

Table 1130. Media Usage and Consumer Spending: 2003 to 2009

[Estimates for time spent were derived using rating data for television and cable television, survey research for radio, mobile, out-of-home media and yellow pages, and consumer purchase data (units, admissions, access) for books, home video, in-flight entertainment, Internet, newspapers, magazines, box office, recorded music, videogames. Adults 18 and older were the basis for estimates for newspapers, consumer books, consumer magazines, in-flight entertainment, out-of-home media, yellow pages and home video. Persons 12 and older were the basis for the estimates for box office, broadcast TV, cable TV Internet, mobile, radio recorded music and videogames]

Media	2003	2004	2005	2006	2007	2008	2009, proj.
HOURS PER MEDIA PER YEAR¹							
Total	3,445	3,473	3,500	3,515	3,545	3,545	3,532
Television.....	1,548	1,559	1,606	1,627	1,654	1,693	1,721
Broadcast Television.....	701	684	660	656	656	640	639
Network—affiliated stations.....	605	589	565	583	592	578	579
Independent and public stations ²	96	95	94	73	64	62	60
Cable networks.....	847	875	946	971	998	1,053	1,081
Basic cable networks.....	698	722	781	809	840	891	920
Premium cable networks ²	148	153	165	162	157	161	161
Broadcast and satellite radio.....	836	823	809	793	784	744	716
Recorded music.....	183	188	187	183	179	172	165
Newspapers.....	198	195	191	182	176	169	158
Pure-play internet services ³	134	145	152	163	174	181	184
Out-of-home media.....	130	134	135	136	136	133	129
Consumer magazines.....	125	128	127	129	129	128	126
Consumer books.....	110	109	109	110	109	104	98
Videogames.....	80	82	78	80	91	107	121
Home video ⁴	61	69	65	66	64	61	59
Yellow Pages.....	12	12	11	11	11	11	10
Box office.....	13	13	12	12	12	12	12
Pure-play mobile services ³	5	7	11	13	17	21	23
In-flight entertainment ³	2	1	1	1	1	1	1
Educational books ⁵	8	8	8	8	8	8	8
CONSUMER SPENDING							
PER PERSON PER YEAR (dol.)							
Total	739.75	772.47	785.66	819.38	856.14	882.02	900.99
Television.....	234.26	256.39	280.21	307.58	332.00	357.60	377.34
Cable and satellite TV.....	234.23	256.30	279.81	306.60	330.14	354.72	373.61
Broadcast Television.....	0.03	0.09	0.39	0.98	1.86	2.88	3.73
Home video ⁴	122.22	125.36	114.82	118.84	113.86	106.77	102.39
Consumer books.....	93.76	94.60	98.01	99.56	103.60	100.09	95.21
Pure-play Internet services ³	60.39	60.31	57.88	54.06	55.45	57.46	58.99
Recorded music.....	49.59	51.37	48.98	46.69	40.75	32.87	25.92
Newspapers.....	53.59	51.92	50.32	49.23	47.74	45.75	42.59
Consumer magazines.....	46.54	47.33	47.42	44.46	44.35	43.33	41.63
Box office.....	37.74	37.50	35.54	36.38	38.01	38.34	41.21
Videogames.....	34.65	35.66	35.07	38.36	49.05	61.77	72.05
Pure-play mobile services ³	4.54	7.54	9.59	12.33	15.66	18.55	21.04
Broadcast and satellite radio.....	0.39	1.19	3.03	5.76	7.67	9.12	10.23

¹ Can include concurrent use of media, such as watching television and reading e-mail simultaneously. Does not include media use at work. ² Telemundo and Univision affiliates included in independent and public stations. Pay-per-view, video-on-demand, interactive channels home shopping and audio-only feeds included in premium cable, satellite & RBOC TV services. ³ Online and mobile use and spending on traditional media platforms, such as downloaded music, newspaper websites or info alerts, e-books, cable modems, online video of television programs and Internet radio were included in the traditional media segment, not in pure-play Internet services or pure-play mobile content. Pure-play Internet services and pure-play mobile content included telecommunications access, such as DSL and dial up, but not cable modems, pure play content such as MobiTV, GameSpy, eHarmony, and mobile instant messaging and email alerts. ⁴ Playback of prerecorded DVD discs and VHS cassettes only. ⁵ Grades 9–12 and college only. Not included in consumer spending.

Source: Veronis Suhler Stevenson, New York, NY, *Communications Industry Forecast*, annual (copyright).