

Table 1137. Book Publishers' Net Shipments: 2007 to 2010

[In millions (3,126.8 represents 3,126,800,000). Represents net publishers' shipments after returns. Includes all titles released by publishers in the United States and imports which appear under the imprints of American publishers. Multivolume sets, such as encyclopedias, are counted as one unit. Due to changes in methodology and scope, these data are not comparable to those previously published]

Type of publication	2007, est.	2008, est.	2009, proj.	2010, proj.
Total	3,126.8	3,078.9	3,101.3	3,168.9
Trade	2,281.7	2,237.7	2,248.3	2,294.3
Adult	1,380.8	1,348.5	1,360.8	1,393.4
Juvenile	900.9	889.2	887.5	900.8
Religious	274.5	247.1	239.2	246.8
Professional	245.9	255.8	264.5	269.0
Scholarly	72.1	74.9	76.2	77.5
Elementary and high school	175.0	182.3	188.7	194.1
College	77.6	81.1	84.5	87.2

Source: Book Industry Study Group, Inc., New York, NY, *Book Industry Trends 2009*, annual (copyright).

Table 1138. Software Publishers—Estimated Revenue by Source of Revenue and Software Type: 2005 to 2009

[In millions of dollars (116,643 represents \$116,643,000,000). For taxable and tax-exempt employer firms. Covers NAICS 5111. 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. See also Appendix III]

Item	2005	2006	2007	2008	2009
Operating revenue	116,643	125,203	135,401	142,346	138,714
Source of revenue:					
System software publishing ¹	42,876	44,166	49,038	52,406	48,843
Operating system software	15,905	15,434	17,759	18,620	17,931
Network software	12,196	12,869	13,857	14,665	12,457
Database management software	6,962	8,275	9,337	10,205	9,465
Development tools and programming languages software	3,253	3,059	2,987	3,035	3,011
Application software publishing ¹	41,800	43,301	45,445	45,442	47,101
General business productivity and home use applications	19,834	18,956	19,311	19,807	23,067
Cross-industry application software	11,307	12,751	12,949	12,223	11,354
Vertical market application software	6,721	6,787	7,378	7,285	6,399
Utilities application software	1,144	1,372	1,459	1,566	1,687
Other services ¹	31,967	37,736	40,918	44,498	42,770
Customization and integration of packaged software	4,796	4,705	4,077	5,243	4,644
Information technology technical consulting services	4,435	5,421	6,064	5,815	5,606
Application service provisioning	(S)	(S)	(S)	(S)	(S)
Resale of computer hardware and software	2,177	3,115	3,993	4,769	4,146
Information technology-related training services	1,475	1,662	1,712	1,839	1,381
Breakdown of revenue by software sales type:					
System software	42,876	44,166	49,038	52,406	48,843
Personal computer software	14,564	14,441	17,348	18,217	17,391
Enterprise or network software	15,964	17,407	17,644	18,274	16,536
Mainframe computer software	8,831	9,246	9,679	10,503	9,592
Other system software	3,517	3,072	4,367	5,412	5,324
Application software	41,800	43,301	45,445	45,442	47,101
Personal computer software	20,404	(S)	19,348	19,696	21,194
Enterprise or network software	14,672	16,236	18,357	17,970	17,848
Mainframe computer software	2,645	2,548	2,525	2,144	2,139
Other application software	4,079	5,118	5,215	(S)	5,920

S Data do not meet publication standards. ¹ Includes other sources of revenue and other expenses, not shown separately.

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