailing.

Selected EIN's that were reactivated in the quarterly processing, were not included in the main mailing, and had payroll in the annual survey year are treated in a similar manner to the EIN births.

To be eligible for the sample canvass and tabulation, a business must meet both of the following requirements:

- a. It must be on the latest available IRS mailing list for FICA taxpayers from the previous quarter.
- b. It must have been selected from either the SSEL or the file of employer births.

In the case of businesses that were selected into the sample with certainty, the first requirement is changed. These sampling units are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey.

ESTIMATION

Annual estimates of revenue and expenses from the Annual Survey of Communication Services are based upon the summation of weighted data reported by the sampling units in the survey. The assigned weights of the sampling units are the reciprocal of the probability of selection (or, equivalently, the inverse of the sampling rate).

Appendix C. Kind-of-Business Classification

The communication industries included in the report are classified in accordance with the 1987 edition of the *Standard Industrial Classification Manual*, issued by the Office of Management and Budget for purposes of providing a standard for the classification and presentation of data by all Federal agencies. Each establishment, firm, and organizations owned and operated by Federal, State, or organization is classified according to the major service (determined by the volume of revenue) it provides. Establishments, firms, and organizations owned and operated by Federal, State, or local governments are excluded. A description of each kind-of-business classification presented in this report follows.

COMMUNICATIONS SERVICES (SIC MAJOR GROUP 48)

Establishments furnishing point-to-point communication services, whether intended to be received aurally or visually; and radio and television broadcasting. Establishments engaged in providing paging and beeper services and those leasing telephone lines or other methods of telephone transmission, such as optical fiber lines and microwave or satellite facilities, and reselling the use of such methods to others. Excludes establishments primarily engaged in furnishing telephone answering services.

Radiotelephone Communications (SIC 4812)

Establishments primarily engaged in providing two-way radiotelephone communication services, such as cellular telephone services. Also includes telephone paging and beeper service and those engaged in leasing telephone lines or other methods of telephone transmission, such as microwave or satellite facilities and fiber optic lines, and reselling the use of such methods to others. Excludes establishments primarily engaged in furnishing telephone answering services.

Telephone Communications, Except Radiotelephone (SIC 4813)

Establishments primarily engaged in furnishing telephone voice and data communications, except radiotelephone and telephone answering services. Also includes establishments engaged in leasing telephone lines or other methods of telephone transmission, such as microwave or satellite facilities and fiber optic lines, and reselling the use

of such methods to others. Excludes establishments primarily engaged in furnishing radiotelephone communications and those furnishing telephone answering services.

Telegraph and Other Message Communications (SIC 4822)

Establishments primarily engaged in furnishing telegraph and other nonvocal message communications services, such as cablegram, electronic mail, and facsimile transmission services.

Radio Broadcasting Stations (SIC 4832)

Establishments primarily engaged in broadcasting aural programs by radio to the public. Included in this industry are commercial, religious, educational, and other radio stations as well as establishments engaged in radio broadcasting and the production of radio program materials. Excludes separate establishments primarily engaged in producing radio program materials.

Television Broadcasting Stations (SIC 4833)

Establishments primarily engaged in broadcasting visual programs by television to the public except cable and other pay television services. Included in this industry are commercial, religious, educational, and other television stations as well as establishments engaged in television broadcasting and the production of taped television program materials. Excludes separate establishments primarily engaged in furnishing cable and other pay television services or producing taped television program materials.

Cable and Other Pay Television Services (SIC 4841)

Establishments primarily engaged in the dissemination of visual and textual television programs on a subscription or fee basis. Included in this industry are establishments which primarily engage in cablecasting and which also produce taped program materials. Excludes separate establishments primarily engaged in producing taped television or motion picture program materials.

Communications Services, Not Elsewhere Classified (SIC 4899)

Establishments primarily engaged in furnishing communications services, not elsewhere classified. Excludes establishments primarily engaged in providing online information retrieval services on a contract or fee basis.

Appendix D. Report Forms

