

**Table 1140. Radio and Television Broadcasting—Estimated Revenue and Expenses: 2007 and 2008**

[In millions of dollars (5,046 represents \$5,046,000,000). For taxable and tax-exempt employer firms. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, Section 15 and Appendix III]

Item	Radio networks (NAICS 515111)		Radio stations (NAICS 515112)		TV broadcasting (NAICS 51512)	
	2007	2008	2007	2008	2007	2008
<b>Operating revenue</b> .....	<b>5,046</b>	<b>5,315</b>	<b>13,627</b>	<b>12,712</b>	<b>36,873</b>	<b>37,220</b>
Air time .....	1,305	1,333	11,927	11,066	29,662	29,133
National/regional air time .....	674	739	2,952	2,940	18,088	17,960
Local air time .....	631	594	8,976	8,126	11,574	11,173
Other operating revenue .....	3,742	3,982	1,700	1,646	7,211	8,087
Network compensation .....	178	213	279	329	1,524	1,442
Public and noncommercial programming services .....	457	472	(S)	(S)	2,066	2,181
All other operating revenue .....	3,107	3,297	820	699	3,620	4,464
<b>Operating expenses</b> .....	<b>6,221</b>	<b>5,818</b>	<b>10,140</b>	<b>9,820</b>	<b>29,673</b>	<b>30,248</b>
Personnel costs .....	1,210	1,160	5,350	4,642	8,817	8,901
Gross annual payroll .....	989	943	4,527	3,926	7,402	7,521
Employer's cost for fringe benefits .....	170	161	650	560	1,254	1,245
Temporary staff and leased employee expense .....	51	56	173	156	161	135
Expensed materials, parts and supplies (not for resale) .....	48	28	106	90	207	263
Expensed equipment .....	(S)	12	35	32	68	84
Expensed purchase of other materials, parts and supplies .....	37	16	72	58	139	179
Expensed purchased services .....	(S)	(S)	1,148	1,027	2,016	2,034
Expensed purchases of software .....	26	27	41	40	88	162
Purchased electricity and fuels (except motor fuel) .....	24	25	163	177	305	297
Lease and rental payments .....	127	111	362	355	500	539
Purchased repair and maintenance .....	28	26	91	70	209	208
Purchased advertising and promotional services .....	(S)	(S)	492	385	914	827
Other operating expenses .....	4,369	4,114	3,535	4,062	18,632	19,049
Broadcast rights and music license fees .....	576	533	793	794	11,229	10,714
Network compensation fees (networks only) .....	192	212	63	67	343	405
Depreciation and amortization charges .....	(S)	(S)	473	565	1,630	1,799
Governmental taxes and license fees .....	19	18	394	370	129	152
All other operating expenses .....	3,074	2,887	1,811	2,266	5,303	5,978

S Data do not meet publication standards.

Source: U.S. Census Bureau, "Service Annual Survey 2008: Information Sector Services," January 2010, <<http://www.census.gov/econ/www/servmenu.html>>.

**Table 1141. Cable and Premium TV—Summary: 1980 to 2009**

[17,500 represents 17,500,000. Cable TV for calendar year. Premium TV as of December 31 of year shown]

Year	Cable TV				Premium TV					
	Average basic sub-scribers (1,000)	Average monthly basic rate (dol.)	Revenue <sup>1</sup>		Units <sup>2</sup>			Monthly rate <sup>4</sup>		
			Total (mil. dol.)	Basic (mil. dol.)	Total premium <sup>3</sup> (1,000)	Premium cable (1,000)	Non-cable delivered premium (1,000)	All premium weighted average <sup>4</sup> (dollars)	Premium cable (dollars)	Non-cable delivered premium (dollars)
1980 .....	17,500	7.69	2,609	1,615	8,581	7,336	(NA)	8.91	8.62	(NA)
1985 .....	35,440	9.73	8,831	4,138	29,885	29,418	(NA)	10.29	10.25	(NA)
1990 .....	50,520	16.78	17,582	10,174	39,902	39,751	(NA)	10.35	10.30	(NA)
1995 .....	60,550	23.07	24,137	16,763	60,098	46,798	8,925	8.32	8.54	6.99
1996 .....	62,300	24.41	26,195	18,249	67,372	49,607	13,265	8.01	8.12	7.50
1997 .....	63,600	26.48	28,931	20,213	72,910	51,600	17,810	8.33	8.43	8.00
1998 .....	64,650	27.81	31,191	21,574	79,483	54,528	21,673	8.60	8.74	8.22
1999 .....	65,500	28.92	34,095	22,732	84,234	57,095	25,864	8.75	8.85	8.50
2000 .....	66,250	30.37	36,427	24,142	94,100	62,715	30,535	8.72	8.81	8.48
2001 .....	66,732	32.87	41,847	26,324	101,676	68,441	33,035	8.97	9.10	8.66
2002 .....	66,472	34.71	47,989	27,690	109,046	71,732	37,314	9.19	9.29	9.00
2003 .....	66,050	36.59	53,242	29,000	108,522	71,841	36,681	9.38	9.45	9.23
2004 .....	65,727	38.14	58,586	30,080	118,151	76,948	41,203	9.91	9.92	9.88
2005 .....	65,337	39.63	64,891	31,075	126,067	81,910	44,157	9.95	9.97	9.93
2006 .....	65,319	41.17	71,887	32,274	132,951	85,194	47,890	10.01	10.02	9.98
2007 .....	65,141	42.72	78,937	33,393	143,009	91,032	51,977	10.05	10.06	10.02
2008 .....	64,274	44.28	85,232	34,151	149,749	92,540	57,209	10.08	10.10	10.06
2009 .....	62,874	46.13	89,470	34,804	150,401	85,975	64,426	10.12	10.13	10.09

NA Not available. <sup>1</sup> Includes installation revenue, subscriber revenue, and nonsubscriber revenue; excludes telephony and high-speed access. <sup>2</sup> Individual program services sold to subscribers. <sup>3</sup> Includes multipoint distribution service (MDS), satellite TV (STV), multipoint multichannel distribution service (MMDS), satellite master antenna TV (SMATV), C-band satellite, DBS satellite and Telco Video for full- and mini-premium services. <sup>4</sup> Includes average premium unit price based on data for major premium movie services.

Source: SNL Kagan, a division of SNL Financial LC. From the Broadband Cable Financial Databook 2004, 2005, 2006, 2007, 2009 (copyright); the Cable Program Investor and Cable TV Investor: Deals & Finance newsletters (monthly); and various other SNL Kagan publications.