

Table 1105. Cable and Premium TV—Summary: 1980 to 2008

[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					
	Avg. basic subscribers (1,000)	Avg. monthly basic rate (dol.)	Revenue ¹ (mil. dol.)		Units ² (1,000)			Monthly rate (dol.)		
			Total	Basic	Total premium ³	Premium cable	Non cable delivered premium	All premium weighted average ³	Premium cable	Non cable delivered premium
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	46,823	46,798	8,925	8.29	8.54	6.99
1996	62,300	24.41	26,195	18,249	50,722	49,607	13,265	7.98	8.12	7.50
1997	63,600	26.48	28,931	20,213	55,660	51,600	17,810	8.31	8.43	8.00
1998	64,650	27.81	31,191	21,574	59,751	54,528	21,673	8.58	8.74	8.22
1999	65,500	28.92	34,095	22,732	64,477	57,095	25,864	8.74	8.85	8.50
2000	66,250	30.37	36,723	24,142	70,730	62,715	30,535	8.72	8.81	8.48
2001	66,732	32.87	42,159	26,324	74,649	68,441	33,035	8.97	9.10	8.66
2002	66,472	34.71	48,295	27,690	77,751	71,732	37,314	9.19	9.29	9.00
2003	66,050	36.59	53,536	29,000	75,197	71,841	36,681	9.38	9.45	9.23
2004	65,727	38.14	58,889	30,080	80,384	76,948	41,203	9.91	9.92	9.88
2005	65,337	39.63	64,832	31,075	81,983	81,910	44,157	9.95	9.97	9.93
2006	65,319	41.17	71,668	32,274	86,218	85,193	47,890	10.01	10.02	9.98
2007	65,141	42.72	78,462	33,393	89,623	91,032	51,977	10.05	10.06	10.02
2008	64,274	44.28	85,371	34,151	93,149	92,539	57,209	10.08	10.10	10.06

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

Source: SNL Kagan, a division of SNL Financial LC. From the *Broadband Cable Financial Databook* 2004, 2005, 2006, 2007, 2008 (copyright); the *Cable Cable Program Investor* and *Cable TV Investor: Deals & Finance* newsletters (monthly); and various other SNL Kagan publications.