

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.