

## Table 1106. Cable and Other Subscription Programming—Estimated Revenue and Expenses: 2004 to 2007

[In millions of dollars (31,373 represents \$31,373,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51521. This industry comprises establishments engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. 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
<b>Operating revenue</b> . . . . .	<b>31,373</b>	<b>35,386</b>	<b>37,981</b>	<b>40,870</b>
Source of revenue:				
Licensing of rights to broadcast specialty programming <sup>1</sup> . . .	16,323	17,704	18,989	20,644
Air time . . . . .	13,129	14,921	15,588	16,653
All other operating services revenue . . . . .	1,921	2,761	3,404	3,573
<b>Operating expenses</b> . . . . .	<b>21,003</b>	<b>23,469</b>	<b>24,841</b>	<b>26,728</b>
Personnel costs:				
Gross annual payroll . . . . .	4,021	4,677	4,588	5,242
Employer's cost for fringe benefits . . . . .	3,205	3,737	3,550	3,907
Temporary staff and leased employee expense . . . . .	539	619	627	824
Expensed materials, parts and supplies (not for resale) . . . . .	276	321	411	511
Expensed equipment . . . . .	255	265	305	405
Expensed purchase of other materials, parts and supplies . . .	58	53	48	63
Expensed purchased services . . . . .	197	212	256	342
Expensed purchases of software . . . . .	1,872	2,224	2,643	2,245
Purchased electricity and fuels (except motor fuel) . . . . .	36	43	52	50
Lease and rental payments . . . . .	49	48	50	50
Purchased repair and maintenance . . . . .	432	515	457	335
Purchased advertising and promotional services . . . . .	(S)	97	93	84
Depreciation and amortization charges . . . . .	1,235	1,521	1,992	1,725
Government taxes and license fees . . . . .	14,856	16,303	17,305	18,835
Program and production costs . . . . .	(S)	(S)	2,591	2,714
All other operating expenses . . . . .	120	133	103	77
	10,063	10,452	11,227	12,394
	2,294	3,098	3,384	3,650

S Data do not meet publication standards. <sup>1</sup> Protected by copyright.

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