

Table 1107. Internet Publishing and Broadcasting—Estimated Revenue and Expenses: 2004 to 2007

[In millions of dollars (8,695 represents \$8,695,000,000). For taxable and tax-exempt employer firms. Covers NAICS 516. Establishments engaged in publishing and/or broadcasting on the Internet exclusively. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section and Section 15]

Item	2004	2005	2006	2007
Operating revenue	8,695	10,391	12,862	15,480
Source of revenue:				
Publishing and broadcasting of content on the Internet	5,278	6,068	7,109	8,478
Online advertising space	1,607	1,976	2,879	3,642
Licensing of rights to use intellectual property	401	433	527	556
All other operating revenue	1,410	1,912	2,347	2,804
Breakdown of revenue by type of customer:				
Government	446	(S)	(S)	(S)
Business firms and not-for-profit organizations	6,310	7,315	8,810	10,307
Household consumers and individual users	1,939	2,479	3,392	4,461
Operating expenses	7,056	9,084	11,272	13,784
Personnel	3,087	3,936	4,901	5,732
Gross annual payroll	2,394	3,138	3,917	4,447
Employer's cost for fringe benefits	479	562	712	968
Temporary staff and leased employee expense	214	236	272	(S)
Expensed materials, parts and supplies (not for resale)	239	317	327	(S)
Expensed equipment	104	134	140	(S)
Expensed purchase of other materials, parts and supplies . .	135	183	187	(S)
Expensed purchased services	1,218	1,547	2,000	2,472
Expensed purchases of software	78	194	275	(S)
Purchased electricity and fuels (except motor fuel)	14	16	23	22
Lease and rental payments	281	344	383	455
Purchased repair and maintenance	105	100	107	(S)
Purchased advertising and promotional services	741	893	1,211	1,607
Other operating expenses	2,512	3,285	4,044	5,190
Depreciation and amortization charges	767	792	910	(S)
Government taxes and license fees	53	62	73	90
All other operating expenses	1,692	(S)	3,061	4,076

S Data do not meet publication standards.

Source: U.S. Census Bureau, "2007 Service Annual Survey, Information Sector Services" (published March 2009); <<http://www.census.gov/services/>>.