

Table 3.0.1. Information Sector (NAICS 51) – Estimated Revenue for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| NAICS code | Kind of business | 2006 | 2005 | 2004 | Percent change | |
|------------|---|------------------|------------------|----------------|----------------|------------|
| | | | | | 2006/2005 | 2005/2004 |
| 51 | Information | 1,056,045 | 1,003,010 | 955,083 | 5.3 | 5.0 |
| 511 | Publishing industries (except Internet) | 279,415 | 269,283 | 256,301 | 3.8 | 5.1 |
| 5111 | Newspaper, periodical, book, and directory publishers | 148,688 | 147,974 | 144,040 | 0.5 | 2.7 |
| 51111 | Newspaper publishers | 48,861 | 49,723 | 48,366 | -1.7 | 2.8 |
| 51112 | Periodical publishers | 46,287 | 44,051 | 42,290 | 5.1 | 4.2 |
| 51113 | Book publishers | 28,192 | 28,027 | 27,853 | 0.6 | 0.6 |
| 51114 | Directory and mailing list publishers | 18,929 | 19,458 | 18,040 | -2.7 | 7.9 |
| 51119 | Other publishers | 6,419 | 6,715 | 7,491 | -4.4 | -10.4 |
| 511191 | Greeting card publishers | 4,122 | 4,552 | 5,075 | -9.4 | -10.3 |
| 511199 | All other publishers | 2,297 | 2,163 | 2,416 | 6.2 | -10.5 |
| 5112 | Software publishers | 130,727 | 121,309 | 112,261 | 7.8 | 8.1 |
| 512 | Motion picture and sound recording industries | 94,400 | 92,231 | 88,269 | 2.4 | 4.5 |
| 5121 | Motion picture and video industries | 73,241 | 73,503 | 71,774 | -0.4 | 2.4 |
| 5121x | Motion picture and video production and distribution ¹ | 57,770 | 58,487 | 56,605 | -1.2 | 3.3 |
| 51213 | Motion picture and video exhibition | 11,080 | 10,789 | 11,180 | 2.7 | -3.5 |
| 512131 | Motion picture theaters (except drive-ins) | 10,869 | 10,669 | 11,069 | 1.9 | -3.6 |
| 512132 | Drive-in motion picture theaters | S | 120 | 111 | S | 8.1 |
| 51219 | Postproduction services and other motion picture and video industries | 4,391 | 4,227 | 3,989 | 3.9 | 6.0 |
| 512191 | Teleproduction and other postproduction services | 3,480 | 3,366 | 3,193 | 3.4 | 5.4 |
| 512199 | Other motion picture and video industries | 911 | 861 | 796 | 5.8 | 8.2 |
| 5122 | Sound recording industries | 21,159 | 18,728 | 16,495 | 13.0 | 13.5 |
| 51221 | Record production | 317 | 338 | 352 | -6.2 | -4.0 |
| 51222 | Integrated record production and distribution | 14,237 | 12,866 | 11,021 | 10.7 | 16.7 |
| 51223 | Music publishers | 5,093 | 4,175 | 3,885 | 22.0 | 7.5 |
| 51224 | Sound recording studios | 869 | 767 | 724 | 13.3 | 5.9 |
| 51229 | Other sound recording industries | 643 | 582 | 513 | 10.5 | 13.5 |
| 515 | Broadcasting (except Internet) | 94,872 | 88,911 | 83,466 | 6.7 | 6.5 |
| 5151 | Radio and television broadcasting | 56,435 | 53,308 | 52,093 | 5.9 | 2.3 |
| 51511 | Radio broadcasting | 18,107 | 17,011 | 16,494 | 6.4 | 3.1 |
| 515111 | Radio networks | 4,411 | 3,298 | 2,677 | 33.7 | 23.2 |
| 515112 | Radio stations | 13,696 | 13,713 | 13,817 | -0.1 | -0.8 |
| 51512 | Television broadcasting | 38,328 | 36,297 | 35,599 | 5.6 | 2.0 |
| 5152 | Cable and other subscription programming | 38,437 | 35,603 | 31,373 | 8.0 | 13.5 |
| 516 | Internet publishing and broadcasting | 12,448 | 10,603 | 8,695 | 17.4 | 21.9 |
| 517 | Telecommunications | 469,585 | 446,325 | 429,430 | 5.2 | 3.9 |
| 5171 | Wired telecommunications carriers | 199,933 | 206,778 | 211,176 | -3.3 | -2.1 |
| 5172 | Wireless telecommunications carriers (except satellite) | 160,159 | 140,096 | 127,602 | 14.3 | 9.8 |
| 517211 | Paging | 1,643 | 2,014 | 1,909 | -18.4 | 5.5 |
| 517212 | Cellular and other wireless telecommunications | 158,516 | 138,082 | 125,693 | 14.8 | 9.9 |
| 5173 | Telecommunications resellers | 12,788 | 11,237 | 9,849 | 13.8 | 14.1 |
| 5174 | Satellite telecommunications | 6,077 | 5,676 | 6,030 | 7.1 | -5.9 |
| 5175 | Cable and other program distribution | 88,724 | 80,493 | 73,317 | 10.2 | 9.8 |

See footnotes at end of table.

Table 3.0.1. Information Sector (NAICS 51) – Estimated Revenue for Employer Firms: 2004 Through 2006—Con.

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| NAICS code | Kind of business | 2006 | 2005 | 2004 | Percent change | |
|------------|--|--------|--------|--------|----------------|-----------|
| | | | | | 2006/2005 | 2005/2004 |
| 5179 | Other telecommunications | 1,904 | 2,045 | 1,456 | -6.9 | 40.5 |
| 518 | Internet service providers, web search portals, and data processing services | 97,838 | 88,814 | 82,491 | 10.2 | 7.7 |
| 5181 | Internet service providers and web search portals | 27,775 | 25,863 | 25,161 | 7.4 | 2.8 |
| 518111 | Internet service providers | 18,576 | 18,910 | 20,201 | -1.8 | -6.4 |
| 518112 | Web search portals | 9,199 | 6,953 | 4,960 | 32.3 | 40.2 |
| 5182 | Data processing, hosting, and related services | 70,063 | 62,951 | 57,330 | 11.3 | 9.8 |
| 519 | Other information services | 7,487 | 6,843 | 6,431 | 9.4 | 6.4 |
| 51911 | News syndicates | 2,241 | 2,089 | 1,972 | 7.3 | 5.9 |
| 51912 | Libraries and archives | 2,117 | 2,033 | 1,879 | 4.1 | 8.2 |
| 51919 | All other information services | 3,129 | 2,721 | S | 15.0 | S |

S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

¹Includes NAICS 51211 (Motion picture and video production) and NAICS 51212 (Motion picture and video distribution).

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.0.1 provides estimated measures of sampling variability.

Table 3.0.2. Information Sector (NAICS 51) – Estimated Export Revenue for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| NAICS code | Kind of business | 2006 | 2005 | 2004 | Percent change | |
|------------|---|---------------|---------------|---------------|----------------|------------|
| | | | | | 2006/2005 | 2005/2004 |
| 51 | Information | 41,308 | 43,194 | 41,324 | -4.4 | 4.5 |
| 511 | Publishing industries (except Internet) | 17,782 | 17,516 | 16,612 | 1.5 | 5.4 |
| 5111 | Newspaper, periodical, book, and directory publishers | 2,037 | 2,515 | 2,083 | -19.0 | 20.7 |
| 51111 | Newspaper publishers | S | 49 | 63 | S | -22.2 |
| 51112 | Periodical publishers | 813 | S | 1,002 | S | S |
| 51113 | Book publishers | 686 | 612 | 624 | 12.1 | -1.9 |
| 51114 | Directory and mailing list publishers | 328 | 305 | 244 | 7.5 | 25.0 |
| 51119 | Other publishers | 120 | 97 | 150 | 23.7 | -35.3 |
| 511191 | Greeting card publishers | 40 | 46 | 76 | -13.0 | -39.5 |
| 511199 | All other publishers | 80 | 51 | 74 | 56.9 | -31.1 |
| 5112 | Software publishers | 15,745 | 15,001 | 14,529 | 5.0 | 3.2 |
| 512 | Motion picture and sound recording industries | 14,838 | 14,894 | 14,627 | -0.4 | 1.8 |
| 5121 | Motion picture and video industries | 14,700 | 14,757 | 14,487 | -0.4 | 1.9 |
| 5121x | Motion picture and video production and distribution ¹ | 14,559 | 14,629 | 14,390 | -0.5 | 1.7 |
| 51213 | Motion picture and video exhibition | X | X | X | X | X |
| 512131 | Motion picture theaters (except drive-ins) | X | X | X | X | X |
| 512132 | Drive-in motion picture theaters | X | X | X | X | X |
| 51219 | Postproduction services and other motion picture and video industries | 141 | 128 | 97 | 10.2 | 32.0 |
| 512191 | Teleproduction and other postproduction services | 25 | 20 | 19 | 25.0 | 5.3 |
| 512199 | Other motion picture and video industries | 116 | 108 | 78 | 7.4 | 38.5 |
| 5122 | Sound recording industries | 138 | 137 | 140 | 0.7 | -2.1 |
| 51221 | Record production | S | S | S | S | S |
| 51222 | Integrated record production and distribution | S | 66 | 71 | S | -7.0 |
| 51223 | Music publishers | 61 | S | S | S | S |
| 51224 | Sound recording studios | 4 | 3 | S | 33.3 | S |
| 51229 | Other sound recording industries | S | S | S | S | S |
| 515 | Broadcasting (except Internet) | 267 | 315 | 245 | -15.2 | 28.6 |
| 5151 | Radio and television broadcasting | S | S | S | S | S |
| 51511 | Radio broadcasting | S | S | S | S | S |
| 515111 | Radio networks | S | S | S | S | S |
| 515112 | Radio stations | NA | NA | NA | NA | NA |
| 51512 | Television broadcasting | S | S | S | S | S |
| 5152 | Cable and other subscription programming | 228 | 292 | 224 | -21.9 | 30.4 |
| 516 | Internet publishing and broadcasting | 142 | 123 | 148 | 15.4 | -16.9 |
| 517 | Telecommunications | 2,290 | 5,273 | 5,726 | -56.6 | -7.9 |
| 5171 | Wired telecommunications carriers | S | 2,674 | 3,348 | S | -20.1 |
| 5172 | Wireless telecommunications carriers (except satellite) | S | 507 | 409 | S | 24.0 |
| 517211 | Paging | S | S | S | S | S |
| 517212 | Cellular and other wireless telecommunications | 414 | 498 | 399 | -16.9 | 24.8 |
| 5173 | Telecommunications resellers | 123 | 123 | 132 | Z | -6.8 |
| 5174 | Satellite telecommunications | D | 1,631 | 1,608 | D | 1.4 |
| 5175 | Cable and other program distribution | D | 193 | 140 | D | 37.9 |

See footnotes at end of table.

Table 3.0.2. Information Sector (NAICS 51) – Estimated Export Revenue for Employer Firms: 2004 Through 2006—Con.

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| NAICS code | Kind of business | 2006 | 2005 | 2004 | Percent change | |
|------------|--|-------|-------|-------|----------------|-----------|
| | | | | | 2006/2005 | 2005/2004 |
| 5179 | Other telecommunications | 90 | S | S | S | S |
| 518 | Internet service providers, web search portals, and data processing services | 4,293 | 3,667 | 2,759 | 17.1 | 32.9 |
| 5181 | Internet service providers and web search portals | 2,357 | 1,559 | 882 | 51.2 | 76.8 |
| 518111 | Internet service providers | D | S | S | D | S |
| 518112 | Web search portals | D | 1,265 | 705 | D | 79.4 |
| 5182 | Data processing, hosting, and related services | 1,936 | 2,108 | 1,877 | -8.2 | 12.3 |
| 519 | Other information services | 1,696 | 1,406 | 1,207 | 20.6 | 16.5 |
| 51911 | News syndicates | 237 | 243 | 224 | -2.5 | 8.5 |
| 51912 | Libraries and archives | 14 | 13 | 13 | 7.7 | Z |
| 51919 | All other information services | 1,445 | 1,150 | 970 | 25.7 | 18.6 |

NA Not available. Z Absolute value is less than 0.05. X Not applicable. D Estimate in table is withheld to avoid disclosing data of individual companies; data are included in higher level totals. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see

¹Includes NAICS 51211 (Motion picture and video production) and NAICS 51212 (Motion picture and video distribution).

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>. Appendix A, Table A-3.0.2 provides estimated measures of sampling variability.

Table 3.1.1. Newspaper Publishers (NAICS 51111) – Estimated Sources of Revenue, Inventories and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|---------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 48,861 | 49,723 | 48,366 | -1.7 | 2.8 |
| Sources of Revenue | | | | | |
| General newspapers | 40,908 | 41,577 | 40,569 | -1.6 | 2.5 |
| Subscriptions and sales | 8,658 | 8,626 | 8,623 | 0.4 | Z |
| Advertising space | 32,250 | 32,951 | 31,946 | -2.1 | 3.1 |
| Specialized newspapers | 2,623 | 2,488 | 2,411 | 5.4 | 0.3 |
| Subscriptions and sales | S | S | S | S | S |
| Advertising space | 2,241 | 2,205 | 2,121 | 1.6 | 4.0 |
| Other operating revenue | 5,331 | 5,658 | 5,386 | -5.8 | 5.1 |
| Printing services | 1,257 | 1,356 | 1,253 | -7.3 | 8.2 |
| Distribution services | 1,971 | 2,088 | 2,017 | -5.6 | 3.5 |
| All other operating revenue | 2,103 | 2,214 | 2,116 | -5.0 | 4.6 |
| Breakdown of Revenue by Media Type | | | | | |
| Print newspapers | 40,979 | 41,550 | 40,705 | -1.4 | 2.1 |
| Online newspapers | 2,128 | 2,135 | 1,869 | -0.3 | 14.2 |
| Other media newspapers | 423 | 381 | 406 | 11.0 | -6.2 |
| Breakdown of Revenue by Advertising Revenue | | | | | |
| Classified advertising | 11,354 | 11,728 | 11,121 | -3.2 | 5.5 |
| All other advertising | 23,137 | 23,427 | 22,946 | -1.2 | 2.1 |
| Inventories at End of Year | | | | | |
| Total | 687 | 703 | 683 | -2.3 | 2.9 |
| Finished goods | D | 32 | S | D | S |
| Work-in-process | D | S | S | D | S |
| Materials, supplies, fuel, etc. | 607 | 641 | 626 | -5.3 | 2.4 |
| Operating Expenses | | | | | |
| Total | 42,269 | 41,093 | 39,998 | 2.9 | 2.7 |
| Personnel costs | 19,570 | 19,870 | 19,451 | -1.5 | 2.2 |
| Gross annual payroll | 15,273 | 15,756 | 15,433 | -3.1 | 2.1 |
| Employer's cost for fringe benefits | 4,056 | 3,884 | 3,766 | 4.4 | 3.1 |
| Temporary staff and leased employee expense | 241 | 230 | 251 | 4.8 | -8.4 |
| Expensed materials, parts and supplies (not for resale) | 3,969 | 4,373 | 4,396 | -9.2 | -0.5 |
| Expensed equipment | 75 | 72 | 83 | 4.2 | -13.3 |
| Expensed purchase of other materials, parts, and supplies | 3,894 | 4,301 | 4,313 | -9.5 | -0.3 |
| Expensed purchased services | 3,587 | 3,313 | 3,104 | 8.3 | 6.7 |
| Expensed purchases of software | 96 | 88 | 79 | 9.1 | 11.4 |
| Purchased electricity and fuels (except motor fuels) | 355 | 340 | 298 | 4.4 | 14.1 |
| Lease and rental payments | 587 | 573 | 545 | 2.4 | 5.1 |
| Purchased repair and maintenance | 359 | 368 | 369 | -2.4 | -0.3 |
| Purchased advertising and promotional services | 675 | 670 | 616 | 0.7 | 8.8 |
| Purchased printing services | 1,515 | 1,274 | 1,198 | 18.9 | 6.3 |
| Other operating expenses | 15,142 | 13,537 | 13,047 | 11.9 | 3.8 |
| Depreciation and amortization charges | 2,004 | 1,868 | 1,849 | 7.3 | 1.0 |
| Governmental taxes and license fees | 414 | 386 | 378 | 7.3 | 2.1 |
| All other operating expenses | 12,724 | 11,284 | 10,820 | 12.8 | 4.3 |

Z Absolute value is less than 0.05. D Estimate in table is withheld to avoid disclosing data of individual companies; data are included in higher level totals. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see <http://www.census.gov/quality/S20->

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>. Appendix A, Table A-3.1.1 provides estimated measures of sampling variability.

Table 3.1.2. Periodical Publishers (NAICS 51112) – Estimated Sources of Revenue, Inventories and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|---------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 46,287 | 44,051 | 42,290 | 5.1 | 4.2 |
| Sources of Revenue | | | | | |
| General interest periodicals | 25,902 | 24,117 | 23,519 | 7.4 | 2.6 |
| Subscriptions and sales | 8,479 | 8,092 | 8,267 | 4.8 | -2.1 |
| Advertising space | 17,423 | 16,025 | 15,252 | 8.7 | 5.1 |
| Professional and academic periodicals | 7,926 | 7,882 | 7,658 | 0.6 | 2.9 |
| Subscriptions and sales | 4,464 | 4,423 | 4,229 | 0.9 | 4.6 |
| Advertising space | 3,462 | 3,459 | 3,429 | 0.1 | 0.9 |
| Other periodicals | 4,732 | 4,680 | 4,254 | 1.1 | 10.0 |
| Subscriptions and sales | 2,355 | 2,336 | 2,156 | 0.8 | 8.3 |
| Advertising space | 2,377 | 2,344 | 2,098 | 1.4 | 11.7 |
| Other operating revenue | 7,727 | 7,373 | 6,859 | 4.8 | 7.5 |
| Printing services for others | 858 | 904 | 982 | -5.1 | -7.9 |
| Licensing of rights to content | 418 | 294 | 235 | 42.2 | 25.1 |
| All other operating revenue | 6,451 | 6,176 | 5,642 | 4.5 | 9.5 |
| Breakdown of Revenue by Media Type | | | | | |
| Print periodicals | 34,841 | 33,834 | 32,909 | 3.0 | 2.8 |
| Online periodicals | 3,061 | 2,299 | 2,052 | 33.1 | 12.0 |
| Other media periodicals | 658 | 545 | 470 | 20.7 | 16.0 |
| Inventories at End of Year | | | | | |
| Total | 1,804 | 1,913 | 1,639 | -5.7 | 16.7 |
| Finished goods | 1,225 | 1,270 | 1,100 | -3.5 | 15.5 |
| Work-in-process | 150 | 154 | 128 | -2.6 | 20.3 |
| Materials, supplies, fuel, etc. | 429 | 489 | 411 | -12.3 | 19.0 |
| Operating Expenses | | | | | |
| Total | 36,105 | 37,695 | 34,614 | -4.2 | 8.9 |
| Personnel costs | 14,342 | 14,668 | 13,274 | -2.2 | 10.5 |
| Gross annual payroll | 11,719 | 11,873 | 10,855 | -1.3 | 9.4 |
| Employer's cost for fringe benefits | 2,159 | 2,282 | 1,946 | -5.4 | 17.3 |
| Temporary staff and leased employee expense | 464 | 513 | 473 | -9.6 | 8.5 |
| Expensed materials, parts and supplies (not for resale) | 1,368 | 1,535 | 1,435 | -10.9 | 7.0 |
| Expensed equipment | 171 | 163 | 137 | 4.9 | 19.0 |
| Expensed purchase of other materials, parts, and supplies | 1,198 | 1,372 | 1,298 | -12.7 | 5.7 |
| Expensed purchased services | 7,725 | 7,537 | 6,936 | 2.5 | 8.7 |
| Expensed purchases of software | 174 | 212 | 242 | -17.9 | -12.4 |
| Purchased electricity and fuels (except motor fuels) | 115 | 117 | 93 | -1.7 | 25.8 |
| Lease and rental payments | 1,036 | 1,104 | 985 | -6.2 | 12.1 |
| Purchased repair and maintenance | 143 | 164 | 136 | -12.8 | 20.6 |
| Purchased advertising and promotional services | 1,901 | 1,995 | 1,801 | -4.7 | 10.8 |
| Purchased printing services | 4,356 | 3,945 | 3,678 | 10.4 | 7.3 |
| Other operating expenses | 12,669 | 13,955 | 12,969 | -9.2 | 7.6 |
| Depreciation and amortization charges | 1,354 | 1,555 | 1,412 | -12.9 | 10.1 |
| Governmental taxes and license fees | 135 | 148 | 139 | -8.8 | 6.5 |
| All other operating expenses | 11,180 | 12,252 | 11,419 | -8.7 | 7.3 |

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>. Appendix A, Table A-3.1.2 provides estimated measures of sampling variability.

Table 3.1.3. Book Publishers (NAICS 51113) – Estimated Sources of Revenue, Inventories and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|---------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 28,192 | 28,027 | 27,853 | 0.6 | 0.6 |
| Sources of Revenue | | | | | |
| Books | 24,272 | 24,239 | 24,398 | 0.1 | -0.7 |
| Textbooks | 10,139 | 9,919 | 9,657 | 2.2 | 2.7 |
| Children's books | 3,094 | 3,073 | 3,162 | 0.7 | -2.8 |
| General reference books | 1,136 | 1,144 | 1,520 | -0.7 | -24.7 |
| Professional, technical, and scholarly books | 3,363 | 3,274 | 3,799 | 2.7 | -13.8 |
| Adult trade books | 6,540 | 6,829 | 6,260 | -4.2 | 9.1 |
| All other operating revenue | 3,919 | 3,788 | 3,455 | 3.5 | 9.6 |
| Breakdown of Revenue by Media Type | | | | | |
| Print books | 22,764 | 22,883 | 23,063 | -0.5 | -0.8 |
| Online books | 714 | 666 | 659 | 7.2 | 1.1 |
| Other media books | 795 | 690 | 675 | 15.2 | 2.2 |
| Inventories at End of Year | | | | | |
| Total | 4,336 | 4,538 | 4,457 | -4.5 | 1.8 |
| Finished goods | 3,657 | 3,791 | 3,748 | -3.5 | 1.1 |
| Work-in-process | 511 | 574 | 531 | -11.0 | 8.1 |
| Materials, supplies, fuel, etc. | 169 | 173 | 178 | -2.3 | -2.8 |
| Operating Expenses | | | | | |
| Total | 16,268 | 16,754 | 15,999 | -2.9 | 4.7 |
| Personnel costs | 6,703 | 6,634 | 6,581 | 1.0 | 0.8 |
| Gross annual payroll | 5,336 | 5,301 | 5,244 | 0.7 | 1.1 |
| Employer's cost for fringe benefits | 1,121 | 1,118 | 1,125 | 0.3 | -0.6 |
| Temporary staff and leased employee expense | 246 | 215 | S | 14.4 | S |
| Expensed materials, parts and supplies (not for resale) | 465 | 487 | 560 | -4.5 | -13.0 |
| Expensed equipment | 225 | 214 | 235 | 5.1 | -8.9 |
| Expensed purchase of other materials, parts, and supplies | 240 | 273 | S | -12.1 | S |
| Expensed purchased services | 3,353 | 3,244 | 3,019 | 3.4 | 7.5 |
| Expensed purchases of software | 111 | S | S | S | S |
| Purchased electricity and fuels (except motor fuels) | 66 | 62 | 65 | 6.5 | -4.6 |
| Lease and rental payments | 538 | 545 | 571 | -1.3 | -4.6 |
| Purchased repair and maintenance | 110 | 109 | 108 | 0.9 | 0.9 |
| Purchased advertising and promotional services | 911 | 935 | 923 | -2.6 | 1.3 |
| Purchased printing services | 1,617 | 1,485 | 1,243 | 8.9 | 19.5 |
| Other operating expenses | 5,748 | 6,389 | 5,839 | -10.0 | 9.4 |
| Depreciation and amortization charges | 1,050 | 978 | 899 | 7.4 | 8.8 |
| Governmental taxes and license fees | 74 | 80 | 83 | -7.5 | -3.6 |
| All other operating expenses | 4,624 | 5,332 | 4,857 | -13.3 | 9.8 |

S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.3 provides estimated measures of sampling variability.

Table 3.1.4. Directory and Mailing List Publishers (NAICS 51114) – Estimated Sources of Revenue, Inventories and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|--|---------------|---------------|---------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 18,929 | 19,458 | 18,040 | -2.7 | 7.9 |
| Sources of Revenue | | | | | |
| Directories | 14,039 | 14,300 | 13,581 | -1.8 | 5.3 |
| Subscriptions and sales | 358 | 411 | 375 | -12.9 | 9.6 |
| Advertising space | 13,681 | 13,889 | 13,206 | -1.5 | 5.2 |
| Databases, and other collections of information | 2,788 | 2,933 | 2,494 | -4.9 | 17.6 |
| Subscriptions and sales | 2,516 | 2,638 | 2,276 | -4.6 | 15.9 |
| Advertising space | 272 | 295 | 218 | -7.8 | 35.3 |
| Other operating revenue | 2,102 | 2,225 | 1,966 | -5.5 | 13.2 |
| Rental or sale of mailing lists | 558 | 584 | 496 | -4.5 | 17.7 |
| All other operating revenue | 1,544 | 1,641 | 1,470 | -5.9 | 11.6 |
| Breakdown of Revenue by Media Type | | | | | |
| Print directories, databases, and other collections of information | 13,644 | 13,534 | 13,032 | 0.8 | 3.9 |
| Online directories, databases, and other collections of information | 2,941 | 3,439 | 2,619 | -14.5 | 31.3 |
| Other media directories, databases, and other collections of information | 242 | 260 | 424 | -6.9 | -38.7 |
| Inventories at End of Year | | | | | |
| Total | 326 | 408 | 388 | -20.1 | 5.2 |
| Finished goods | 137 | 182 | 158 | -24.7 | 15.2 |
| Work-in-process | S | 28 | 29 | S | -3.4 |
| Materials, supplies, fuel, etc. | 168 | 198 | 202 | -15.2 | -2.0 |
| Operating Expenses | | | | | |
| Total | 10,997 | 11,052 | 10,487 | -0.5 | 5.4 |
| Personnel costs | 4,384 | 4,415 | 3,956 | -0.7 | 11.6 |
| Gross annual payroll | 3,282 | 3,437 | 3,070 | -4.5 | 12.0 |
| Employer's cost for fringe benefits | 881 | 784 | 657 | 12.4 | 19.3 |
| Temporary staff and leased employee expense | 221 | 194 | 229 | 13.9 | -15.3 |
| Expensed materials, parts and supplies (not for resale) | 856 | 733 | 718 | 16.8 | 2.1 |
| Expensed equipment | 22 | 25 | 22 | -12.0 | 13.6 |
| Expensed purchase of other materials, parts, and supplies | 833 | 708 | 696 | 17.7 | 1.7 |
| Expensed purchased services | 1,456 | 1,591 | 1,500 | -8.5 | 6.1 |
| Expensed purchases of software | 46 | 39 | 37 | 17.9 | 5.4 |
| Purchased electricity and fuels (except motor fuels) | 21 | 18 | 17 | 16.7 | 5.9 |
| Lease and rental payments | 254 | 258 | 317 | -1.6 | -18.6 |
| Purchased repair and maintenance | 40 | 45 | 44 | -11.1 | 2.3 |
| Purchased advertising and promotional services | 383 | 359 | 345 | 6.7 | 4.1 |
| Purchased printing services | 712 | 871 | 741 | -18.3 | 17.5 |
| Other operating expenses | 4,301 | 4,313 | 4,313 | -0.3 | Z |
| Depreciation and amortization charges | 709 | 613 | 598 | 15.7 | 2.5 |
| Governmental taxes and license fees | 33 | 57 | 75 | -42.1 | -24.0 |
| All other operating expenses | 3,560 | 3,643 | 3,639 | -2.3 | 0.1 |

Z Absolute value is less than 0.05. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>. Appendix A, Table A-3.1.4 provides estimated measures of sampling variability.

Table 3.1.5. Greeting Card Publishers (NAICS 511191) – Estimated Sources of Revenue, Inventories and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|--------------|--------------|--------------|----------------|--------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 4,122 | 4,552 | 5,075 | -9.4 | -10.3 |
| Sources of Revenue | | | | | |
| Greeting cards | 2,899 | 3,236 | 3,604 | -10.4 | -10.2 |
| All other operating revenue ¹ | 1,222 | 1,317 | 1,471 | -7.2 | -10.5 |
| Inventories at End of Year | | | | | |
| Total | 534 | 512 | S | 4.3 | S |
| Finished goods | 398 | 380 | 404 | 4.7 | -5.9 |
| Work-in-process | 51 | 45 | S | 13.3 | S |
| Materials, supplies, fuel, etc. | 86 | 87 | S | -1.1 | S |
| Operating Expenses | | | | | |
| Total | 2,803 | 2,740 | 2,825 | 2.3 | -3.0 |
| Personnel costs | 932 | 870 | 874 | 7.1 | -0.5 |
| Gross annual payroll | 867 | 807 | 802 | 7.4 | 0.6 |
| Employer's cost for fringe benefits | 40 | 40 | 45 | Z | -11.1 |
| Temporary staff and leased employee expense | 26 | 24 | 26 | 8.3 | -7.7 |
| Expensed materials, parts and supplies (not for resale) | 76 | 72 | 72 | 5.6 | Z |
| Expensed equipment | D | 25 | 26 | D | -3.8 |
| Expensed purchase of other materials, parts, and supplies | D | 47 | 46 | D | 2.2 |
| Expensed purchased services | 260 | 238 | 257 | 9.2 | -7.4 |
| Expensed purchases of software | D | 3 | 4 | D | -25.0 |
| Purchased electricity and fuels (except motor fuels) | 18 | 17 | 17 | 5.9 | Z |
| Lease and rental payments | 25 | 24 | 24 | 4.2 | Z |
| Purchased repair and maintenance | 18 | 16 | 16 | 12.5 | Z |
| Purchased advertising and promotional services | D | 136 | 155 | D | -12.3 |
| Purchased printing services | 49 | 42 | 42 | 16.7 | Z |
| Other operating expenses | 1,534 | 1,560 | 1,622 | -1.7 | -3.8 |
| Depreciation and amortization charges | 132 | 129 | 131 | 2.3 | -1.5 |
| Governmental taxes and license fees | 12 | 11 | 11 | 9.1 | Z |
| All other operating expenses | 1,390 | 1,420 | 1,480 | -2.1 | -4.1 |

Z Absolute value is less than 0.05. D Estimate in table is withheld to avoid disclosing data of individual companies; data are included in higher level totals. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see <http://www.census.gov/quality/S20->

¹Includes calendar publishing, map and atlas publishing, pattern publishing, other miscellaneous publishing, contract printing, sale of licensing of rights to content, sale of advertising space, rental or sale of mailing lists, and publishing services for others.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>. Appendix A, Table A-3.1.5 provides estimated measures of sampling variability.

Table 3.1.6. Software Publishers (NAICS 5112) – Estimated Sources of Revenue, Inventories and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|----------------|----------------|----------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 130,727 | 121,309 | 112,261 | 7.8 | 8.1 |
| System software publishing | 50,289 | 48,727 | 45,555 | 3.2 | 7.0 |
| Operating systems software | 18,904 | 19,118 | 18,742 | -1.1 | 2.0 |
| Network software | 13,239 | 12,733 | 11,021 | 4.0 | 15.5 |
| Database management software | 8,197 | 7,074 | 6,751 | 15.9 | 4.8 |
| Development tools and programming languages software | 3,541 | 3,706 | 3,761 | -4.5 | -1.5 |
| Other systems software | 6,409 | 6,097 | 5,281 | 5.1 | 15.5 |
| Application software publishing | 48,068 | 45,889 | 41,893 | 4.7 | 9.5 |
| General business productivity and home use applications | 21,467 | 21,159 | 18,412 | 1.5 | 14.9 |
| Cross-industry application software | 14,748 | 13,327 | 12,820 | 10.7 | 4.0 |
| Vertical market application software | 7,113 | 7,528 | 7,092 | -5.5 | 6.1 |
| Utilities application software | 1,273 | 1,015 | 944 | 25.4 | 7.5 |
| Other application software | 3,468 | 2,859 | 2,626 | 21.3 | 8.9 |
| Other services | 32,369 | 26,693 | 24,813 | 21.3 | 7.6 |
| Custom application design and development | 6,678 | 5,287 | 4,699 | 26.3 | 12.5 |
| Information technology technical consulting services | 4,123 | 4,638 | 4,208 | -11.1 | 10.2 |
| Application service provisioning | S | S | S | S | S |
| Resale of computer hardware and software | S | 2,425 | 2,793 | S | -13.2 |
| Information technology related training services | 1,903 | 1,646 | 1,575 | 15.6 | 4.5 |
| All other operating revenue | 15,723 | 11,855 | 11,043 | 32.6 | 7.4 |
| Breakdown of Revenue by Software Sales Type | | | | | |
| System software | 50,289 | 48,727 | 45,555 | 3.2 | 7.0 |
| Personal computer software | S | 16,675 | 16,419 | S | 1.6 |
| Enterprise or network software | S | 18,049 | 15,718 | S | 14.8 |
| Mainframe computer software | 9,319 | 10,145 | 10,241 | -8.1 | -0.9 |
| Other system software | S | 3,858 | 3,177 | S | 21.4 |
| Application software | 48,068 | 45,889 | 41,893 | 4.7 | 9.5 |
| Personal computer software | S | 21,558 | 18,448 | S | 16.9 |
| Enterprise or network software | 17,225 | 16,847 | 15,571 | 2.2 | 8.2 |
| Mainframe computer software | 3,037 | 2,943 | 2,798 | 3.2 | 5.2 |
| Other application software | 5,977 | 4,541 | 5,077 | 31.6 | -10.6 |
| Inventories at End of Year | | | | | |
| Total | 1,516 | 1,551 | 1,438 | -2.3 | 7.9 |
| Finished goods | 1,196 | 1,079 | 835 | 10.8 | 29.2 |
| Work-in-process | 26 | 54 | 58 | -51.9 | -6.9 |
| Materials, supplies, fuel, etc | 294 | 418 | 545 | -29.7 | -23.3 |

See footnotes at end of table.

Table 3.1.6. Software Publishers (NAICS 5112) – Estimated Sources of Revenue, Inventories and Expenses for Employer Firms: 2004 Through 2006—Con.

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|---------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Expenses | | | | | |
| Total | 90,583 | 88,168 | 89,665 | 2.7 | -1.7 |
| Personnel costs | 52,248 | 50,564 | 51,005 | 3.3 | -0.9 |
| Gross annual payroll | 41,352 | 41,406 | 42,853 | -0.1 | -3.4 |
| Employer's cost for fringe benefits | 7,979 | 6,666 | 6,099 | 19.7 | 9.3 |
| Temporary staff and leased employee expense | 2,917 | 2,492 | 2,052 | 17.1 | 21.4 |
| Expensed materials, parts and supplies (not for resale) | 2,062 | 2,352 | 3,326 | -12.3 | -29.3 |
| Expensed equipment | 662 | 777 | 659 | -14.8 | 17.9 |
| Expensed purchase of other materials, parts, and supplies | 1,400 | 1,574 | S | -11.1 | S |
| Expensed purchased services | 10,827 | 10,041 | 9,488 | 7.8 | 5.8 |
| Expensed purchases of software | 1,331 | 1,028 | 997 | 29.5 | 3.1 |
| Purchased electricity and fuels (except motor fuels) | 315 | 281 | 251 | 12.1 | 12.0 |
| Lease and rental payments | 2,085 | 2,325 | 2,558 | -10.3 | -9.1 |
| Purchased repair and maintenance | 476 | 430 | 380 | 10.7 | 13.2 |
| Purchased advertising and promotional services | S | 5,755 | 5,012 | S | 14.8 |
| Purchased software reproduction | S | S | S | S | S |
| Other operating expenses | 25,446 | 25,211 | 25,845 | 0.9 | -2.5 |
| Depreciation and amortization charges | 4,216 | 4,299 | 4,096 | -1.9 | 5.0 |
| Governmental taxes and license fees | 329 | 328 | 260 | 0.3 | 26.2 |
| All other operating expenses | 20,900 | 20,585 | 21,489 | 1.5 | -4.2 |

S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.1.6 provides estimated measures of sampling variability.

Table 3.2.1. Motion Picture and Sound Recording Industries (NAICS 512) – Estimated Revenue and Inventories for Employer Firms: 2004 Through 2006

Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|--|---------------|---------------|---------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| MOTION PICTURE AND SOUND RECORDING INDUSTRIES (NAICS 512) | | | | | |
| Operating revenue | | | | | |
| Total | 94,400 | 92,231 | 88,269 | 2.4 | 4.5 |
| Inventories at End of Year | | | | | |
| Total | 27,352 | 25,341 | 25,131 | 7.9 | 0.8 |
| Finished goods | 21,264 | 18,970 | 18,938 | 12.1 | 0.2 |
| Work-in-process | 5,816 | 6,115 | 5,965 | -4.9 | 2.5 |
| Materials, supplies, fuel, etc. | 272 | 256 | 230 | 6.3 | 11.3 |
| MOTION PICTURE AND VIDEO INDUSTRIES (NAICS 5121) | | | | | |
| Operating revenue | | | | | |
| Total | 73,241 | 73,503 | 71,774 | -0.4 | 2.4 |
| Inventories at End of Year | | | | | |
| Total | 26,757 | 24,783 | 24,627 | 8.0 | 0.6 |
| Finished goods | 20,774 | 18,504 | 18,506 | 12.3 | Z |
| Work-in-process | 5,790 | 6,099 | 5,952 | -5.1 | 2.5 |
| Materials, supplies, fuel, etc. | 194 | 180 | 170 | 7.8 | 5.9 |
| SOUND RECORDING INDUSTRIES (NAICS 5122) | | | | | |
| Operating revenue | | | | | |
| Total | 21,159 | 18,728 | 16,495 | 13.0 | 13.5 |
| Inventories at End of Year | | | | | |
| Total | 595 | 558 | 506 | 6.6 | 10.7 |
| Finished goods | 490 | 466 | 432 | 5.2 | 7.9 |
| Work-in-process | S | 16 | 14 | S | 14.3 |
| Materials, supplies, fuel, etc. | 78 | 76 | 60 | 2.6 | 26.7 |

Z Absolute value is less than 0.05. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>. Appendix A, Table A-3.2.1 provides estimated measures of sampling variability.

Table 3.2.2. Motion Picture and Video Production and Distribution (NAICS 5121X) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|---------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 57,770 | 58,487 | 56,605 | -1.2 | 3.3 |
| Sources of Revenue | | | | | |
| Domestic licensing of rights to motion picture films | 13,801 | 12,890 | 12,538 | 7.1 | 2.8 |
| Domestic licensing of rights to television programs | 6,981 | 7,918 | 9,738 | -11.8 | -18.7 |
| International licensing of rights to motion picture films | 7,691 | 7,458 | 5,938 | 3.1 | 25.6 |
| International licensing of rights to television programs | 3,475 | 3,260 | 2,988 | 6.6 | 9.1 |
| Audiovisual works speculatively produced for outright sale | S | S | S | S | S |
| Contract production of audiovisual works | 5,018 | 4,676 | 4,750 | 7.3 | -1.6 |
| Domestic licensing of rights to others to distribute audiovisual works | 2,597 | 2,623 | 2,960 | -1.0 | -11.4 |
| International licensing of rights to others to distribute audiovisual works | S | 1,148 | 1,015 | S | 13.1 |
| Sale of audiovisual works for the wholesale, retail, and rental markets | 7,843 | 8,516 | 6,803 | -7.9 | 25.2 |
| Other production services | 5,206 | 5,506 | 5,354 | -5.4 | 2.8 |
| Merchandise licensing | 448 | 444 | 589 | 0.9 | -24.6 |
| All other operating revenue | 3,338 | 3,532 | 3,454 | -5.5 | 2.3 |
| Operating Expenses | | | | | |
| Total | 49,152 | 48,952 | 48,277 | 0.4 | 1.4 |
| Personnel costs | 13,731 | 13,314 | 11,778 | 3.1 | 13.0 |
| Gross annual payroll | 12,189 | 11,805 | 10,354 | 3.3 | 14.0 |
| Employer's cost for fringe benefits | 961 | 948 | 942 | 1.4 | 0.6 |
| Temporary staff and leased employee expense | 582 | 560 | 482 | 3.9 | 16.2 |
| Expensed materials, parts and supplies (not for resale) | 790 | 741 | 748 | 6.6 | -0.9 |
| Expensed equipment | 137 | 117 | 94 | 17.1 | 24.5 |
| Expensed purchase of other materials, parts, and supplies | 653 | 623 | 654 | 4.8 | -4.7 |
| Expensed purchased services | 6,994 | 6,668 | 6,809 | 4.9 | -2.1 |
| Expensed purchases of software | 57 | 83 | 59 | -31.3 | 40.7 |
| Purchased electricity and fuels (except motor fuels) | 72 | 67 | 72 | 7.5 | -6.9 |
| Lease and rental payments | 1,579 | 1,406 | 1,353 | 12.3 | 3.9 |
| Purchased repair and maintenance | 202 | 202 | 211 | Z | -4.3 |
| Purchased advertising and promotional services | 5,084 | 4,910 | 5,114 | 3.5 | -4.0 |
| Other operating expenses | 27,638 | 28,199 | 28,942 | -2.0 | -2.6 |
| Depreciation and amortization charges | 2,411 | 2,206 | 3,149 | 9.3 | -29.9 |
| Governmental taxes and license fees | 1,245 | 1,229 | 1,156 | 1.3 | 6.3 |
| All other operating expenses | 23,982 | 24,765 | 24,637 | -3.2 | 0.5 |

Z Absolute value is less than 0.05. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.2.2 provides estimated measures of sampling variability.

Table 3.2.3. Motion Picture and Video Exhibition (NAICS 51213) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|---------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 11,080 | 10,789 | 11,180 | 2.7 | -3.5 |
| Sources of Revenue | | | | | |
| Feature film exhibition revenue | 7,280 | 7,178 | 7,522 | 1.4 | -4.6 |
| Admissions to domestic feature films | 7,063 | 6,996 | 7,358 | 1.0 | -4.9 |
| Admissions to foreign feature films | 216 | 182 | 165 | 18.7 | 10.3 |
| Other revenue | 3,800 | 3,611 | 3,657 | 5.2 | -1.3 |
| Food and beverage sales | 3,201 | 3,049 | 3,124 | 5.0 | -2.4 |
| Rental of retail space | \$ | \$ | \$ | \$ | \$ |
| Advertising services | 260 | 217 | 222 | 19.8 | -2.3 |
| Coin-operated games and rides | 49 | 41 | 43 | 19.5 | -4.7 |
| All other operating revenue | 216 | 236 | 220 | -8.5 | 7.3 |
| Operating Expenses | | | | | |
| Total | 8,047 | 8,501 | 8,633 | -5.3 | -1.5 |
| Personnel costs | 1,663 | 1,663 | 1,697 | Z | -2.0 |
| Gross annual payroll | 1,495 | 1,461 | 1,495 | 2.3 | -2.3 |
| Employer's cost for fringe benefits | 137 | 163 | 162 | -16.0 | 0.6 |
| Temporary staff and leased employee expense | 31 | 39 | 40 | -20.5 | -2.5 |
| Expensed materials, parts and supplies (not for resale) | 185 | 177 | 191 | 4.5 | -7.3 |
| Expensed equipment | 26 | \$ | \$ | \$ | \$ |
| Expensed purchase of other materials, parts, and supplies | 160 | 161 | 158 | -0.6 | 1.9 |
| Expensed purchased services | 2,159 | 2,057 | 1,971 | 5.0 | 4.4 |
| Expensed purchases of software | 7 | 4 | 4 | 75.0 | Z |
| Purchased electricity and fuels (except motor fuels) | 343 | 314 | 299 | 9.2 | 5.0 |
| Lease and rental payments | 1,391 | 1,310 | 1,248 | 6.2 | 5.0 |
| Purchased repair and maintenance | 246 | 228 | 223 | 7.9 | 2.2 |
| Purchased advertising and promotional services | 172 | 201 | 197 | -14.4 | 2.0 |
| Other operating expenses | 4,040 | 4,603 | 4,773 | -12.2 | -3.6 |
| Depreciation and amortization charges | 849 | 860 | 826 | -1.3 | 4.1 |
| Governmental taxes and license fees | 256 | 227 | 220 | 12.8 | 3.2 |
| All other operating expenses | 2,935 | 3,516 | 3,728 | -16.5 | -5.7 |

Z Absolute value is less than 0.05. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.2.3 provides estimated measures of sampling variability.

Table 3.2.4. Postproduction Services and Other Motion Picture and Video Industries (NAICS 51219) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|--------------|--------------|--------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 4,391 | 4,227 | 3,989 | 3.9 | 6.0 |
| Sources of Revenue | | | | | |
| Audiovisual postproduction services | 2,662 | 2,590 | 2,481 | 2.8 | 4.4 |
| Motion picture film laboratory services | 687 | 606 | 577 | 13.4 | 5.0 |
| Duplication and copying services | 393 | 376 | 373 | 4.5 | 0.8 |
| All other operating revenue | 648 | 656 | 557 | -1.2 | 17.8 |
| Operating Expenses | | | | | |
| Total | 3,911 | 3,785 | 3,714 | 3.3 | 1.9 |
| Personnel costs | 2,116 | 2,044 | 2,070 | 3.5 | -1.3 |
| Gross annual payroll | 1,730 | 1,670 | 1,661 | 3.6 | 0.5 |
| Employer's cost for fringe benefits | 314 | 298 | 332 | 5.4 | -10.2 |
| Temporary staff and leased employee expense | 73 | 76 | 78 | -3.9 | -2.6 |
| Expensed materials, parts and supplies (not for resale) | 437 | 404 | 380 | 8.2 | 6.3 |
| Expensed equipment | 35 | 33 | 37 | 6.1 | -10.8 |
| Expensed purchase of other materials, parts, and supplies | 402 | 371 | 343 | 8.4 | 8.2 |
| Expensed purchased services | 327 | 311 | 302 | 5.1 | 3.0 |
| Expensed purchases of software | 10 | 9 | 8 | 11.1 | 12.5 |
| Purchased electricity and fuels (except motor fuels) | 43 | 37 | 35 | 16.2 | 5.7 |
| Lease and rental payments | 207 | 192 | 182 | 7.8 | 5.5 |
| Purchased repair and maintenance | 42 | 49 | 49 | -14.3 | Z |
| Purchased advertising and promotional services | 25 | 24 | 29 | 4.2 | -17.2 |
| Other operating expenses | 1,030 | 1,028 | 962 | 0.2 | 6.9 |
| Depreciation and amortization charges | 242 | 278 | 277 | -12.9 | 0.4 |
| Governmental taxes and license fees | 33 | 33 | 35 | Z | -5.7 |
| All other operating expenses | 755 | 717 | 650 | 5.3 | 10.3 |

Z Absolute value is less than 0.05.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>. Appendix A, Table A-3.2.4 provides estimated measures of sampling variability.

Table 3.2.5. Integrated Record Production and Distribution (NAICS 51222) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|---------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 14,237 | 12,866 | 11,021 | 10.7 | 16.7 |
| Sources of Revenue | | | | | |
| Licensing revenue | 2,453 | S | 1,499 | S | S |
| Licensing of rights to use musical compositions | 1,838 | S | 1,118 | S | S |
| Licensing of rights to use musical recordings | 615 | S | S | S | S |
| Other operating revenue | S | 10,777 | 9,523 | S | 13.2 |
| Sales of recordings | S | 10,531 | 9,344 | S | 12.7 |
| All other operating revenue | 279 | S | 179 | S | S |
| Operating Expenses | | | | | |
| Total | 13,480 | 12,443 | 8,918 | 8.3 | 39.5 |
| Personnel costs | 2,567 | 2,237 | 1,573 | 14.8 | 42.2 |
| Gross annual payroll | 2,213 | 1,913 | 1,377 | 15.7 | 38.9 |
| Employer's cost for fringe benefits | 319 | 296 | 176 | 7.8 | 68.2 |
| Temporary staff and leased employee expense | 34 | 28 | 20 | 21.4 | 40.0 |
| Expensed materials, parts and supplies (not for resale) | S | 217 | 147 | S | 47.6 |
| Expensed equipment | 31 | 29 | 18 | 6.9 | 61.1 |
| Expensed purchase of other materials, parts, and supplies | S | 188 | 129 | S | 45.7 |
| Expensed purchased services | S | 2,693 | 1,961 | S | 37.3 |
| Expensed purchases of software | 46 | S | S | S | S |
| Purchased electricity and fuels (except motor fuels) | 14 | 12 | 8 | 16.7 | 50.0 |
| Lease and rental payments | S | 375 | 276 | S | 35.9 |
| Purchased repair and maintenance | S | 72 | 46 | S | 56.5 |
| Purchased advertising and promotional services | S | 2,181 | 1,594 | S | 36.8 |
| Other operating expenses | 7,975 | 7,296 | 5,237 | 9.3 | 39.3 |
| Depreciation and amortization charges | 843 | 781 | 631 | 7.9 | 23.8 |
| Governmental taxes and license fees | S | 43 | 31 | S | 38.7 |
| All other operating expenses | 7,086 | 6,473 | 4,575 | 9.5 | 41.5 |

S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.2.5 provides estimated measures of sampling variability.

Table 3.2.6. Music Publishers (NAICS 51223) - Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|--------------|--------------|--------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 5,093 | 4,175 | 3,885 | 22.0 | 7.5 |
| Sources of Revenue | | | | | |
| Licensing revenue | 2,625 | 2,482 | 2,287 | 5.8 | 8.5 |
| Licensing of rights to use musical compositions | 2,569 | 2,412 | 2,222 | 6.5 | 8.6 |
| Licensing of rights to use musical recordings | S | S | 66 | S | S |
| Other operating revenue | 2,468 | S | S | S | S |
| Administration of copyrights for others | S | S | 201 | S | S |
| Sales of recordings | 32 | 33 | 61 | -3.0 | -45.9 |
| Print music | 2,105 | S | S | S | S |
| All other operating revenue | 115 | 79 | 77 | 45.6 | 2.6 |
| Operating Expenses | | | | | |
| Total | 2,788 | 2,562 | 2,474 | 8.8 | 3.6 |
| Personnel costs | 778 | S | S | S | S |
| Gross annual payroll | 677 | 600 | 584 | 12.8 | 2.7 |
| Employer's cost for fringe benefits | 94 | 89 | 86 | 5.6 | 3.5 |
| Temporary staff and leased employee expense | 6 | 9 | 9 | -33.3 | Z |
| Expensed materials, parts and supplies (not for resale) | 31 | S | S | S | S |
| Expensed equipment | 7 | S | 7 | S | S |
| Expensed purchase of other materials, parts, and supplies | 24 | S | S | S | S |
| Expensed purchased services | 426 | S | 366 | S | S |
| Expensed purchases of software | 5 | S | 4 | S | S |
| Purchased electricity and fuels (except motor fuels) | 14 | S | S | S | S |
| Lease and rental payments | 49 | 45 | 42 | 8.9 | 7.1 |
| Purchased repair and maintenance | 19 | S | S | S | S |
| Purchased advertising and promotional services | 339 | S | S | S | S |
| Other operating expenses | 1,554 | S | 1,400 | S | S |
| Depreciation and amortization charges | 117 | S | S | S | S |
| Governmental taxes and license fees | 24 | S | S | S | S |
| All other operating expenses | 1,413 | S | S | S | S |

Z Absolute value is less than 0.05. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.2.6 provides estimated measures of sampling variability.

Table 3.2.7. Sound Recording Studios (NAICS 51224) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|------------|------------|------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 869 | 767 | 724 | 13.3 | 5.9 |
| Sources of Revenue | | | | | |
| Studio recording | 576 | 519 | 499 | 11.0 | 4.0 |
| Sound recording studio rental and leasing | 39 | 37 | 37 | 5.4 | Z |
| All other operating revenue | S | 212 | 188 | S | 12.8 |
| Operating Expenses | | | | | |
| Total | 775 | 672 | 635 | 15.3 | 5.8 |
| Personnel costs | 339 | 298 | 282 | 13.8 | 5.7 |
| Gross annual payroll | 281 | 249 | 238 | 12.9 | 4.6 |
| Employer's cost for fringe benefits | 35 | 28 | 27 | 25.0 | 3.7 |
| Temporary staff and leased employee expense | 23 | 20 | 17 | 15.0 | 17.6 |
| Expensed materials, parts and supplies (not for resale) | 59 | 49 | 49 | 20.4 | Z |
| Expensed equipment | 22 | 16 | 17 | 37.5 | -5.9 |
| Expensed purchase of other materials, parts, and supplies | 38 | 32 | 32 | 18.8 | Z |
| Expensed purchased services | 118 | 105 | 99 | 12.4 | 6.1 |
| Expensed purchases of software | S | S | 4 | S | S |
| Purchased electricity and fuels (except motor fuels) | 12 | 11 | 10 | 9.1 | 10.0 |
| Lease and rental payments | 76 | 68 | 65 | 11.8 | 4.6 |
| Purchased repair and maintenance | 10 | 10 | 9 | Z | 11.1 |
| Purchased advertising and promotional services | 14 | 10 | 10 | 40.0 | Z |
| Other operating expenses | 259 | 221 | 204 | 17.2 | 8.3 |
| Depreciation and amortization charges | 42 | 40 | 39 | 5.0 | 2.6 |
| Governmental taxes and license fees | 16 | 13 | 11 | 23.1 | 18.2 |
| All other operating expenses | 201 | 168 | 154 | 19.6 | 9.1 |

Z Absolute value is less than 0.05. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.2.7 provides estimated measures of sampling variability.

Table 3.3.1. Radio Networks (NAICS 515111) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|--------------|--------------|--------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 4,411 | 3,298 | 2,677 | 33.7 | 23.2 |
| Sources of Revenue | | | | | |
| Air time | 1,121 | 1,096 | 1,369 | 2.3 | -19.9 |
| National/regional air time | 571 | 582 | 872 | -1.9 | -33.3 |
| Local air time | 550 | 514 | 497 | 7.0 | 3.4 |
| Other operating revenue | 3,290 | 2,202 | 1,308 | 49.4 | 68.3 |
| Network compensation | 135 | 117 | 199 | 15.4 | -41.2 |
| Public and non-commercial programming services | 397 | 341 | 274 | 16.4 | 24.5 |
| All other operating revenue | 2,758 | 1,744 | 834 | 58.1 | 109.1 |
| Operating Expenses | | | | | |
| Total | 6,809 | 4,584 | 3,783 | 48.5 | 21.2 |
| Personnel costs | 1,520 | 959 | 845 | 58.5 | 13.5 |
| Gross annual payroll | 1,150 | 819 | 713 | 40.4 | 14.9 |
| Employer's cost for fringe benefits | 230 | 100 | 90 | 130.0 | 11.1 |
| Temporary staff and leased employee expense | 139 | 40 | 42 | 247.5 | -4.8 |
| Expensed materials, parts and supplies (not for resale) | 31 | 34 | 141 | -8.8 | -75.9 |
| Expensed equipment | 9 | 8 | 72 | 12.5 | -88.9 |
| Expensed purchase of other materials, parts, and supplies | 23 | 26 | 68 | -11.5 | -61.8 |
| Expensed purchased services | 515 | 575 | 844 | -10.4 | -31.9 |
| Expensed purchases of software | 17 | 19 | 11 | -10.5 | 72.7 |
| Purchased electricity and fuels (except motor fuels) | 22 | 12 | 11 | 83.3 | 9.1 |
| Lease and rental payments | 79 | 62 | 85 | 27.4 | -27.1 |
| Purchased repair and maintenance | 26 | 17 | 7 | 52.9 | 142.9 |
| Purchased advertising and promotional services | 371 | 465 | 730 | -20.2 | -36.3 |
| Other operating expenses | 4,743 | 3,017 | 1,953 | 57.2 | 54.5 |
| Broadcast rights and music license fees | 552 | 382 | 217 | 44.5 | 76.0 |
| Network compensation fees (networks only) | 198 | 130 | 150 | 52.3 | -13.3 |
| Depreciation and amortization charges | 428 | 382 | 367 | 12.0 | 4.1 |
| Governmental taxes and license fees | 26 | 16 | 14 | 62.5 | 14.3 |
| All other operating expenses | 3,540 | 2,107 | 1,206 | 68.0 | 74.7 |

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>. Appendix A, Table A-3.3.1 provides estimated measures of sampling variability.

Table 3.3.2. Radio Stations (NAICS 515112) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|---------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 13,696 | 13,713 | 13,817 | -0.1 | -0.8 |
| Sources of Revenue | | | | | |
| Air time | 12,110 | 12,086 | 12,268 | 0.2 | -1.5 |
| National/regional air time | 2,936 | 2,723 | 2,799 | 7.8 | -2.7 |
| Local air time | 9,174 | 9,363 | 9,469 | -2.0 | -1.1 |
| Other operating revenue | 1,585 | 1,626 | 1,548 | -2.5 | 5.0 |
| Network compensation | 218 | 223 | 224 | -2.2 | -0.4 |
| Public and non-commercial programming services | S | S | S | S | S |
| All other operating revenue | 851 | 835 | 803 | 1.9 | 4.0 |
| Operating Expenses | | | | | |
| Total | 10,197 | 10,150 | 9,914 | 0.5 | 2.4 |
| Personnel costs | 5,047 | 5,117 | 4,999 | -1.4 | 2.4 |
| Gross annual payroll | 4,170 | 4,255 | 4,204 | -2.0 | 1.2 |
| Employer's cost for fringe benefits | 636 | 611 | 550 | 4.1 | 11.1 |
| Temporary staff and leased employee expense | S | 251 | 246 | S | 2.0 |
| Expensed materials, parts and supplies (not for resale) | 117 | 123 | 111 | -4.9 | 10.8 |
| Expensed equipment | 36 | 41 | 35 | -12.2 | 17.1 |
| Expensed purchase of other materials, parts, and supplies | 81 | 82 | 76 | -1.2 | 7.9 |
| Expensed purchased services | 1,069 | 1,045 | 979 | 2.3 | 6.7 |
| Expensed purchases of software | S | S | S | S | S |
| Purchased electricity and fuels (except motor fuels) | 163 | 144 | 131 | 13.2 | 9.9 |
| Lease and rental payments | 325 | 342 | 304 | -5.0 | 12.5 |
| Purchased repair and maintenance | 80 | 85 | 82 | -5.9 | 3.7 |
| Purchased advertising and promotional services | 448 | 429 | 416 | 4.4 | 3.1 |
| Other operating expenses | 3,965 | 3,866 | 3,825 | 2.6 | 1.1 |
| Broadcast rights and music license fees | 611 | 586 | 567 | 4.3 | 3.4 |
| Network compensation fees (networks only) | S | S | S | S | S |
| Depreciation and amortization charges | 490 | 491 | 566 | -0.2 | -13.3 |
| Governmental taxes and license fees | 424 | 489 | 476 | -13.3 | 2.7 |
| All other operating expenses | 2,393 | 2,218 | 2,132 | 7.9 | 4.0 |

S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.3.2 provides estimated measures of sampling variability.

Table 3.3.3. Television Broadcasting (NAICS 51512) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|---------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 38,328 | 36,297 | 35,599 | 5.6 | 2.0 |
| Sources of Revenue | | | | | |
| Air time | 26,859 | 25,971 | 25,892 | 3.4 | 0.3 |
| National/regional air time | 16,456 | 16,211 | 16,233 | 1.5 | -0.1 |
| Local air time | 10,403 | 9,760 | 9,659 | 6.6 | 1.0 |
| Other operating revenue | S | 10,326 | 9,707 | S | 6.4 |
| Network compensation | S | 6,321 | 5,765 | S | 9.6 |
| Public and non-commercial programming services | 1,550 | 1,337 | 1,371 | 15.9 | -2.5 |
| All other operating revenue | 3,193 | 2,668 | 2,571 | 19.7 | 3.8 |
| Operating Expenses | | | | | |
| Total | 29,892 | 28,805 | 27,992 | 3.8 | 2.9 |
| Personnel costs | 7,884 | 7,570 | 7,176 | 4.1 | 5.5 |
| Gross annual payroll | 6,575 | 6,438 | 6,108 | 2.1 | 5.4 |
| Employer's cost for fringe benefits | 1,152 | 1,008 | 955 | 14.3 | 5.5 |
| Temporary staff and leased employee expense | 157 | 124 | 113 | 26.6 | 9.7 |
| Expensed materials, parts and supplies (not for resale) | 219 | 223 | 222 | -1.8 | 0.5 |
| Expensed equipment | 58 | 57 | 61 | 1.8 | -6.6 |
| Expensed purchase of other materials, parts, and supplies | 161 | 166 | 161 | -3.0 | 3.1 |
| Expensed purchased services | 2,149 | 2,003 | 1,897 | 7.3 | 5.6 |
| Expensed purchases of software | 47 | 39 | 33 | 20.5 | 18.2 |
| Purchased electricity and fuels (except motor fuels) | 421 | 343 | 330 | 22.7 | 3.9 |
| Lease and rental payments | 490 | 426 | 411 | 15.0 | 3.6 |
| Purchased repair and maintenance | S | 250 | 244 | S | 2.5 |
| Purchased advertising and promotional services | 888 | 945 | 879 | -6.0 | 7.5 |
| Other operating expenses | 19,640 | 19,009 | 18,698 | 3.3 | 1.7 |
| Broadcast rights and music license fees | 12,802 | 12,036 | 11,710 | 6.4 | 2.8 |
| Network compensation fees (networks only) | 609 | 695 | 658 | -12.4 | 5.6 |
| Depreciation and amortization charges | 1,458 | 1,385 | 1,413 | 5.3 | -2.0 |
| Governmental taxes and license fees | 144 | 150 | 177 | -4.0 | -15.3 |
| All other operating expenses | 4,627 | 4,743 | 4,741 | -2.4 | Z |

Z Absolute value is less than 0.05. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.3.3 provides estimated measures of sampling variability.

Table 3.3.4. Cable and Other Subscription Programming (NAICS 5152) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|---------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 38,437 | 35,603 | 31,373 | 8.0 | 13.5 |
| Sources of Revenue | | | | | |
| Licensing of rights to broadcast speciality programming protected by copyright | 18,266 | 16,788 | 15,395 | 8.8 | 9.0 |
| Air time | 15,185 | 14,574 | 12,877 | 4.2 | 13.2 |
| All other operating revenue | 4,985 | 4,242 | 3,100 | 17.5 | 36.8 |
| Operating Expenses | | | | | |
| Total | 25,229 | 23,606 | 21,441 | 6.9 | 10.1 |
| Personnel costs | 4,599 | 4,604 | 3,986 | -0.1 | 15.5 |
| Gross annual payroll | 3,512 | 3,653 | 3,159 | -3.9 | 15.6 |
| Employer's cost for fringe benefits | 653 | 623 | 544 | 4.8 | 14.5 |
| Temporary staff and leased employee expense | 434 | 328 | 283 | 32.3 | 15.9 |
| Expensed materials, parts and supplies (not for resale) | 318 | 276 | 267 | 15.2 | 3.4 |
| Expensed equipment | 50 | 55 | 60 | -9.1 | -8.3 |
| Expensed purchase of other materials, parts, and supplies | 268 | 222 | 207 | 20.7 | 7.2 |
| Expensed purchased services | 2,593 | 2,299 | 1,977 | 12.8 | 16.3 |
| Expensed purchases of software | 54 | 46 | 39 | 17.4 | 17.9 |
| Purchased electricity and fuels (except motor fuels) | 52 | 50 | 52 | 4.0 | -3.8 |
| Lease and rental payments | 463 | 515 | 448 | -10.1 | 15.0 |
| Purchased repair and maintenance | 96 | 101 | S | -5.0 | S |
| Purchased advertising and promotional services | 1,928 | 1,588 | 1,329 | 21.4 | 19.5 |
| Other operating expenses | 17,719 | 16,426 | 15,210 | 7.9 | 8.0 |
| Program and production costs | 12,964 | 12,051 | 11,625 | 7.6 | 3.7 |
| Depreciation and amortization charges | 1,382 | 1,399 | 1,369 | -1.2 | 2.2 |
| Governmental taxes and license fees | 107 | 136 | 124 | -21.3 | 9.7 |
| All other operating expenses | 3,267 | 2,840 | 2,093 | 15.0 | 35.7 |

S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.3.4 provides estimated measures of sampling variability.

Table 3.3.5. Internet Publishing and Broadcasting (NAICS 516) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|--------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 12,448 | 10,603 | 8,695 | 17.4 | 21.9 |
| Sources of Revenue | | | | | |
| Publishing and broadcasting of content on the Internet | 6,908 | 5,834 | 4,945 | 18.4 | 18.0 |
| Online advertising space | 2,606 | 2,322 | 1,790 | 12.2 | 29.7 |
| Licensing of rights to use intellectual property | 593 | 495 | 440 | 19.8 | 12.5 |
| All other operating revenue | 2,342 | 1,952 | 1,520 | 20.0 | 28.4 |
| Breakdown of Revenue by Type of Customer | | | | | |
| Government | 756 | 513 | 325 | 47.4 | 57.8 |
| Business firms and not-for-profit organizations | 8,428 | 7,337 | 6,172 | 14.9 | 18.9 |
| Household consumers and individual users | 3,264 | 2,753 | 2,198 | 18.6 | 25.3 |
| Operating Expenses | | | | | |
| Total | 8,342 | 8,197 | 7,011 | 1.8 | 16.9 |
| Personnel costs | 3,782 | 3,899 | 3,320 | -3.0 | 17.4 |
| Gross annual payroll | 3,095 | 3,244 | 2,696 | -4.6 | 20.3 |
| Employer's cost for fringe benefits | 473 | 462 | 434 | 2.4 | 6.5 |
| Temporary staff and leased employee expense | 214 | 193 | 190 | 10.9 | 1.6 |
| Expensed materials, parts and supplies (not for resale) | 247 | 249 | 211 | -0.8 | 18.0 |
| Expensed equipment | 94 | 93 | 90 | 1.1 | 3.3 |
| Expensed purchase of other materials, parts, and supplies | 152 | 156 | 121 | -2.6 | 28.9 |
| Expensed purchased services | 1,678 | 1,603 | 1,298 | 4.7 | 23.5 |
| Expensed purchases of software | 216 | 144 | 80 | 50.0 | 80.0 |
| Purchased electricity and fuels (except motor fuels) | 18 | 16 | 15 | 12.5 | 6.7 |
| Lease and rental payments | 271 | 276 | 278 | -1.8 | -0.7 |
| Purchased repair and maintenance | 87 | 89 | 96 | -2.2 | -7.3 |
| Purchased advertising and promotional services | 1,086 | 1,078 | 829 | 0.7 | 30.0 |
| Other operating expenses | 2,636 | 2,446 | 2,181 | 7.8 | 12.2 |
| Depreciation and amortization charges | 682 | 643 | 694 | 6.1 | -7.3 |
| Governmental taxes and license fees | 60 | 57 | 48 | 5.3 | 18.8 |
| All other operating expenses | 1,894 | 1,747 | 1,439 | 8.4 | 21.4 |

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>. Appendix A, Table A-3.3.5 provides estimated measures of sampling variability.

Table 3.3.6. Wired Telecommunications Carriers (NAICS 5171) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|--|----------------|----------------|----------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 199,933 | 206,778 | 211,176 | -3.3 | -2.1 |
| Sources of Revenue | | | | | |
| Fixed services | 90,098 | 94,779 | 101,692 | -4.9 | -6.8 |
| Fixed local | 58,039 | 59,445 | 61,634 | -2.4 | -3.6 |
| Fixed long-distance | 31,385 | 33,851 | 38,368 | -7.3 | -11.8 |
| Fixed all distance (no distinction between local or long distance) | 674 | 1,483 | 1,691 | -54.6 | -12.3 |
| Other telecommunications services | 94,537 | 96,431 | 94,803 | -2.0 | 1.7 |
| Carrier services | 33,663 | 38,026 | 38,423 | -11.5 | -1.0 |
| Private network services | 25,037 | 26,643 | 26,083 | -6.0 | 2.1 |
| Subscriber line charges | 7,769 | 8,223 | 8,546 | -5.5 | -3.8 |
| Internet access services | 15,066 | 13,561 | 11,924 | 11.1 | 13.7 |
| Internet telephony | 1,639 | 1,058 | 884 | 54.9 | 19.7 |
| Telecommunication network installation services | 8,270 | S | S | S | S |
| Reselling services for telecommunications equipment, retail | S | 2,213 | 2,505 | S | -11.7 |
| Rental of telecommunications equipment | 242 | 269 | 292 | -10.0 | -7.9 |
| Repair and maintenance services for telecommunications equipment | 792 | 825 | 871 | -4.0 | -5.3 |
| All other operating revenue | 15,298 | 15,569 | 14,681 | -1.7 | 6.0 |
| Operating Expenses | | | | | |
| Total | 168,661 | 176,525 | 187,541 | -4.5 | -5.9 |
| Personnel costs | 60,138 | 59,480 | 60,402 | 1.1 | -1.5 |
| Gross annual payroll | 42,894 | 40,117 | 39,798 | 6.9 | 0.8 |
| Employer's cost for fringe benefits | 15,540 | 16,533 | 17,168 | -6.0 | -3.7 |
| Temporary staff and leased employee expense | 1,705 | 2,829 | 3,437 | -39.7 | -17.7 |
| Expensed materials, parts and supplies (not for resale) | 6,439 | 6,319 | 6,395 | 1.9 | -1.2 |
| Expensed equipment | 317 | 404 | 451 | -21.5 | -10.4 |
| Expensed purchase of other materials, parts, and supplies | 6,121 | S | 5,944 | S | S |
| Expensed purchased services | 11,314 | 11,534 | 12,240 | -1.9 | -5.8 |
| Expensed purchases of software | 1,619 | 1,558 | 1,613 | 3.9 | -3.4 |
| Purchased electricity and fuels (except motor fuels) | 1,717 | 1,704 | 1,675 | 0.8 | 1.7 |
| Lease and rental payments | 3,801 | 3,848 | 4,025 | -1.2 | -4.4 |
| Purchased repair and maintenance | 1,360 | 2,031 | 2,145 | -33.0 | -5.3 |
| Purchased advertising and promotional services | 2,816 | 2,393 | 2,782 | 17.7 | -14.0 |
| Other operating expenses | 90,770 | 99,192 | 108,503 | -8.5 | -8.6 |
| Access charges | 23,862 | 31,755 | 33,714 | -24.9 | -5.8 |
| Universal service contributions (USC) and other similar charges | 2,885 | 4,267 | 3,386 | -32.4 | 26.0 |
| Depreciation and amortization charges | 35,464 | 35,556 | 38,371 | -0.3 | -7.3 |
| Governmental taxes and license fees | 5,397 | 5,006 | 5,179 | 7.8 | -3.3 |
| All other operating expenses | 23,164 | 22,609 | 27,853 | 2.5 | -18.8 |

S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>. Appendix A, Table A-3.3.6 provides estimated measures of sampling variability.

Table 3.3.7. Wired Telecommunications Carriers (NAICS 5171) – Estimated Breakdown of Revenue by Type of Customer: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|----------------|----------------|----------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 199,933 | 206,778 | 211,176 | -3.3 | -2.1 |
| Breakdown of Revenue by Type of Customer | | | | | |
| Fixed local telephony | 58,039 | 59,445 | 61,634 | -2.4 | -3.6 |
| Government | 2,110 | 1,013 | 1,071 | 108.3 | -5.4 |
| Business firms and not-for-profit organizations | 20,324 | 21,550 | 22,610 | -5.7 | -4.7 |
| Houshold consumers and individual users | 35,606 | 36,882 | 37,952 | -3.5 | -2.8 |
| Fixed long-distance telephony | 31,385 | 33,851 | 38,368 | -7.3 | -11.8 |
| Government | 611 | 662 | 793 | -7.7 | -16.5 |
| Business firms and not-for-profit organizations | 18,269 | 17,399 | 16,675 | 5.0 | 4.3 |
| Houshold consumers and individual users | 12,504 | 15,790 | 20,900 | -20.8 | -24.4 |
| Subscriber line charges | 7,769 | 8,223 | 8,546 | -5.5 | -3.8 |
| Government | S | S | S | S | S |
| Business firms and not-for-profit organizations | 2,459 | 2,668 | 2,694 | -7.8 | -1.0 |
| Houshold consumers and individual users | 5,224 | 5,477 | 5,772 | -4.6 | -5.1 |
| Fixed long-distance telephony | 31,385 | 33,851 | 38,368 | -7.3 | -11.8 |
| Intrastate | 10,181 | 12,735 | 11,664 | -20.1 | 9.2 |
| Interstate | 16,945 | 15,893 | 21,124 | 6.6 | -24.8 |
| International | 4,259 | 5,223 | 5,580 | -18.5 | -6.4 |

S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.3.7 provides estimated measures of sampling variability.

Table 3.3.8. Paging (NAICS 517211) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|--------------|--------------|--------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 1,643 | 2,014 | 1,909 | -18.4 | 5.5 |
| Sources of Revenue | | | | | |
| Messaging (paging) services | 1,268 | 1,592 | 1,472 | -20.4 | 8.2 |
| All other operating revenue | 375 | 422 | 437 | -11.1 | -3.4 |
| Operating Expenses | | | | | |
| Total | 1,295 | 1,747 | 1,546 | -25.9 | 13.0 |
| Personnel costs | 405 | 560 | 495 | -27.7 | 13.1 |
| Gross annual payroll | 300 | 411 | 371 | -27.0 | 10.8 |
| Employer's cost for fringe benefits | 62 | 83 | 73 | -25.3 | 13.7 |
| Temporary staff and leased employee expense | 42 | 66 | 51 | -36.4 | 29.4 |
| Expensed materials, parts and supplies (not for resale) | 84 | 108 | 103 | -22.2 | 4.9 |
| Expensed equipment | 7 | 8 | 9 | -12.5 | -11.1 |
| Expensed purchase of other materials, parts, and supplies | 77 | 100 | 94 | -23.0 | 6.4 |
| Expensed purchased services | 236 | 335 | 277 | -29.6 | 20.9 |
| Expensed purchases of software | 3 | 3 | 2 | Z | 50.0 |
| Purchased electricity and fuels (except motor fuels) | 12 | 14 | 13 | -14.3 | 7.7 |
| Lease and rental payments | 180 | 261 | 212 | -31.0 | 23.1 |
| Purchased repair and maintenance | 28 | 42 | 36 | -33.3 | 16.7 |
| Purchased advertising and promotional services | 14 | 15 | 14 | -6.7 | 7.1 |
| Other operating expenses | 570 | 744 | 672 | -23.4 | 10.7 |
| Access charges | 97 | 107 | 97 | -9.3 | 10.3 |
| Depreciation and amortization charges | 161 | 265 | 243 | -39.2 | 9.1 |
| Governmental taxes and license fees | 23 | 41 | 33 | -43.9 | 24.2 |
| All other operating expenses | S | 332 | 298 | S | 11.4 |

Z Absolute value is less than 0.05. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.3.8 provides estimated measures of sampling variability.

Table 3.3.9. Cellular and Other Wireless Telecommunications (NAICS 517212) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|--|----------------|----------------|----------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 158,516 | 138,082 | 125,693 | 14.8 | 9.9 |
| Sources of Revenue | | | | | |
| Mobile services | S | 113,058 | 101,195 | S | 11.7 |
| Mobile telephony | 55,734 | 57,803 | 54,781 | -3.6 | 5.5 |
| Mobile long-distance | 4,987 | 4,454 | 3,308 | 12.0 | 34.6 |
| Mobile all distance | S | 42,827 | 36,236 | S | 18.2 |
| Other mobile services | S | 7,975 | 6,871 | S | 16.1 |
| Other telecommunications services | 10,401 | 7,929 | 6,774 | 31.2 | 17.1 |
| Internet access services | D | 1,139 | 667 | D | 70.8 |
| Installation services for telecommunication networks | 148 | S | S | S | S |
| Reselling services for telecommunications equipment, retail | S | 5,771 | 5,479 | S | 5.3 |
| Rental of telecommunications equipment | D | S | 75 | D | S |
| Repair and maintenance services for telecommunications equipment | S | 741 | 437 | S | 69.6 |
| All other operating revenue | 20,470 | 17,094 | 17,723 | 19.7 | -3.5 |
| Operating Expenses | | | | | |
| Total | 133,507 | 122,302 | 105,041 | 9.2 | 16.4 |
| Personnel costs | 23,299 | 23,610 | 19,905 | -1.3 | 18.6 |
| Gross annual payroll | 16,490 | 17,011 | 14,408 | -3.1 | 18.1 |
| Employer's cost for fringe benefits | 4,158 | 3,709 | 3,682 | 12.1 | 0.7 |
| Temporary staff and leased employee expense | 2,651 | 2,890 | 1,816 | -8.3 | 59.1 |
| Expensed materials, parts and supplies (not for resale) | 12,166 | 10,240 | 9,996 | 18.8 | 2.4 |
| Expensed equipment | 850 | 794 | 930 | 7.1 | -14.6 |
| Expensed purchase of other materials, parts, and supplies | 11,316 | 9,445 | 9,066 | 19.8 | 4.2 |
| Expensed purchased services | 17,536 | 16,630 | 15,764 | 5.4 | 5.5 |
| Expensed purchases of software | 1,225 | 1,111 | 929 | 10.3 | 19.6 |
| Purchased electricity and fuels (except motor fuels) | 1,005 | 872 | 718 | 15.3 | 21.4 |
| Lease and rental payments | 5,606 | 5,550 | 4,834 | 1.0 | 14.8 |
| Purchased repair and maintenance | 1,273 | 1,144 | S | 11.3 | S |
| Purchased advertising and promotional services | 8,427 | 7,953 | 7,892 | 6.0 | 0.8 |
| Other operating expenses | 80,506 | 71,823 | 59,377 | 12.1 | 21.0 |
| Access charges | 5,595 | 6,309 | 5,598 | -11.3 | 12.7 |
| Universal service contributions (USC) and other similar charges | 2,998 | 2,551 | 1,867 | 17.5 | 36.6 |
| Depreciation and amortization charges | 26,455 | 22,636 | 17,125 | 16.9 | 32.2 |
| Governmental taxes and license fees | 1,454 | 1,369 | 1,214 | 6.2 | 12.8 |
| All other operating expenses | 44,004 | 38,958 | 33,573 | 13.0 | 16.0 |

D Estimate in table is withheld to avoid disclosing data of individual companies; data are included in higher level totals. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.3.9 provides estimated measures of sampling variability.

Table 3.3.10. Telecommunications Resellers (NAICS 5173) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|--------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 12,788 | 11,237 | 9,849 | 13.8 | 14.1 |
| Sources of Revenue | | | | | |
| Fixed local | 2,170 | 1,701 | 1,422 | 27.6 | 19.6 |
| Fixed long distance | 1,949 | 2,116 | 2,053 | -7.9 | 3.1 |
| Mobile telephony | 1,826 | 1,738 | 1,310 | 5.1 | 32.7 |
| Carrier services | 2,824 | 2,254 | 2,026 | 25.3 | 11.3 |
| All other operating revenue | 4,020 | 3,428 | 3,038 | 17.3 | 12.8 |
| Operating Expenses | | | | | |
| Total | 6,908 | 6,868 | 5,983 | 0.6 | 14.8 |
| Personnel costs | 1,677 | 1,523 | 1,423 | 10.1 | 7.0 |
| Gross annual payroll | 1,270 | 1,241 | 1,194 | 2.3 | 3.9 |
| Employer's cost for fringe benefits | 178 | 183 | 153 | -2.7 | 19.6 |
| Temporary staff and leased employee expense | S | 99 | 76 | S | 30.3 |
| Expensed materials, parts and supplies (not for resale) | S | S | 223 | S | S |
| Expensed equipment | 23 | 30 | 27 | -23.3 | 11.1 |
| Expensed purchase of other materials, parts, and supplies | S | S | 195 | S | S |
| Expensed purchased services | 702 | 730 | 651 | -3.8 | 12.1 |
| Expensed purchases of software | 53 | 73 | 93 | -27.4 | -21.5 |
| Purchased electricity and fuels (except motor fuels) | 29 | S | S | S | S |
| Lease and rental payments | 177 | 188 | 167 | -5.9 | 12.6 |
| Purchased repair and maintenance | S | S | S | S | S |
| Purchased advertising and promotional services | 355 | 345 | 281 | 2.9 | 22.8 |
| Other operating expenses | 4,096 | 4,204 | 3,687 | -2.6 | 14.0 |
| Access charges | 1,688 | 1,665 | 1,347 | 1.4 | 23.6 |
| Depreciation and amortization charges | 402 | 355 | 351 | 13.2 | 1.1 |
| Governmental taxes and license fees | 86 | 94 | 81 | -8.5 | 16.0 |
| All other operating expenses | 1,920 | 2,091 | 1,908 | -8.2 | 9.6 |

S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.3.10 provides estimated measures of sampling variability.

Table 3.3.11. Satellite Telecommunications (NAICS 5174) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|--------------|--------------|--------------|----------------|--------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 6,077 | 5,676 | 6,030 | 7.1 | -5.9 |
| Sources of Revenue | | | | | |
| Carrier services | S | S | 1,109 | S | S |
| Private network services | 2,496 | 2,362 | 2,402 | 5.7 | -1.7 |
| All other operating revenue | 2,399 | 2,279 | 2,518 | 5.3 | -9.5 |
| Operating Expenses | | | | | |
| Total | 3,489 | 4,618 | 5,613 | -24.4 | -17.7 |
| Personnel costs | S | 1,066 | 1,130 | S | -5.7 |
| Gross annual payroll | 828 | 858 | 903 | -3.5 | -5.0 |
| Employer's cost for fringe benefits | S | 167 | 199 | S | -16.1 |
| Temporary staff and leased employee expense | S | 41 | 28 | S | 46.4 |
| Expensed materials, parts and supplies (not for resale) | 280 | 355 | 376 | -21.1 | -5.6 |
| Expensed equipment | 14 | 104 | 161 | -86.5 | -35.4 |
| Expensed purchase of other materials, parts, and supplies | 266 | 251 | 215 | 6.0 | 16.7 |
| Expensed purchased services | 230 | 398 | 466 | -42.2 | -14.6 |
| Expensed purchases of software | 11 | 22 | 18 | -50.0 | 22.2 |
| Purchased electricity and fuels (except motor fuels) | 16 | 17 | S | -5.9 | S |
| Lease and rental payments | S | 197 | 285 | S | -30.9 |
| Purchased repair and maintenance | 44 | 42 | 42 | 4.8 | Z |
| Purchased advertising and promotional services | 37 | 119 | 103 | -68.9 | 15.5 |
| Other operating expenses | 1,952 | S | S | S | S |
| Access charges | S | 465 | 470 | S | -1.1 |
| Depreciation and amortization charges | 631 | 775 | 900 | -18.6 | -13.9 |
| Governmental taxes and license fees | 27 | 31 | 22 | -12.9 | 40.9 |
| All other operating expenses | 862 | S | S | S | S |

Z Absolute value is less than 0.05. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.3.11 provides estimated measures of sampling variability.

Table 3.3.12. Cable and Other Program Distribution (NAICS 5175) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|--|---------------|---------------|---------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 88,724 | 80,493 | 73,317 | 10.2 | 9.8 |
| Sources of Revenue | | | | | |
| Multichannel programming distribution services | 56,241 | 52,338 | 48,495 | 7.5 | 7.9 |
| Basic programming package | 42,918 | 40,031 | 36,848 | 7.2 | 8.6 |
| Premium programming package | 10,250 | 8,943 | 8,605 | 14.6 | 3.9 |
| Pay-per-view | 3,072 | 3,363 | 3,042 | -8.7 | 10.6 |
| Other revenue | 32,483 | 28,155 | 24,822 | 15.4 | 13.4 |
| Air time | 4,566 | 4,146 | 3,935 | 10.1 | 5.4 |
| Rental and reselling services for program distribution equipment | 3,141 | 2,568 | 2,364 | 22.3 | 8.6 |
| Installation services for connections to program distribution networks | 729 | 662 | 617 | 10.1 | 7.3 |
| Internet access services | 13,156 | 11,149 | 9,476 | 18.0 | 17.7 |
| Internet telephony | 1,420 | S | 1,045 | S | S |
| Fixed local telephony | 1,929 | 1,546 | 1,492 | 24.8 | 3.6 |
| Fixed long-distance telephony | 418 | 648 | 531 | -35.5 | 22.0 |
| All other operating revenue | 7,124 | 6,744 | 5,363 | 5.6 | 25.8 |
| Operating Expenses | | | | | |
| Total | 74,538 | 69,031 | 64,865 | 8.0 | 6.4 |
| Personnel costs | 15,445 | 13,398 | 11,872 | 15.3 | 12.9 |
| Gross annual payroll | 11,954 | 10,220 | 8,761 | 17.0 | 16.7 |
| Employer's cost for fringe benefits | 2,635 | 2,429 | 2,374 | 8.5 | 2.3 |
| Temporary staff and leased employee expense | 856 | 748 | 736 | 14.4 | 1.6 |
| Expensed materials, parts and supplies (not for resale) | 747 | 1,585 | 1,324 | -52.9 | 19.7 |
| Expensed equipment | S | 1,033 | 858 | S | 20.4 |
| Expensed purchase of other materials, parts, and supplies | 660 | 552 | 467 | 19.6 | 18.2 |
| Expensed purchased services | 4,548 | 4,239 | 4,308 | 7.3 | -1.6 |
| Expensed purchases of software | 244 | 264 | 231 | -7.6 | 14.3 |
| Purchased electricity and fuels (except motor fuels) | 586 | 518 | 659 | 13.1 | -21.4 |
| Lease and rental payments | 830 | 800 | 851 | 3.8 | -6.0 |
| Purchased repair and maintenance | 699 | 707 | 907 | -1.1 | -22.1 |
| Purchased advertising and promotional services | 2,189 | 1,951 | 1,661 | 12.2 | 17.5 |
| Other operating expenses | 53,798 | 49,810 | 47,361 | 8.0 | 5.2 |
| Program and production costs | 24,499 | 22,164 | 20,331 | 10.5 | 9.0 |
| Depreciation and amortization charges | 14,918 | 14,363 | 13,932 | 3.9 | 3.1 |
| Governmental taxes and license fees | 1,923 | 1,866 | 2,009 | 3.1 | -7.1 |
| All other operating expenses | 12,458 | 11,417 | 11,090 | 9.1 | 2.9 |

S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.3.12 provides estimated measures of sampling variability.

Table 3.3.13. Cable and Other Program Distribution (NAICS 5175) – Estimated Cable System and Multichannel Video Distribution Revenue by Type of Customer for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|---------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 88,724 | 80,493 | 73,317 | 10.2 | 9.8 |
| Breakdown of Revenue by Type of Customer | | | | | |
| Government | 455 | 490 | 462 | -7.1 | 6.1 |
| Business firms and not-for-profit organizations | 6,720 | 6,481 | 5,358 | 3.7 | 21.0 |
| Household consumers and individual users | 81,548 | 73,522 | 67,497 | 10.9 | 8.9 |

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/svsd/www/cv.html>. Appendix A, Table A-3.3.13 provides estimated measures of sampling variability.

Table 3.4.1. Internet Service Providers (NAICS 518111) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|---------------|----------------|--------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 18,576 | 18,910 | 20,201 | -1.8 | -6.4 |
| Sources of Revenue | | | | | |
| Internet access service | 10,983 | 12,525 | 14,244 | -12.3 | -12.1 |
| Online advertising space | S | 3,637 | 3,068 | S | 18.5 |
| Internet backbone services | 387 | 393 | 378 | -1.5 | 4.0 |
| Internet telephony | S | S | S | S | S |
| Web site hosting services | 886 | 530 | 548 | 67.2 | -3.3 |
| Information technology design and development services | S | S | S | S | S |
| All other operating revenue | 1,943 | 1,689 | 1,795 | 15.0 | -5.9 |
| Operating Expenses | | | | | |
| Total | 15,713 | 14,213 | 16,251 | 10.6 | -12.5 |
| Personnel costs | 6,427 | 5,167 | 5,280 | 24.4 | -2.1 |
| Gross annual payroll | 5,340 | 4,001 | 3,858 | 33.5 | 3.7 |
| Employer's cost for fringe benefits | 640 | 641 | S | -0.2 | S |
| Temporary staff and leased employee expense | 446 | 525 | S | -15.0 | S |
| Expensed materials, parts and supplies (not for resale) | S | S | S | S | S |
| Expensed equipment | 111 | 88 | S | 26.1 | S |
| Expensed purchase of other materials, parts, and supplies | S | S | S | S | S |
| Expensed purchased services | 2,620 | 3,179 | S | -17.6 | S |
| Expensed purchases of software | 61 | 61 | 49 | Z | 24.5 |
| Purchased electricity and fuels (except motor fuels) | 77 | 86 | S | -10.5 | S |
| Lease and rental payments | 415 | 443 | 466 | -6.3 | -4.9 |
| Purchased repair and maintenance | 84 | 79 | 87 | 6.3 | -9.2 |
| Purchased advertising and promotional services | 1,983 | 2,511 | S | -21.0 | S |
| Other operating expenses | 6,121 | 5,467 | S | 12.0 | S |
| Depreciation and amortization charges | 1,201 | 1,168 | S | 2.8 | S |
| Governmental taxes and license fees | 43 | 80 | S | -46.3 | S |
| All other operating expenses | 4,877 | 4,219 | S | 15.6 | S |

Z Absolute value is less than 0.05. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.4.1 provides estimated measures of sampling variability.

Table 3.4.2. Web Search Portals (NAICS 518112) - Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|--------------|--------------|--------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 9,199 | 6,953 | 4,960 | 32.3 | 40.2 |
| Sources of Revenue | | | | | |
| Online advertising space | 6,379 | 4,672 | 3,315 | 36.5 | 40.9 |
| Information search services on a contract or fee basis | 1,896 | S | S | S | S |
| Web site hosting services | 72 | S | S | S | S |
| All other operating revenue | 851 | S | S | S | S |
| Operating Expenses | | | | | |
| Total | 4,678 | 3,256 | 2,478 | 43.7 | 31.4 |
| Personnel costs | 1,896 | 1,292 | 1,109 | 46.7 | 16.5 |
| Gross annual payroll | 1,093 | 820 | 665 | 33.3 | 23.3 |
| Employer's cost for fringe benefits | 599 | 355 | 356 | 68.7 | -0.3 |
| Temporary staff and leased employee expense | 205 | 117 | 87 | 75.2 | 34.5 |
| Expensed materials, parts and supplies (not for resale) | 64 | 60 | 40 | 6.7 | 50.0 |
| Expensed equipment | 33 | 46 | 30 | -28.3 | 53.3 |
| Expensed purchase of other materials, parts, and supplies | 31 | 14 | 10 | 121.4 | 40.0 |
| Expensed purchased services | 710 | 474 | 313 | 49.8 | 51.4 |
| Expensed purchases of software | 59 | 28 | S | 110.7 | S |
| Purchased electricity and fuels (except motor fuels) | 15 | 9 | S | 66.7 | S |
| Lease and rental payments | 101 | 79 | 63 | 27.8 | 25.4 |
| Purchased repair and maintenance | 30 | 18 | 11 | 66.7 | 63.6 |
| Purchased advertising and promotional services | 505 | 341 | 211 | 48.1 | 61.6 |
| Other operating expenses | 2,007 | S | 1,017 | S | S |
| Depreciation and amortization charges | 371 | S | S | S | S |
| Governmental taxes and license fees | 25 | 21 | 19 | 19.0 | 10.5 |
| All other operating expenses | 1,611 | S | S | S | S |

S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.4.2 provides estimated measures of sampling variability.

Table 3.4.3. Data Processing, Hosting, and Related Services (NAICS 5182) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|---------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 70,063 | 62,951 | 57,330 | 11.3 | 9.8 |
| Sources of Revenue | | | | | |
| Data processing, IT infrastructure provisioning, and hosting services | 35,529 | 31,227 | 28,414 | 13.8 | 9.9 |
| Business process management services | 21,760 | 18,829 | 17,426 | 15.6 | 8.1 |
| Data management services | 5,797 | 5,601 | 5,275 | 3.5 | 6.2 |
| Application service provisioning | 5,267 | 4,380 | 3,800 | 20.3 | 15.3 |
| Web site hosting services | 1,898 | S | S | S | S |
| Collocation services | S | S | S | S | S |
| Other operating revenue | 34,534 | 31,724 | 28,916 | 8.9 | 9.7 |
| IT design and development services | 6,210 | 6,446 | S | -3.7 | S |
| IT technical support services | 1,169 | 1,365 | 1,167 | -14.4 | 17.0 |
| IT technical consulting services | 1,562 | 1,106 | 1,124 | 41.2 | -1.6 |
| Information and document transformation services | 3,477 | 2,963 | 2,810 | 17.3 | 5.4 |
| Software publishing | 1,849 | 1,768 | 1,299 | 4.6 | 36.1 |
| Reselling services for computer hardware and software, retail | 2,030 | 1,279 | 1,211 | 58.7 | 5.6 |
| All other operating revenue | 18,238 | 16,797 | 15,024 | 8.6 | 11.8 |
| Operating Expenses | | | | | |
| Total | 60,132 | 55,739 | 52,772 | 7.9 | 5.6 |
| Personnel costs | 29,630 | 27,304 | 25,454 | 8.5 | 7.3 |
| Gross annual payroll | 22,680 | 20,928 | 19,693 | 8.4 | 6.3 |
| Employer's cost for fringe benefits | 3,994 | 3,926 | 3,678 | 1.7 | 6.7 |
| Temporary staff and leased employee expense | 2,956 | 2,449 | 2,083 | 20.7 | 17.6 |
| Expensed materials, parts and supplies (not for resale) | 2,669 | 2,414 | 1,891 | 10.6 | 27.7 |
| Expensed equipment | 946 | 804 | 766 | 17.7 | 5.0 |
| Expensed purchase of other materials, parts, and supplies | 1,723 | 1,610 | 1,126 | 7.0 | 43.0 |
| Expensed purchased services | 7,366 | 7,689 | 6,944 | -4.2 | 10.7 |
| Expensed purchases of software | 1,329 | 1,707 | 1,210 | -22.1 | 41.1 |
| Purchased electricity and fuels (except motor fuels) | 403 | 309 | 276 | 30.4 | 12.0 |
| Lease and rental payments | 2,859 | 2,932 | 2,678 | -2.5 | 9.5 |
| Purchased repair and maintenance | 1,494 | 1,460 | 1,400 | 2.3 | 4.3 |
| Purchased advertising and promotional services | 1,280 | 1,280 | 1,381 | Z | -7.3 |
| Other operating expenses | 20,467 | 18,332 | 18,483 | 11.6 | -0.8 |
| Depreciation and amortization charges | 4,059 | 4,029 | 3,923 | 0.7 | 2.7 |
| Governmental taxes and license fees | 384 | 367 | 322 | 4.6 | 14.0 |
| All other operating expenses | 16,023 | 13,936 | 14,237 | 15.0 | -2.1 |

Z Absolute value is less than 0.05. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.4.3 provides estimated measures of sampling variability.

Table 3.5.1. News Syndicates and Libraries and Archives (NAICS 51911 and 51912) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|--------------|--------------|--------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| NEWS SYNDICATES (NAICS 51911) | | | | | |
| Operating Revenue | | | | | |
| Total | 2,241 | 2,089 | 1,972 | 7.3 | 5.9 |
| Sources of Revenue | | | | | |
| Licensing of rights to use syndicated media content | 991 | 977 | 891 | 1.4 | 9.7 |
| All other operating revenue | 1,250 | 1,112 | 1,081 | 12.4 | 2.9 |
| Operating Expenses | | | | | |
| Total | 1,871 | 1,827 | 1,868 | 2.4 | -2.2 |
| Personnel costs | 1,062 | 1,038 | 1,054 | 2.3 | -1.5 |
| Gross annual payroll | 867 | 842 | 858 | 3.0 | -1.9 |
| Employer's cost for fringe benefits | 188 | 188 | 188 | Z | Z |
| Temporary staff and leased employee expense | 8 | 8 | 9 | Z | -11.1 |
| Expensed materials, parts and supplies (not for resale) | 90 | 90 | 99 | Z | -9.1 |
| Expensed equipment | 78 | 81 | 89 | -3.7 | -9.0 |
| Expensed purchase of other materials, parts, and supplies | 12 | 10 | 10 | 20.0 | Z |
| Expensed purchased services | 167 | 166 | 173 | 0.6 | -4.0 |
| Expensed purchases of software | 14 | 14 | 15 | Z | -6.7 |
| Purchased electricity and fuels (except motor fuels) | 8 | 9 | 9 | -11.1 | Z |
| Lease and rental payments | 94 | 91 | 97 | 3.3 | -6.2 |
| Purchased repair and maintenance | 25 | 26 | 27 | -3.8 | -3.7 |
| Purchased advertising and promotional services | 26 | 26 | 25 | Z | 4.0 |
| Other operating expenses | 552 | 534 | 541 | 3.4 | -1.3 |
| Depreciation and amortization charges | 95 | 96 | 96 | -1.0 | Z |
| Governmental taxes and license fees | 90 | 75 | 76 | 20.0 | -1.3 |
| All other operating expenses | 367 | 362 | 369 | 1.4 | -1.9 |

See footnotes at end of table.

Table 3.5.1. News Syndicates and Libraries and Archives (NAICS 51911 and 51912) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006—Con.

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|--------------|--------------|--------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| LIBRARIES AND ARCHIVES (NAICS 51912) | | | | | |
| Operating Revenue | | | | | |
| Total | 2,117 | 2,033 | 1,879 | 4.1 | 8.2 |
| Sources of Revenue | | | | | |
| Contributions, gifts, and grants received | 928 | 917 | 842 | 1.2 | 8.9 |
| Investment and property income | 194 | 157 | 134 | 23.6 | 17.2 |
| All other revenue | 995 | 959 | 904 | 3.8 | 6.1 |
| Operating Expenses | | | | | |
| Total | 1,786 | 1,727 | 1,621 | 3.4 | 6.5 |
| Personnel costs | 937 | 947 | 890 | -1.1 | 6.4 |
| Gross annual payroll | 720 | 738 | 706 | -2.4 | 4.5 |
| Employer's cost for fringe benefits | 204 | 196 | 173 | 4.1 | 13.3 |
| Temporary staff and leased employee expense | \$ | \$ | 11 | \$ | \$ |
| Expensed materials, parts and supplies (not for resale) | 156 | 135 | 135 | 15.6 | Z |
| Expensed equipment | 25 | 22 | 24 | 13.6 | -8.3 |
| Expensed purchase of other materials, parts, and supplies | 132 | 113 | 111 | 16.8 | 1.8 |
| Expensed purchased services | 209 | 197 | 186 | 6.1 | 5.9 |
| Expensed purchases of software | 17 | 17 | 18 | Z | -5.6 |
| Purchased electricity and fuels (except motor fuels) | 45 | 40 | 37 | 12.5 | 8.1 |
| Lease and rental payments | 81 | 78 | 77 | 3.8 | 1.3 |
| Purchased repair and maintenance | 50 | 47 | 43 | 6.4 | 9.3 |
| Purchased advertising and promotional services | \$ | \$ | \$ | \$ | \$ |
| Other operating expenses | 483 | 448 | 410 | 7.8 | 9.3 |
| Depreciation and amortization charges | 69 | 67 | 66 | 3.0 | 1.5 |
| Governmental taxes and license fees | \$ | \$ | \$ | \$ | \$ |
| All other operating expenses | 406 | 375 | 337 | 8.3 | 11.3 |

Z Absolute value is less than 0.05. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.5.1 provides estimated measures of sampling variability.

Table 3.5.2. All Other Information Services (NAICS 51919) – Estimated Sources of Revenue and Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|--------------|--------------|--------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| Operating Revenue | | | | | |
| Total | 3,129 | 2,721 | S | 15.0 | S |
| Sources of Revenue | | | | | |
| Information search and retrieval services | S | 226 | 213 | S | 6.1 |
| Information services | 2,622 | 2,324 | S | 12.8 | S |
| Media monitoring and analysis | S | 54 | 58 | S | -6.9 |
| Advertising | S | S | S | S | S |
| All other operating revenue | 228 | 102 | 94 | 123.5 | 8.5 |
| Operating Expenses | | | | | |
| Total | 1,944 | 1,792 | 1,682 | 8.5 | 6.5 |
| Personnel costs | 875 | 732 | 717 | 19.5 | 2.1 |
| Gross annual payroll | 643 | 543 | 519 | 18.4 | 4.6 |
| Employer's cost for fringe benefits | 224 | 180 | 192 | 24.4 | -6.3 |
| Temporary staff and leased employee expense | 8 | 8 | 6 | Z | 33.3 |
| Expensed materials, parts and supplies (not for resale) | 27 | S | S | S | S |
| Expensed equipment | 13 | S | S | S | S |
| Expensed purchase of other materials, parts, and supplies | 14 | 11 | 11 | 27.3 | Z |
| Expensed purchased services | 224 | 221 | 183 | 1.4 | 20.8 |
| Expensed purchases of software | 3 | 4 | 4 | -25.0 | Z |
| Purchased electricity and fuels (except motor fuels) | 15 | 14 | 14 | 7.1 | Z |
| Lease and rental payments | 84 | 97 | 76 | -13.4 | 27.6 |
| Purchased repair and maintenance | 50 | 47 | 44 | 6.4 | 6.8 |
| Purchased advertising and promotional services | S | S | 45 | S | S |
| Other operating expenses | 818 | S | 755 | S | S |
| Depreciation and amortization charges | 227 | 206 | 252 | 10.2 | -18.3 |
| Governmental taxes and license fees | 13 | S | S | S | S |
| All other operating expenses | 577 | S | 496 | S | S |

Z Absolute value is less than 0.05. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.5.2 provides estimated measures of sampling variability.

Table 3.6.1. Information Sector (NAICS 51) – Estimated Total Expenses for Employer Firms: 2004 Through 2006

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| NAICS code | Kind of business | 2006 | 2005 | 2004 | Percent change | |
|------------|---|----------------|----------------|----------------|----------------|------------|
| | | | | | 2006/2005 | 2005/2004 |
| 51 | Information | 836,044 | 813,385 | 787,213 | 2.8 | 3.3 |
| 511 | Publishing industries (except Internet) | 200,797 | 199,167 | 195,174 | 0.8 | 2.0 |
| 5111 | Newspaper, periodical, book, and directory publishers | 110,214 | 110,999 | 105,509 | -0.7 | 5.2 |
| 51111 | Newspaper publishers | 42,269 | 41,093 | 39,998 | 2.9 | 2.7 |
| 51112 | Periodical publishers | 36,105 | 37,695 | 34,614 | -4.2 | 8.9 |
| 51113 | Book publishers | 16,268 | 16,754 | 15,999 | -2.9 | 4.7 |
| 51114 | Directory and mailing list publishers | 10,997 | 11,052 | 10,487 | -0.5 | 5.4 |
| 51119 | Other publishers | 4,575 | 4,405 | 4,411 | 3.9 | -1.0 |
| 511191 | Greeting card publishers | 2,803 | 2,740 | 2,825 | 2.3 | -3.0 |
| 511199 | All other publishers | 1,772 | 1,665 | 1,586 | 6.4 | 5.0 |
| 5112 | Software publishers | 90,583 | 88,168 | 89,665 | 2.7 | -1.7 |
| 512 | Motion picture and sound recording industries | 79,102 | 77,757 | 73,470 | 1.7 | 5.8 |
| 5121 | Motion picture and video industries | 61,110 | 61,238 | 60,624 | -0.2 | 1.0 |
| 5121x | Motion picture and video production and distribution ¹ | 49,152 | 48,952 | 48,277 | 0.4 | 1.4 |
| 51213 | Motion picture and video exhibition | 8,047 | 8,501 | 8,633 | -5.3 | -1.5 |
| 512131 | Motion picture theaters (except drive-ins) | 7,936 | 8,422 | 8,559 | -5.8 | -1.6 |
| 512132 | Drive-in motion picture theaters | S | 79 | S | S | S |
| 51219 | Postproduction services and other motion picture and video industries | 3,911 | 3,785 | 3,714 | 3.3 | 1.9 |
| 512191 | Teleproduction and other postproduction services | 3,091 | 3,015 | 3,018 | 2.5 | -0.1 |
| 512199 | Other motion picture and video industries | 820 | 770 | 696 | 6.5 | 10.6 |
| 5122 | Sound recording industries | 17,992 | 16,519 | 12,846 | 8.9 | 28.6 |
| 51221 | Record production | 301 | 262 | 279 | 14.9 | -6.1 |
| 51222 | Integrated record production and distribution | 13,480 | 12,443 | 8,918 | 8.3 | 39.5 |
| 51223 | Music publishers | 2,788 | 2,562 | 2,474 | 8.8 | 3.6 |
| 51224 | Sound recording studios | 775 | 672 | 635 | 15.3 | 5.8 |
| 51229 | Other sound recording industries | 648 | 580 | 540 | 11.7 | 7.4 |
| 515 | Broadcasting (except Internet) | 72,127 | 67,145 | 63,130 | 7.4 | 6.4 |
| 5151 | Radio and television broadcasting | 46,898 | 43,539 | 41,689 | 7.7 | 4.4 |
| 51511 | Radio broadcasting | 17,006 | 14,734 | 13,697 | 15.4 | 7.6 |
| 515111 | Radio networks | 6,809 | 4,584 | 3,783 | 48.5 | 21.2 |
| 515112 | Radio stations | 10,197 | 10,150 | 9,914 | 0.5 | 2.4 |
| 51512 | Television broadcasting | 29,892 | 28,805 | 27,992 | 3.8 | 2.9 |
| 5152 | Cable and other subscription programming | 25,229 | 23,606 | 21,441 | 6.9 | 10.1 |
| 516 | Internet publishing and broadcasting | 8,342 | 8,197 | 7,011 | 1.8 | 16.9 |
| 517 | Telecommunications | 389,552 | 382,565 | 371,756 | 1.8 | 2.9 |
| 5171 | Wired telecommunications carriers | 168,661 | 176,525 | 187,541 | -4.5 | -5.9 |
| 5172 | Wireless telecommunications carriers (except satellite) | 134,802 | 124,049 | 106,587 | 8.7 | 16.4 |
| 517211 | Paging | 1,295 | 1,747 | 1,546 | -25.9 | 13.0 |
| 517212 | Cellular and other wireless telecommunications | 133,507 | 122,302 | 105,041 | 9.2 | 16.4 |
| 5173 | Telecommunications resellers | 6,908 | 6,868 | 5,983 | 0.6 | 14.8 |
| 5174 | Satellite telecommunications | 3,489 | 4,618 | 5,613 | -24.4 | -17.7 |
| 5175 | Cable and other program distribution | 74,538 | 69,031 | 64,865 | 8.0 | 6.4 |

See footnotes at end of table.

Table 3.6.1. Information Sector (NAICS 51) – Estimated Total Expenses for Employer Firms: 2004 Through 2006—Con.

[Estimates are based on data from the 2006 Service Annual Survey and administrative data. Estimates for 2005 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

| NAICS code | Kind of business | 2006 | 2005 | 2004 | Percent change | |
|------------|--|--------|--------|--------|----------------|-----------|
| | | | | | 2006/2005 | 2005/2004 |
| 5179 | Other telecommunications | 1,154 | 1,474 | 1,166 | -21.7 | 26.4 |
| 518 | Internet service providers, web search portals, and data processing services | 80,523 | 73,208 | 71,501 | 10.0 | 2.4 |
| 5181 | Internet service providers and web search portals | 20,391 | 17,469 | 18,729 | 16.7 | -6.7 |
| 518111 | Internet service providers | 15,713 | 14,213 | 16,251 | 10.6 | -12.5 |
| 518112 | Web search portals | 4,678 | 3,256 | 2,478 | 43.7 | 31.4 |
| 5182 | Data processing, hosting, and related services | 60,132 | 55,739 | 52,772 | 7.9 | 5.6 |
| 519 | Other information services | 5,601 | 5,346 | 5,171 | 4.8 | 3.4 |
| 51911 | News syndicates | 1,871 | 1,827 | 1,868 | 2.4 | -2.2 |
| 51912 | Libraries and archives | 1,786 | 1,727 | 1,621 | 3.4 | 6.5 |
| 51919 | All other information services | 1,944 | 1,792 | 1,682 | 8.5 | 6.5 |

S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

¹Includes NAICS 51211 (Motion picture and video production) and NAICS 51212 (Motion picture and video distribution).

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.6.1 provides estimated measures of sampling variability.

Table 3.6.2. Publishing Industries (except Internet) (NAICS 511), Motion Picture and Sound Recording Industries (NAICS 512), Broadcasting (except Internet) (NAICS 515), Internet Publishing and Broadcasting (NAICS 516), Telecommunications (NAICS 517), Internet Service Providers, Web Search Portals, and Data Processing Services (NAICS 518), and Other Information Services (NAICS 519) – Selected Expenses for Employer Firms: 2004 Through 2006

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|--|----------------|----------------|----------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| PUBLISHING INDUSTRIES (NAICS 511) | | | | | |
| Operating Expenses | | | | | |
| Total | 200,797 | 199,167 | 195,174 | 0.8 | 2.0 |
| Personnel costs | 98,877 | 97,689 | 95,757 | 1.2 | 2.0 |
| Gross annual payroll | 78,413 | 79,134 | 78,770 | -0.9 | 0.5 |
| Employer's cost for fringe benefits | 16,322 | 14,860 | 13,718 | 9.8 | 8.3 |
| Temporary staff and leased employee expense | 4,141 | 3,695 | 3,269 | 12.1 | 13.0 |
| Expensed materials, parts and supplies (not for resale) | 8,899 | 9,647 | 10,596 | -7.8 | -9.0 |
| Expensed equipment | 1,190 | 1,282 | 1,168 | -7.2 | 9.8 |
| Expensed purchase of other materials, parts, and supplies | 7,709 | 8,365 | 9,428 | -7.8 | -11.3 |
| Expensed purchased services | 27,533 | 26,264 | 24,582 | 4.8 | 6.8 |
| Expensed purchases of software | 1,770 | 1,483 | 1,475 | 19.4 | 0.5 |
| Purchased electricity and fuels (except motor fuels) | 902 | 845 | 751 | 6.7 | 12.5 |
| Lease and rental payments | 4,571 | 4,875 | 5,045 | -6.2 | -3.4 |
| Purchased repair and maintenance | 1,165 | 1,147 | 1,063 | 1.6 | 7.9 |
| Purchased advertising and promotional services | 10,533 | 9,916 | 8,914 | 6.2 | 11.2 |
| Purchased printing services | 8,399 | 7,775 | 7,067 | 8.0 | 10.0 |
| Purchased software reproduction | S | S | S | S | S |
| Other operating expenses | 65,487 | 65,567 | 64,239 | -0.1 | 2.1 |
| Depreciation and amortization charges | 9,572 | 9,522 | 9,061 | 0.5 | 5.1 |
| Governmental taxes and license fees | 1,013 | 1,024 | 956 | -1.1 | 7.1 |
| All other operating expenses | 54,902 | 55,021 | 54,222 | -0.2 | 1.5 |
| MOTION PICTURE AND SOUND RECORDING INDUSTRIES (NAICS 512) | | | | | |
| Operating Expenses | | | | | |
| Total | 79,102 | 77,757 | 73,470 | 1.7 | 5.8 |
| Personnel costs | 21,504 | 20,520 | 18,355 | 4.8 | 11.8 |
| Gross annual payroll | 18,829 | 17,907 | 15,923 | 5.1 | 12.5 |
| Employer's cost for fringe benefits | 1,902 | 1,859 | 1,759 | 2.3 | 5.7 |
| Temporary staff and leased employee expense | 773 | 755 | 673 | 2.4 | 12.2 |
| Expensed materials, parts and supplies (not for resale) | 1,759 | 1,662 | 1,582 | 5.8 | 5.1 |
| Expensed equipment | 284 | 248 | 233 | 14.5 | 6.4 |
| Expensed purchase of other materials, parts, and supplies | 1,475 | 1,414 | 1,349 | 4.3 | 4.8 |
| Expensed purchased services | 12,863 | 12,305 | 11,572 | 4.5 | 6.3 |
| Expensed purchases of software | 135 | 162 | 118 | -16.7 | 37.3 |
| Purchased electricity and fuels (except motor fuels) | 501 | 457 | 439 | 9.6 | 4.1 |
| Lease and rental payments | 3,738 | 3,428 | 3,195 | 9.0 | 7.3 |
| Purchased repair and maintenance | 593 | 582 | 560 | 1.9 | 3.9 |
| Purchased advertising and promotional services | 7,897 | 7,677 | 7,260 | 2.9 | 5.7 |
| Other operating expenses | 42,978 | 43,270 | 41,959 | -0.7 | 3.1 |
| Depreciation and amortization charges | 4,539 | 4,290 | 5,042 | 5.8 | -14.9 |
| Governmental taxes and license fees | 1,631 | 1,589 | 1,495 | 2.6 | 6.3 |
| All other operating expenses | 36,807 | 37,391 | 35,421 | -1.6 | 5.6 |

See footnotes at end of table.

Table 3.6.2. Publishing Industries (except Internet) (NAICS 511), Motion Picture and Sound Recording Industries (NAICS 512), Broadcasting (except Internet) (NAICS 515), Internet Publishing and Broadcasting (NAICS 516), Telecommunications (NAICS 517), Internet Service Providers, Web Search Portals, and Data Processing Services (NAICS 518), and Other Information Services (NAICS 519) – Selected Expenses for Employer Firms: 2004 Through 2006—Con.

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|---------------|---------------|---------------|----------------|-------------|
| | | | | 2006/2005 | 2005/2004 |
| BROADCASTING (EXCEPT INTERNET) (NAICS 515) | | | | | |
| Operating Expenses | | | | | |
| Total | 72,127 | 67,145 | 63,130 | 7.4 | 6.4 |
| Personnel costs | 19,050 | 18,249 | 17,006 | 4.4 | 7.3 |
| Gross annual payroll | 15,408 | 15,165 | 14,184 | 1.6 | 6.9 |
| Employer's cost for fringe benefits | 2,672 | 2,342 | 2,138 | 14.1 | 9.5 |
| Temporary staff and leased employee expense | 970 | 743 | 684 | 30.6 | 8.6 |
| Expensed materials, parts and supplies (not for resale) | 685 | 656 | 740 | 4.4 | -11.4 |
| Expensed equipment | 153 | 161 | 228 | -5.0 | -29.4 |
| Expensed purchase of other materials, parts, and supplies | 533 | 495 | 512 | 7.7 | -3.3 |
| Expensed purchased services | 6,325 | 5,923 | 5,697 | 6.8 | 4.0 |
| Expensed purchases of software | 172 | 149 | 128 | 15.4 | 16.4 |
| Purchased electricity and fuels (except motor fuels) | 657 | 549 | 523 | 19.7 | 5.0 |
| Lease and rental payments | 1,357 | 1,345 | 1,248 | 0.9 | 7.8 |
| Purchased repair and maintenance | 504 | 453 | 442 | 11.3 | 2.5 |
| Purchased advertising and promotional services | 3,635 | 3,427 | 3,354 | 6.1 | 2.2 |
| Other operating expenses | 46,067 | 42,318 | 39,686 | 8.9 | 6.6 |
| Program and production costs | 12,964 | 12,051 | 11,625 | 7.6 | 3.7 |
| Broadcast rights and music license fees | 13,965 | 13,004 | 12,494 | 7.4 | 4.1 |
| Network compensation fees (networks only) | 854 | 906 | 891 | -5.7 | 1.7 |
| Depreciation and amortization charges | 3,757 | 3,658 | 3,714 | 2.7 | -1.5 |
| Governmental taxes and license fees | 701 | 790 | 791 | -11.3 | -0.1 |
| All other operating expenses | 13,826 | 11,908 | 10,171 | 16.1 | 17.1 |
| INTERNET PUBLISHING AND BROADCASTING (NAICS 516) | | | | | |
| Operating Expenses | | | | | |
| Total | 8,342 | 8,197 | 7,011 | 1.8 | 16.9 |
| Personnel costs | 3,782 | 3,899 | 3,320 | -3.0 | 17.4 |
| Gross annual payroll | 3,095 | 3,244 | 2,696 | -4.6 | 20.3 |
| Employer's cost for fringe benefits | 473 | 462 | 434 | 2.4 | 6.5 |
| Temporary staff and leased employee expense | 214 | 193 | 190 | 10.9 | 1.6 |
| Expensed materials, parts and supplies (not for resale) | 247 | 249 | 211 | -0.8 | 18.0 |
| Expensed equipment | 94 | 93 | 90 | 1.1 | 3.3 |
| Expensed purchase of other materials, parts, and supplies | 152 | 156 | 121 | -2.6 | 28.9 |
| Expensed purchased services | 1,678 | 1,603 | 1,298 | 4.7 | 23.5 |
| Expensed purchases of software | 216 | 144 | 80 | 50.0 | 80.0 |
| Purchased electricity and fuels (except motor fuels) | 18 | 16 | 15 | 12.5 | 6.7 |
| Lease and rental payments | 271 | 276 | 278 | -1.8 | -0.7 |
| Purchased repair and maintenance | 87 | 89 | 96 | -2.2 | -7.3 |
| Purchased advertising and promotional services | 1,086 | 1,078 | 829 | 0.7 | 30.0 |
| Other operating expenses | 2,636 | 2,446 | 2,181 | 7.8 | 12.2 |
| Depreciation and amortization charges | 682 | 643 | 694 | 6.1 | -7.3 |
| Governmental taxes and license fees | 60 | 57 | 48 | 5.3 | 18.8 |
| All other operating expenses | 1,894 | 1,747 | 1,439 | 8.4 | 21.4 |

See footnotes at end of table.

Table 3.6.2. Publishing Industries (except Internet) (NAICS 511), Motion Picture and Sound Recording Industries (NAICS 512), Broadcasting (except Internet) (NAICS 515), Internet Publishing and Broadcasting (NAICS 516), Telecommunications (NAICS 517), Internet Service Providers, Web Search Portals, and Data Processing Services (NAICS 518), and Other Information Services (NAICS 519) – Selected Expenses for Employer Firms: 2004 Through 2006—Con.

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|--|----------------|----------------|----------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| TELECOMMUNICATIONS (NAICS 517) | | | | | |
| Operating Expenses | | | | | |
| Total | 389,552 | 382,565 | 371,756 | 1.8 | 2.9 |
| Personnel costs | 102,450 | 100,040 | 95,570 | 2.4 | 4.7 |
| Gross annual payroll | 74,096 | 70,180 | 65,710 | 5.6 | 6.8 |
| Employer's cost for fringe benefits | 22,798 | 23,168 | 23,703 | -1.6 | -2.3 |
| Temporary staff and leased employee expense | 5,556 | 6,691 | 6,157 | -17.0 | 8.7 |
| Expensed materials, parts and supplies (not for resale) | 20,176 | 19,040 | 18,439 | 6.0 | 3.3 |
| Expensed equipment | 1,310 | 2,378 | 2,442 | -44.9 | -2.6 |
| Expensed purchase of other materials, parts, and supplies | 18,866 | 16,662 | 15,997 | 13.2 | 4.2 |
| Expensed purchased services | 34,680 | 34,029 | 33,845 | 1.9 | 0.5 |
| Expensed purchases of software | 3,160 | 3,035 | 2,889 | 4.1 | 5.1 |
| Purchased electricity and fuels (except motor fuels) | 3,377 | 3,167 | 3,122 | 6.6 | 1.4 |
| Lease and rental payments | 10,782 | 10,958 | 10,466 | -1.6 | 4.7 |
| Purchased repair and maintenance | 3,510 | 4,086 | 4,628 | -14.1 | -11.7 |
| Purchased advertising and promotional services | 13,851 | 12,782 | 12,740 | 8.4 | 0.3 |
| Other operating expenses | 232,245 | 229,456 | 223,902 | 1.2 | 2.5 |
| Access charges | 31,700 | 40,319 | 41,242 | -21.4 | -2.2 |
| Universal service contributions (USC) and other similar charges | 5,882 | 6,818 | 5,254 | -13.7 | 29.8 |
| Program and production costs | 24,499 | 22,164 | 20,331 | 10.5 | 9.0 |
| Depreciation and amortization charges | 78,264 | 74,348 | 71,291 | 5.3 | 4.3 |
| Governmental taxes and license fees | 8,927 | 8,437 | 8,565 | 5.8 | -1.5 |
| All other operating expenses | 82,972 | 77,370 | 77,220 | 7.2 | 0.2 |
| INTERNET SERVICE PROVIDERS, WEB SEARCH PORTALS, AND DATA PROCESSING (NAICS 518) | | | | | |
| Operating Expenses | | | | | |
| Total | 80,523 | 73,208 | 71,501 | 10.0 | 2.4 |
| Personnel costs | 37,953 | 33,763 | 31,843 | 12.4 | 6.0 |
| Gross annual payroll | 29,113 | 25,749 | 24,217 | 13.1 | 6.3 |
| Employer's cost for fringe benefits | 5,233 | 4,922 | 4,736 | 6.3 | 3.9 |
| Temporary staff and leased employee expense | 3,607 | 3,091 | 2,890 | 16.7 | 7.0 |
| Expensed materials, parts and supplies (not for resale) | 3,278 | 2,877 | 2,359 | 13.9 | 22.0 |
| Expensed equipment | 1,090 | 938 | 908 | 16.2 | 3.3 |
| Expensed purchase of other materials, parts, and supplies | 2,188 | 1,939 | 1,451 | 12.8 | 33.6 |
| Expensed purchased services | 10,696 | 11,342 | 11,315 | -5.7 | 0.2 |
| Expensed purchases of software | 1,449 | 1,797 | 1,280 | -19.4 | 40.4 |
| Purchased electricity and fuels (except motor fuels) | 495 | 403 | 372 | 22.8 | 8.3 |
| Lease and rental payments | 3,375 | 3,454 | 3,207 | -2.3 | 7.7 |
| Purchased repair and maintenance | 1,608 | 1,556 | 1,498 | 3.3 | 3.9 |
| Purchased advertising and promotional services | 3,769 | 4,132 | S | -8.8 | S |
| Other operating expenses | 28,596 | 25,228 | 25,984 | 13.4 | -2.9 |
| Depreciation and amortization charges | 5,631 | 5,438 | 5,519 | 3.5 | -1.5 |
| Governmental taxes and license fees | 453 | 468 | 423 | -3.2 | 10.6 |
| All other operating expenses | 22,512 | 19,321 | 20,042 | 16.5 | -3.6 |

See footnotes at end of table.

Table 3.6.2. Publishing Industries (except Internet) (NAICS 511), Motion Picture and Sound Recording Industries (NAICS 512), Broadcasting (except Internet) (NAICS 515), Internet Publishing and Broadcasting (NAICS 516), Telecommunications (NAICS 517), Internet Service Providers, Web Search Portals, and Data Processing Services (NAICS 518), and Other Information Services (NAICS 519) – Selected Expenses for Employer Firms: 2004 Through 2006—Con.

| Kind of business | 2006 | 2005 | 2004 | Percent change | |
|---|--------------|--------------|--------------|----------------|------------|
| | | | | 2006/2005 | 2005/2004 |
| OTHER INFORMATION SERVICES (NAICS 519) | | | | | |
| Operating Expenses | | | | | |
| Total | 5,601 | 5,346 | 5,171 | 4.8 | 3.4 |
| Personnel costs | 2,875 | 2,716 | 2,662 | 5.9 | 2.0 |
| Gross annual payroll | 2,230 | 2,123 | 2,084 | 5.0 | 1.9 |
| Employer's cost for fringe benefits | 616 | 565 | 553 | 9.0 | 2.2 |
| Temporary staff and leased employee expense | 28 | 28 | 25 | Z | 12.0 |
| Expensed materials, parts and supplies (not for resale) | 273 | 251 | 260 | 8.8 | -3.5 |
| Expensed equipment | 116 | 117 | 128 | -0.9 | -8.6 |
| Expensed purchase of other materials, parts, and supplies | 157 | 134 | 132 | 17.2 | 1.5 |
| Expensed purchased services | 601 | 583 | 543 | 3.1 | 7.4 |
| Expensed purchases of software | 35 | 36 | 37 | -2.8 | -2.7 |
| Purchased electricity and fuels (except motor fuels) | 68 | 62 | 59 | 9.7 | 5.1 |
| Lease and rental payments | 258 | 267 | 249 | -3.4 | 7.2 |
| Purchased repair and maintenance | 125 | 120 | 115 | 4.2 | 4.3 |
| Purchased advertising and promotional services | S | 99 | 82 | S | 20.7 |
| Other operating expenses | 1,853 | 1,796 | 1,706 | 3.2 | 5.3 |
| Depreciation and amortization charges | 392 | 369 | 414 | 6.2 | -10.9 |
| Governmental taxes and license fees | 112 | 90 | 91 | 24.4 | -1.1 |
| All other operating expenses | 1,350 | 1,337 | 1,202 | 1.0 | 11.2 |

Z Absolute value is less than 0.05. S Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/svsd/www/cv.html. Appendix A, Table A-3.6.2 provides estimated measures of sampling variability.