

Table 1104. Radio and Television Broadcasting—Estimated Revenue and Expenses: 2005 and 2007

[In millions of dollars (3,347 represents \$3,347,000,000). For taxable and tax-exempt employer firms. Estimates have been adjusted to the results of the 2002 Economic Census. Based on the North American Industry Classification System (NAICS), 2002. See text, this section and Section 15]

Item	Radio networks (NAICS 515111)		Radio stations (NAICS 515112)		TV broadcasting (NAICS 51512)	
	2005	2007	2005	2007	2005	2007
Operating revenue	3,347	5,226	13,712	13,624	35,249	37,008
Air time	1,187	1,271	12,084	11,924	29,106	29,798
National/regional air time	639	648	2,683	2,885	18,233	18,224
Local air time	548	623	9,401	9,039	10,873	11,574
Other operating revenue	2,160	3,955	1,627	1,700	6,143	7,211
Network compensation	122	324	223	252	1,659	1,524
Public and noncommercial programming services	375	455	(S)	(S)	1,767	2,066
All other operating revenue	1,663	3,177	835	905	2,717	3,620
Operating expenses	4,858	6,407	10,155	9,988	28,533	29,803
Personnel costs	1,013	1,307	5,120	5,326	7,796	8,869
Gross annual payroll	867	1,120	4,408	4,502	6,646	7,371
Employer's cost for fringe benefits	104	164	612	650	1,049	1,337
Temporary staff and leased employee expense	42	(S)	100	174	100	161
Expensed materials, parts and supplies (not for resale)	35	28	123	107	241	207
Expensed equipment	8	(S)	41	35	66	68
Expensed purchase of other materials, parts and supplies	27	17	82	72	175	139
Expensed purchased services	602	(S)	1,046	1,126	1,889	2,028
Expensed purchases of software	20	26	(S)	40	43	70
Purchased electricity and fuels (except motor fuel)	13	24	144	148	255	331
Lease and rental payments	65	129	342	355	415	502
Purchased repair and maintenance	18	26	85	91	177	210
Purchased advertising and promotional services	487	(S)	429	492	999	914
Other operating expenses	3,207	4,478	3,867	3,429	18,607	18,699
Broadcast rights and music license fees	407	(S)	491	461	10,937	11,216
Network compensation fees	143	205	(S)	(S)	668	463
Depreciation and amortization fees	401	581	587	768	1,526	1,675
Government taxes and license fees	17	20	489	395	168	126
All other operating expenses	2,240	3,159	2,219	1,755	5,308	5,220

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/econ/services/>>.