

**Table 1143. Cable and Other Subscription Programming—Estimated Revenue and Expenses: 2005 to 2009**

[In millions of dollars (37,370 represents \$37,370,000,000). For taxable and tax-exempt employer firms. Covers NAICS 51521. 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	2005	2006	2007	2008	2009
<b>Operating revenue</b> . . . . .	<b>37,370</b>	<b>40,907</b>	<b>44,926</b>	<b>49,569</b>	<b>51,552</b>
Source of revenue:					
Licensing of rights to broadcast specialty programming <sup>1</sup> . . . . .	19,279	21,196	23,563	26,183	28,746
Air time . . . . .	16,061	17,107	18,605	19,958	19,921
All other operating services revenue . . . . .	2,030	2,604	2,758	3,428	2,885
<b>Operating expenses</b> . . . . .	<b>24,538</b>	<b>26,463</b>	<b>29,073</b>	<b>31,411</b>	<b>31,440</b>
Personnel costs . . . . .	4,831	4,754	5,592	5,894	6,104
Gross annual payroll . . . . .	3,894	3,726	4,192	4,496	4,640
Employer's cost for fringe benefits . . . . .	608	610	874	868	974
Temporary staff and leased employee expense . . . . .	329	418	526	530	490
Expensed materials, parts and supplies (not for resale) . . . . .	143	138	137	171	148
Expensed equipment . . . . .	55	50	67	80	70
Expensed purchase of other materials, parts and supplies . . . . .	88	88	70	91	78
Expensed purchased services . . . . .	2,306	2,789	2,460	3,282	3,231
Expensed purchases of software . . . . .	32	40	49	157	60
Purchased electricity and fuels (except motor fuel) . . . . .	39	39	40	69	70
Lease and rental payments . . . . .	551	494	473	550	576
Purchased repair and maintenance . . . . .	86	81	64	118	122
Purchased advertising and promotional services . . . . .	1,598	2,135	1,834	2,388	2,403
Other operating expenses . . . . .	17,258	18,782	20,884	22,064	21,957
Depreciation and amortization charges . . . . .	(S)	2,662	2,885	3,307	3,326
Government taxes and license fees . . . . .	112	79	65	66	65
Program and production costs . . . . .	11,086	12,202	13,804	14,263	14,413
All other operating expenses . . . . .	3,450	3,839	4,130	4,428	4,153

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

Source: U.S. Census Bureau, "Service Annual Survey 2009: Information Sector Services," January 2011,

<<http://www.census.gov/econ/www/servmenu.html>>.

**Table 1144. Internet Publishing and Broadcasting—Estimated Revenue and Expenses: 2005 to 2009**

[In millions of dollars (9,378 represents \$9,378,000,000). For taxable and tax-exempt employer firms. Covers NAICS 516. Establishments engaged in publishing and/or broadcasting on the Internet exclusively. 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	2005	2006	2007	2008	2009
<b>Operating revenue</b> . . . . .	<b>9,378</b>	<b>11,510</b>	<b>15,035</b>	<b>17,760</b>	<b>19,504</b>
Source of revenue:					
Publishing and broadcasting of content on the Internet . . . . .	5,498	6,316	7,576	8,894	(S)
Online advertising space . . . . .	1,812	2,579	3,469	4,298	4,957
Licensing of rights to use intellectual property . . . . .	372	442	486	495	560
All other operating revenue . . . . .	1,696	(S)	(S)	4,073	3,710
Breakdown of revenue by type of customer:					
Government . . . . .	(S)	(S)	(S)	(S)	(S)
Business firms and not-for-profit organizations . . . . .	6,615	7,894	9,784	12,061	13,454
Household consumers and individual users . . . . .	2,227	2,991	4,344	4,527	4,825
<b>Operating expenses</b> . . . . .	<b>8,202</b>	<b>10,102</b>	<b>13,211</b>	<b>15,453</b>	<b>17,080</b>
Personnel . . . . .	3,563	4,398	5,648	6,790	6,855
Gross annual payroll . . . . .	2,842	3,513	4,189	5,094	5,085
Employer's cost for fringe benefits . . . . .	507	636	892	(S)	(S)
Temporary staff and leased employee expense . . . . .	214	249	(S)	(S)	(S)
Expensed materials, parts and supplies (not for resale) . . . . .	286	322	(S)	(S)	(S)
Expensed equipment . . . . .	121	123	(S)	(S)	(S)
Expensed purchase of other materials, parts and supplies . . . . .	165	199	(S)	235	388
Expensed purchased services . . . . .	1,396	1,789	(S)	2,774	3,387
Expensed purchases of software . . . . .	176	245	(S)	307	(S)
Purchased electricity and fuels (except motor fuel) . . . . .	14	22	(S)	(S)	(S)
Lease and rental payments . . . . .	310	343	(S)	537	(S)
Purchased repair and maintenance . . . . .	90	96	(S)	(S)	(S)
Purchased advertising and promotional services . . . . .	806	1,083	1,366	1,757	(S)
Other operating expenses . . . . .	2,957	3,593	(S)	5,449	6,192
Depreciation and amortization charges . . . . .	716	811	(S)	1,272	(S)
Government taxes and license fees . . . . .	56	66	(S)	83	111

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>>.