

Table 1141. Radio and Television Broadcasting—Estimated Revenue and Expenses: 2008 and 2009

[In millions of dollars (4,295 represents \$4,295,000,000). 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)	
	2008	2009	2008	2009	2008	2009
Operating revenue	4,295	4,259	13,958	11,693	35,976	31,415
Air time	927	826	12,029	9,823	28,117	23,796
National/regional air time	472	411	3,143	2,482	17,438	15,319
Local air time	455	415	8,886	7,341	10,679	8,477
Other operating revenue	3,368	3,433	1,929	1,870	7,859	7,619
Network compensation	164	183	357	351	1,390	1,311
Public and noncommercial programming services	363	366	(S)	(S)	2,154	1,922
All other operating revenue	2,841	2,884	900	888	4,315	4,386
Operating expenses	4,667	4,072	10,723	9,536	28,742	26,719
Personnel costs	962	849	5,584	4,857	8,677	7,935
Gross annual payroll	789	733	4,739	4,075	7,322	6,761
Employer's cost for fringe benefits	131	92	667	641	1,225	1,073
Temporary staff and leased employee expense	42	(S)	178	141	130	101
Expensed materials, parts and supplies (not for resale)	27	26	99	99	251	219
Expensed equipment	10	10	36	40	79	75
Expensed purchase of other materials, parts and supplies	17	16	63	59	172	144
Expensed purchased services	(S)	287	1,129	979	1,980	1,668
Expensed purchases of software	23	21	46	44	158	116
Purchased electricity and fuels (except motor fuel)	19	24	189	192	292	259
Lease and rental payments	99	134	406	416	505	428
Purchased repair and maintenance	21	25	79	76	211	190
Purchased advertising and promotional services	(S)	83	409	251	814	675
Other operating expenses	3,304	2,910	3,911	3,601	17,834	16,897
Broadcast rights and music license fees	613	583	847	747	10,401	10,389
Network compensation fees (networks only)	164	159	74	75	389	317
Depreciation and amortization charges	396	341	612	663	1,800	1,658
Governmental taxes and license fees	16	23	91	83	150	164
All other operating expenses	2,115	1,804	2,287	2,033	5,094	4,369

S Data do not meet publication standards.

Source: U.S. Census Bureau, "Service Annual Survey 2009: Information Sector Services," January 2011, <<http://www.census.gov/econ/www/servmenu.html>>.

Table 1142. Cable and Premium TV—Summary: 1980 to 2010

[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 ¹		Units ²			Monthly rate ⁴		
			Total (mil. dol.)	Basic (mil. dol.)	Total premium ³ (1,000)	Premium cable (1,000)	Non-cable delivered premium (1,000)	All premium weighted average ⁵ (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	46,600	8,725	8.32	8.54	6.99
1997	63,600	26.48	28,931	20,213	72,910	51,450	17,500	8.33	8.43	8.00
1998	64,650	27.81	31,191	21,574	79,483	54,410	21,355	8.60	8.74	8.22
1999	65,500	28.92	34,095	22,732	84,234	56,985	25,532	8.75	8.85	8.50
2000	66,250	30.37	36,427	24,142	94,100	62,618	30,158	8.72	8.81	8.48
2001	66,732	32.87	41,847	26,324	101,676	68,353	32,780	8.97	9.10	8.66
2002	66,472	34.71	47,989	27,690	109,046	71,637	37,024	9.19	9.29	9.00
2003	66,050	36.59	53,242	29,000	108,522	71,740	36,364	9.38	9.45	9.23
2004	65,727	38.14	58,586	30,080	118,151	76,844	40,892	9.91	9.92	9.88
2005	65,337	39.63	64,891	31,075	126,067	81,790	43,780	9.95	9.97	9.93
2006	65,319	41.17	71,887	32,274	132,951	85,055	47,514	10.01	10.02	9.98
2007	65,141	42.72	78,937	33,393	143,009	90,878	51,595	10.05	10.06	10.02
2008	64,274	44.28	85,232	34,151	149,749	92,364	56,825	10.08	10.10	10.06
2009	62,874	46.13	89,479	34,804	150,111	85,818	64,293	10.12	10.13	10.09
2010	60,958	47.89	93,368	35,031	166,241	88,359	77,882	10.15	10.17	10.13

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, DBS satellite and Telco Video for full- and mini-premium services. ⁴ Weighted average representing 8 months of unregulated basic rate and 4 months of FCC rolled-back rate. ⁵ Includes average premium unit price based on data for major premium movie services.

Source: SNL Kagan, a division of SNL Financial LLC. From the Broadband Cable Financial Databook, annual (copyright); the Cable Program Investor and Cable TV Investor: Deals & Finance newsletters (monthly); and various other SNL Kagan publications.