

Table 3.0.1. Information Sector (NAICS 51) – Estimated Revenue for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
						2007/2006	2006/2005	2005/2004
51	Information	1,114,883	1,057,430	1,003,262	955,083	5.4	5.4	5.0
511	Publishing industries (except Internet)	297,709	282,880	269,715	256,301	5.2	4.9	5.2
5111	Newspaper, periodical, book, and directory publishers	154,005	150,623	148,381	144,040	2.2	1.5	3.0
51111	Newspaper publishers	48,274	49,601	49,958	48,366	-2.7	-0.7	3.3
51112	Periodical publishers	49,292	46,948	44,315	42,290	5.0	5.9	4.8
51113	Book publishers	29,296	28,237	27,904	27,904	3.8	1.2	Z
51114	Directory and mailing list publishers	19,890	18,915	19,413	18,040	5.2	-2.6	7.6
51119	Other publishers	7,253	6,922	6,791	7,440	4.8	1.9	-8.7
511191	Greeting card publishers	4,799	4,631	4,553	5,075	3.6	1.7	-10.3
511199	All other publishers	2,454	2,291	2,238	2,365	7.1	2.4	-5.4
5112	Software publishers	143,704	132,257	121,334	112,261	8.7	9.0	8.1
512	Motion picture and sound recording industries	102,166	98,392	93,655	88,269	3.8	5.1	6.1
5121	Motion picture and video industries	82,066	77,576	74,789	71,774	5.8	3.7	4.2
5121x	Motion picture and video production and distribution ¹	65,922	61,847	59,760	56,605	6.6	3.5	5.6
51213	Motion picture and video exhibition	11,341	11,194	10,789	11,180	1.3	3.8	-3.5
512131	Motion picture theaters (except drive-ins)	11,123	10,983	10,669	11,069	1.3	2.9	-3.6
512132	Drive-in motion picture theaters	S	S	120	111	S	S	8.1
51219	Postproduction services and other motion picture and video industries	4,803	4,535	4,240	3,989	5.9	7.0	6.3
512191	Teleproduction and other postproduction services	3,822	3,624	3,379	3,193	5.5	7.3	5.8
512199	Other motion picture and video industries	981	911	861	796	7.7	5.8	8.2
5122	Sound recording industries	20,100	20,816	18,866	16,495	-3.4	10.3	14.4
51221	Record production	350	285	410	352	22.8	-30.5	16.5
51222	Integrated record production and distribution	13,591	14,405	12,856	11,021	-5.7	12.0	16.7
51223	Music publishers	4,432	4,544	4,260	3,885	-2.5	6.7	9.7
51224	Sound recording studios	998	928	766	724	7.5	21.1	5.8
51229	Other sound recording industries	729	654	574	513	11.5	13.9	11.9
515	Broadcasting (except Internet)	96,728	93,134	87,694	83,466	3.9	6.2	5.1
5151	Radio and television broadcasting	55,858	55,153	52,308	52,093	1.3	5.4	0.4
51511	Radio broadcasting	18,850	18,181	17,059	16,494	3.7	6.6	3.4
515111	Radio networks	5,226	4,474	3,347	2,677	16.8	33.7	25.0
515112	Radio stations	13,624	13,707	13,712	13,817	-0.6	Z	-0.8
51512	Television broadcasting	37,008	36,972	35,249	35,599	0.1	4.9	-1.0
5152	Cable and other subscription programming	40,870	37,981	35,386	31,373	7.6	7.3	12.8
516	Internet publishing and broadcasting	15,480	12,862	10,391	8,695	20.4	23.8	19.5
517	Telecommunications	490,761	463,253	446,220	429,430	5.9	3.8	3.9
5171	Wired telecommunications carriers	192,779	195,092	206,622	211,176	-1.2	-5.6	-2.2
5172	Wireless telecommunications carriers (except satellite)	174,085	158,577	140,025	127,602	9.8	13.2	9.7
517211	Paging	1,557	1,874	1,990	1,909	-16.9	-5.8	4.2
517212	Cellular and other wireless telecommunications	172,528	156,703	138,035	125,693	10.1	13.5	9.8
5173	Telecommunications resellers	13,606	12,224	11,228	9,849	11.3	8.9	14.0
5174	Satellite telecommunications	7,393	6,667	5,808	6,030	10.9	14.8	-3.7
5175	Cable and other program distribution	100,849	88,788	80,492	73,317	13.6	10.3	9.8

See footnotes at end of table.

Table 3.0.1. Information Sector (NAICS 51) – Estimated Revenue for Employer Firms: 2004 Through 2007—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
						2007/2006	2006/2005	2005/2004
5179	Other telecommunications	2,049	1,905	2,045	1,456	7.6	-6.8	40.5
518	Internet service providers, web search portals, and data processing services	104,050	99,546	88,598	82,491	4.5	12.4	7.4
5181	Internet service providers and web search portals	31,168	28,749	25,969	25,161	8.4	10.7	3.2
518111	Internet service providers	19,086	19,092	18,977	20,201	Z	0.6	-6.1
518112	Web search portals	12,082	9,657	6,992	4,960	25.1	38.1	41.0
5182	Data processing, hosting, and related services	72,882	70,797	62,629	57,330	2.9	13.0	9.2
519	Other information services	7,989	7,363	6,989	6,431	8.5	5.4	8.7
51911	News syndicates	2,418	2,209	2,098	1,972	9.5	5.3	6.4
51912	Libraries and archives	2,288	2,077	1,967	1,879	10.2	5.6	4.7
51919	All other information services	3,283	3,077	2,924	2,580	6.7	5.2	13.3

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.

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 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
						2007/2006	2006/2005	2005/2004
51	Information	49,669	43,570	42,728	40,252	14.0	2.0	6.2
511	Publishing industries (except Internet)	24,741	21,070	19,483	18,198	17.4	8.1	7.1
5111	Newspaper, periodical, book, and directory publishers	S	5,369	4,780	4,339	S	12.3	10.2
51111	Newspaper publishers	58	58	61	63	Z	-4.9	-3.2
51112	Periodical publishers	S	4,176	3,706	3,312	S	12.7	11.9
51113	Book publishers	749	690	614	627	8.6	12.4	-2.1
51114	Directory and mailing list publishers	374	327	304	243	14.4	7.6	25.1
51119	Other publishers	135	118	95	94	14.4	24.2	1.1
511191	Greeting card publishers	43	38	44	43	13.2	-13.6	2.3
511199	All other publishers	92	80	51	51	15.0	56.9	Z
5112	Software publishers	18,801	15,701	14,703	13,859	19.7	6.8	6.1
512	Motion picture and sound recording industries	14,773	13,702	13,746	13,499	7.8	-0.3	1.8
5121	Motion picture and video industries	14,635	13,561	13,606	13,355	7.9	-0.3	1.9
5121x	Motion picture and video production and distribution ¹	14,489	13,421	13,478	13,258	8.0	-0.4	1.7
51213	Motion picture and video exhibition	X	X	X	X	X	X	X
512131	Motion picture theaters (except drive-ins)	X	X	X	X	X	X	X
512132	Drive-in motion picture theaters	X	X	X	X	X	X	X
51219	Postproduction services and other motion picture and video industries	146	140	128	97	4.3	9.4	32.0
512191	Teleproduction and other postproduction services	33	24	20	19	37.5	20.0	5.3
512199	Other motion picture and video industries	113	116	108	78	-2.6	7.4	38.5
5122	Sound recording industries	138	141	140	144	-2.1	0.7	-2.8
51221	Record production	S	S	S	S	S	S	S
51222	Integrated record production and distribution	65	S	68	73	S	S	-6.8
51223	Music publishers	64	63	63	64	1.6	Z	-1.6
51224	Sound recording studios	2	4	3	S	-50.0	33.3	S
51229	Other sound recording industries	S	S	S	S	S	S	S
515	Broadcasting (except Internet)	383	249	291	223	53.8	-14.4	30.5
5151	Radio and television broadcasting	37	S	S	S	S	S	S
51511	Radio broadcasting	S	18	S	S	S	S	S
515111	Radio networks	S	16	S	S	S	S	S
515112	Radio stations	S	S	ZZ	ZZ	S	S	NA
51512	Television broadcasting	S	S	S	S	S	S	S
5152	Cable and other subscription programming	346	219	279	213	58.0	-21.5	31.0
516	Internet publishing and broadcasting	196	122	85	138	60.7	43.5	-38.4
517	Telecommunications	3,250	S	4,583	4,735	S	S	-3.2
5171	Wired telecommunications carriers	1,195	S	2,709	3,080	S	S	-12.0
5172	Wireless telecommunications carriers (except satellite)	532	S	502	404	S	S	24.3
517211	Paging	S	S	S	S	S	S	S
517212	Cellular and other wireless telecommunications	521	408	492	394	27.7	-17.1	24.9
5173	Telecommunications resellers	147	S	162	134	S	S	20.9
5174	Satellite telecommunications	D	S	D	S	D	D	D
5175	Cable and other program distribution	D	207	D	140	D	D	D

See footnotes at end of table.

Table 3.0.2. Information Sector (NAICS 51) – Estimated Export Revenue for Employer Firms: 2004 Through 2007—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
						2007/2006	2006/2005	2005/2004
5179	Other telecommunications	115	108	S	S	6.5	S	S
518	Internet service providers, web search portals, and data processing services	S	4,515	3,561	2,652	S	26.8	34.3
5181	Internet service providers and web search portals	S	2,405	1,595	902	S	50.8	76.8
518111	Internet service providers	D	D	D	S	D	D	D
518112	Web search portals	D	D	D	725	D	D	D
5182	Data processing, hosting, and related services	2,151	2,110	S	S	1.9	S	S
519	Other information services	743	1,075	979	807	-30.9	9.8	21.3
51911	News syndicates	240	238	244	225	0.8	-2.5	8.4
51912	Libraries and archives	14	15	14	14	-6.7	7.1	Z
51919	All other information services	S	S	721	S	S	S	S

NA Not available. Z Absolute value is less than 0.05. ZZ Absolute value is less than 0.5. 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 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-3.0.2 provides estimated measures of sampling variability.

Table 3.1.1. Newspaper Publishers (NAICS 51111) – Estimated Sources of Revenue and Inventories for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	48,274	49,601	49,958	48,366	-2.7	-0.7	3.3
Sources of Revenue							
General newspapers	40,083	41,564	42,080	40,810	-3.6	-1.2	3.1
Subscriptions and sales	8,918	9,276	9,207	8,884	-3.9	0.7	3.6
Advertising space	31,165	32,289	32,873	31,926	-3.5	-1.8	3.0
Specialized newspapers	2,574	2,637	2,524	2,439	-2.4	4.5	3.5
Subscriptions and sales	S	S	S	S	S	S	S
Advertising space	2,202	2,294	2,242	2,149	-4.0	2.3	4.3
Other operating revenue	5,617	5,400	5,354	5,117	4.0	0.9	4.6
Printing services	1,240	1,326	1,404	1,310	-6.5	-5.6	7.2
Distribution services	1,911	2,022	2,094	2,024	-5.5	-3.4	3.5
All other operating revenue	2,466	2,052	1,856	1,783	20.2	10.6	4.1
Breakdown of Revenue by Media Type							
Print newspapers	40,638	42,118	42,468	41,319	-3.5	-0.8	2.8
Online newspapers	1,728	1,450	1,537	1,308	19.2	-5.7	17.5
Other media newspapers	291	633	600	621	-54.0	5.5	-3.4
Breakdown of Revenue by Advertising Revenue							
Classified advertising	10,483	11,386	11,731	11,127	-7.9	-2.9	5.4
All other advertising	22,885	23,196	23,384	22,948	-1.3	-0.8	1.9
Inventories at End of Year							
Total	653	705	701	D	-7.4	0.6	D
Finished goods	42	38	32	S	10.5	18.8	S
Work-in-process	S	S	S	D	S	S	D
Materials, supplies, fuel, etc.	610	666	668	624	-8.4	-0.3	7.1

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-3.1.1 provides estimated measures of sampling variability.

Table 3.1.2. Periodical Publishers (NAICS 51112) – Estimated Sources of Revenue and Inventories for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	49,292	46,948	44,315	42,290	5.0	5.9	4.8
Sources of Revenue							
General interest periodicals	25,062	24,025	22,451	21,420	4.3	7.0	4.8
Subscriptions and sales	8,211	7,856	7,497	7,467	4.5	4.8	0.4
Advertising space	16,851	16,168	14,954	13,952	4.2	8.1	7.2
Professional and academic periodicals	7,882	7,083	7,009	6,878	11.3	1.1	1.9
Subscriptions and sales	4,343	3,985	3,924	3,785	9.0	1.6	3.7
Advertising space	3,540	3,098	3,085	3,093	14.3	0.4	-0.3
Other periodicals	3,823	4,247	4,176	3,819	-10.0	1.7	9.3
Subscriptions and sales	1,870	2,111	2,081	1,933	-11.4	1.4	7.7
Advertising space	S	2,136	2,095	1,886	S	2.0	11.1
Other operating revenue	12,524	11,593	10,679	10,173	8.0	8.6	5.0
Printing services for others	808	858	896	887	-5.8	-4.2	1.0
Licensing of rights to content	333	377	298	237	-11.7	26.5	25.7
All other operating revenue	11,384	10,358	9,485	9,049	9.9	9.2	4.8
Breakdown of Revenue by Media Type							
Print periodicals	32,684	32,042	31,113	29,886	2.0	3.1	4.1
Online periodicals	3,271	2,765	2,063	1,848	18.3	34.0	11.6
Other media periodicals	813	548	460	382	48.4	19.1	20.4
Inventories at End of Year							
Total	1,651	1,593	1,555	1,502	3.6	2.4	3.5
Finished goods	1,096	1,058	1,003	987	3.6	5.5	1.6
Work-in-process	138	119	111	116	16.0	7.2	-4.3
Materials, supplies, fuel, etc.	417	417	441	398	Z	-5.4	10.8

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-3.1.2 provides estimated measures of sampling variability.

Table 3.1.3. Book Publishers (NAICS 51113) – Estimated Sources of Revenue and Inventories for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	29,296	28,237	27,904	27,904	3.8	1.2	Z
Sources of Revenue							
Books	24,891	24,600	24,330	24,475	1.2	1.1	-0.6
Textbooks	10,450	10,408	10,038	9,554	0.4	3.7	5.1
Children's books	3,249	3,104	3,082	3,117	4.7	0.7	-1.1
General reference books	972	1,331	1,415	1,848	-27.0	-5.9	-23.4
Professional, technical, and scholarly books	3,044	3,335	3,261	2,745	-8.7	2.3	18.8
Adult trade books	7,176	6,421	6,535	7,210	11.8	-1.7	-9.4
All other operating revenue	4,405	3,637	3,574	3,429	21.1	1.8	4.2
Breakdown of Revenue by Media Type							
Print books	23,501	23,163	23,013	23,241	1.5	0.7	-1.0
Online books	585	705	654	620	-17.0	7.8	5.5
Other media books	805	731	664	614	10.1	10.1	8.1
Inventories at End of Year							
Total	4,617	4,375	4,562	4,480	5.5	-4.1	1.8
Finished goods	4,016	3,693	3,817	3,773	8.7	-3.2	1.2
Work-in-process	410	513	575	532	-20.1	-10.8	8.1
Materials, supplies, fuel, etc.	190	169	170	175	12.4	-0.6	-2.9

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-3.1.3 provides estimated measures of sampling variability.

Table 3.1.4. Directory and Mailing List Publishers (NAICS 51114) – Estimated Sources of Revenue and Inventories for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	19,890	18,915	19,413	18,040	5.2	-2.6	7.6
Sources of Revenue							
Directories	13,790	13,660	13,873	13,195	1.0	-1.5	5.1
Subscriptions and sales	329	358	365	340	-8.1	-1.9	7.4
Advertising space	13,461	13,301	13,509	12,855	1.2	-1.5	5.1
Databases, and other collections of information	3,828	3,174	3,337	2,894	20.6	-4.9	15.3
Subscriptions and sales	2,853	2,550	2,684	2,323	11.9	-5.0	15.5
Advertising space	975	624	653	572	56.3	-4.4	14.2
Other operating revenue	2,272	2,082	2,203	1,951	9.1	-5.5	12.9
Rental or sale of mailing lists	731	557	583	495	31.2	-4.5	17.8
All other operating revenue	S	1,525	1,620	1,456	S	-5.9	11.3
Breakdown of Revenue by Media Type							
Print directories, databases, and other collections of information	13,380	13,483	13,685	13,127	-0.8	-1.5	4.3
Online directories, databases, and other collections of information	3,586	3,038	3,243	2,540	18.0	-6.3	27.7
Other media directories, databases, and other collections of information	652	313	282	423	108.3	11.0	-33.3
Inventories at End of Year							
Total	214	209	263	388	2.4	-20.5	-32.2
Finished goods	134	132	177	157	1.5	-25.4	12.7
Work-in-process	37	S	37	29	S	S	27.6
Materials, supplies, fuel, etc.	43	43	S	202	Z	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-3.1.4 provides estimated measures of sampling variability.

Table 3.1.5. Greeting Card Publishers (NAICS 511191) – Estimated Sources of Revenue and Inventories for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	4,799	4,631	4,553	5,075	3.6	1.7	-10.3
Sources of Revenue							
Greeting cards	3,168	2,886	2,923	3,604	9.8	-1.3	-18.9
All other operating revenue ¹	1,631	1,744	1,630	1,471	-6.5	7.0	10.8
Inventories at End of Year							
Total	599	502	512	S	19.3	-2.0	S
Finished goods	469	371	378	406	26.4	-1.9	-6.9
Work-in-process	32	38	45	S	-15.8	-15.6	S
Materials, supplies, fuel, etc.	98	92	89	S	6.5	3.4	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 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 and Inventories for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	143,704	132,257	121,334	112,261	8.7	9.0	8.1
System software publishing	51,668	46,507	44,367	40,845	11.1	4.8	8.6
Operating systems software	18,714	16,282	16,460	16,553	14.9	-1.1	-0.6
Network software	14,599	13,533	12,618	9,982	7.9	7.3	26.4
Database management software	9,836	8,693	7,204	6,778	13.1	20.7	6.3
Development tools and programming languages software	3,148	3,227	3,366	3,483	-2.4	-4.1	-3.4
Other systems software	5,371	4,772	4,719	4,048	12.6	1.1	16.6
Application software publishing	49,621	46,856	44,466	41,316	5.9	5.4	7.6
General business productivity and home use applications	22,889	21,219	21,710	19,430	7.9	-2.3	11.7
Cross-industry application software	13,174	13,423	11,701	11,626	-1.9	14.7	0.6
Vertical market application software	7,987	7,165	6,981	6,590	11.5	2.6	5.9
Utilities application software	1,409	1,441	1,184	1,034	-2.2	21.7	14.5
Other application software	4,162	3,608	2,891	2,635	15.4	24.8	9.7
Other services	42,415	38,894	32,501	30,101	9.1	19.7	8.0
Custom application design and development	5,496	6,159	4,962	4,433	-10.8	24.1	11.9
Information technology technical consulting services	5,180	4,489	4,590	4,193	15.4	-2.2	9.5
Application service provisioning	S	S	S	784	S	S	S
Resale of computer hardware and software	4,207	3,275	2,253	2,620	28.5	45.4	-14.0
Information technology related training services	2,690	1,749	1,527	1,465	53.8	14.5	4.2
All other operating revenue	22,481	S	S	16,605	S	S	S
Breakdown of Revenue by Software Sales Type							
System software	51,668	46,507	44,367	40,845	11.1	4.8	8.6
Personal computer software	18,280	15,221	15,071	14,444	20.1	1.0	4.3
Enterprise or network software	18,587	18,315	16,520	14,333	1.5	10.9	15.3
Mainframe computer software	10,200	9,737	9,138	9,111	4.8	6.6	0.3
Other system software	4,601	3,234	3,638	2,957	42.3	-11.1	23.0
Application software	49,621	46,856	44,466	41,316	5.9	5.4	7.6
Personal computer software	22,086	S	22,299	19,609	S	S	13.7
Enterprise or network software	19,133	17,099	15,209	14,258	11.9	12.4	6.7
Mainframe computer software	2,756	2,685	2,737	2,648	2.6	-1.9	3.4
Other application software	5,646	5,382	4,221	4,801	4.9	27.5	-12.1
Inventories at End of Year							
Total	2,754	2,335	S	S	17.9	S	S
Finished goods	S	1,535	S	S	S	S	S
Work-in-process	153	145	S	S	5.5	S	S
Materials, supplies, fuel, etc	691	654	S	S	5.7	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-3.1.6 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 2007

Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
MOTION PICTURE AND SOUND RECORDING INDUSTRIES (NAICS 512)							
Operating revenue							
Total	102,166	98,392	93,655	88,269	3.8	5.1	6.1
Inventories at End of Year							
Total	22,941	25,343	23,506	23,230	-9.5	7.8	1.2
Finished goods	18,323	19,699	17,618	17,509	-7.0	11.8	0.6
Work-in-process	4,364	5,364	5,639	5,501	-18.6	-4.9	2.5
Materials, supplies, fuel, etc.	256	279	248	221	-8.2	12.5	12.2
MOTION PICTURE AND VIDEO INDUSTRIES (NAICS 5121)							
Operating revenue							
Total	82,066	77,576	74,789	71,774	5.8	3.7	4.2
Inventories at End of Year							
Total	22,303	24,728	22,926	22,727	-9.8	7.9	0.9
Finished goods	17,855	19,186	17,128	17,078	-6.9	12.0	0.3
Work-in-process	4,247	5,339	5,624	5,489	-20.5	-5.1	2.5
Materials, supplies, fuel, etc.	201	202	173	162	-0.5	16.8	6.8
SOUND RECORDING INDUSTRIES (NAICS 5122)							
Operating revenue							
Total	20,100	20,816	18,866	16,495	-3.4	10.3	14.4
Inventories at End of Year							
Total	638	615	580	503	3.7	6.0	15.3
Finished goods	467	513	490	431	-9.0	4.7	13.7
Work-in-process	S	S	15	13	S	S	15.4
Materials, supplies, fuel, etc.	55	77	75	59	-28.6	2.7	27.1

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 for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	65,922	61,847	59,760	56,605	6.6	3.5	5.6
Sources of Revenue							
Domestic licensing of rights to motion picture films	15,505	16,241	16,244	14,884	-4.5	Z	9.1
Domestic licensing of rights to television programs	10,421	9,479	9,348	10,526	9.9	1.4	-11.2
International licensing of rights to motion picture films	8,733	8,525	6,862	5,446	2.4	24.2	26.0
International licensing of rights to television programs	3,581	3,514	2,948	2,673	1.9	19.2	10.3
Audiovisual works speculatively produced for outright sale	S	S	S	S	S	S	S
Contract production of audiovisual works	4,570	4,725	4,376	4,446	-3.3	8.0	-1.6
Domestic licensing of rights to others to distribute audiovisual works	2,500	S	2,220	2,606	S	S	-14.8
International licensing of rights to others to distribute audiovisual works	S	S	1,001	900	S	S	11.2
Sale of audiovisual works for the wholesale, retail, and rental markets	8,910	7,251	7,853	6,309	22.9	-7.7	24.5
Other production services	6,195	4,769	5,046	4,908	29.9	-5.5	2.8
Merchandise licensing	415	407	355	493	2.0	14.6	-28.0
All other operating revenue	3,758	3,401	3,201	3,113	10.5	6.2	2.8

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 for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	11,341	11,194	10,789	11,180	1.3	3.8	-3.5
Sources of Revenue							
Feature film exhibition revenue	7,524	7,355	7,178	7,522	2.3	2.5	-4.6
Admissions to domestic feature films	7,470	7,312	6,996	7,358	2.2	4.5	-4.9
Admissions to foreign feature films	55	S	182	165	S	S	10.3
Other revenue	3,816	3,839	3,611	3,657	-0.6	6.3	-1.3
Food and beverage sales	3,313	3,225	3,049	3,124	2.7	5.8	-2.4
Rental of retail space	S	S	S	S	S	S	S
Advertising services	217	260	217	222	-16.5	19.8	-2.3
Coin-operated games and rides	44	52	41	43	-15.4	26.8	-4.7
All other operating revenue	173	226	236	220	-23.5	-4.2	7.3

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 for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	4,803	4,535	4,240	3,989	5.9	7.0	6.3
Sources of Revenue							
Audiovisual postproduction services	2,845	2,750	2,650	2,525	3.5	3.8	5.0
Motion picture film laboratory services	704	686	605	576	2.6	13.4	5.0
Duplication and copying services	395	392	376	373	0.8	4.3	0.8
All other operating revenue	859	706	608	514	21.7	16.1	18.3

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-3.2.4 provides estimated measures of sampling variability.

Table 3.2.5. Integrated Record Production and Distribution (NAICS 51222) – Estimated Sources of Revenue for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	13,591	14,405	12,856	11,021	-5.7	12.0	16.7
Sources of Revenue							
Licensing revenue	1,883	2,048	S	S	-8.1	S	S
Licensing of rights to use musical compositions	S	1,410	S	S	S	S	S
Licensing of rights to use musical recordings	626	638	S	S	-1.9	S	S
Other operating revenue	11,708	12,358	S	9,957	-5.3	S	S
Sales of recordings	11,281	S	S	9,806	S	S	S
All other operating revenue	427	258	S	S	65.5	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-3.2.5 provides estimated measures of sampling variability.

Table 3.2.6. Music Publishers (NAICS 51223) - Estimated Sources of Revenue for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	4,432	4,544	4,260	3,885	-2.5	6.7	9.7
Sources of Revenue							
Licensing revenue	S	2,417	2,316	2,085	S	4.4	11.1
Licensing of rights to use musical compositions	S	2,372	2,259	2,025	S	5.0	11.6
Licensing of rights to use musical recordings	S	S	S	60	S	S	S
Other operating revenue	1,948	2,127	1,943	1,800	-8.4	9.5	7.9
Administration of copyrights for others.....	103	S	97	87	S	S	11.5
Sales of recordings	26	29	28	50	-10.3	3.6	-44.0
Print music.....	1,684	1,894	1,748	1,591	-11.1	8.4	9.9
All other operating revenue	135	99	71	72	36.4	39.4	-1.4

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-3.2.6 provides estimated measures of sampling variability.

Table 3.2.7. Sound Recording Studios (NAICS 51224) – Estimated Sources of Revenue for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	998	928	766	724	7.5	21.1	5.8
Sources of Revenue							
Studio recording	631	592	529	504	6.6	11.9	5.0
Sound recording studio rental and leasing	39	38	36	37	2.6	5.6	-2.7
All other operating revenue	S	S	201	183	S	S	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-3.2.7 provides estimated measures of sampling variability.

Table 3.3.1. Radio Networks (NAICS 515111) – Estimated Sources of Revenue for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	5,226	4,474	3,347	2,677	16.8	33.7	25.0
Sources of Revenue							
Air time	1,271	1,238	1,187	1,469	2.7	4.3	-19.2
National/regional air time	648	649	639	940	-0.2	1.6	-32.0
Local air time	623	589	548	529	5.8	7.5	3.6
Other operating revenue	3,955	3,236	2,160	1,208	22.2	49.8	78.8
Network compensation	324	141	122	209	129.8	15.6	-41.6
Public and non-commercial programming services	455	429	375	304	6.1	14.4	23.4
All other operating revenue	3,177	2,666	1,663	695	19.2	60.3	139.3

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-3.3.1 provides estimated measures of sampling variability.

Table 3.3.2. Radio Stations (NAICS 515112) – Estimated Sources of Revenue for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	13,624	13,707	13,712	13,817	-0.6	Z	-0.8
Sources of Revenue							
Air time	11,924	12,064	12,084	12,268	-1.2	-0.2	-1.5
National/regional air time	2,885	2,876	2,683	2,714	0.3	7.2	-1.1
Local air time	9,039	9,187	9,401	9,554	-1.6	-2.3	-1.6
Other operating revenue	1,700	1,644	1,627	1,549	3.4	1.0	5.0
Network compensation	252	244	223	224	3.3	9.4	-0.4
Public and non-commercial programming services	S	S	S	S	S	S	S
All other operating revenue	905	910	835	803	-0.5	9.0	4.0

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-3.3.2 provides estimated measures of sampling variability.

Table 3.3.3. Television Broadcasting (NAICS 51512) – Estimated Sources of Revenue for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	37,008	36,972	35,249	35,599	0.1	4.9	-1.0
Sources of Revenue							
Air time	29,798	29,971	29,106	29,469	-0.6	3.0	-1.2
National/regional air time	18,224	18,443	18,233	18,445	-1.2	1.2	-1.1
Local air time	11,574	11,528	10,873	11,024	0.4	6.0	-1.4
Other operating revenue	7,211	7,001	6,143	6,130	3.0	14.0	0.2
Network compensation	1,524	1,574	1,659	1,713	-3.2	-5.1	-3.2
Public and non-commercial programming services	2,066	2,118	1,767	1,819	-2.5	19.9	-2.9
All other operating revenue	3,620	3,309	2,717	2,598	9.4	21.8	4.6

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 for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	40,870	37,981	35,386	31,373	7.6	7.3	12.8
Sources of Revenue							
Licensing of rights to broadcast speciality programming protected by copyright	20,644	18,989	17,704	16,323	8.7	7.3	8.5
Air time	16,653	15,588	14,921	13,129	6.8	4.5	13.6
All other operating revenue	3,573	3,404	2,761	1,921	5.0	23.3	43.7

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-3.3.4 provides estimated measures of sampling variability.

Table 3.3.5. Internet Publishing and Broadcasting (NAICS 516) – Estimated Sources of Revenue for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	15,480	12,862	10,391	8,695	20.4	23.8	19.5
Sources of Revenue							
Publishing and broadcasting of content on the Internet	8,478	7,109	6,068	5,278	19.3	17.2	15.0
Online advertising space	3,642	2,879	1,976	1,607	26.5	45.7	23.0
Licensing of rights to use intellectual property	556	527	433	401	5.5	21.7	8.0
All other operating revenue	2,804	2,347	1,912	1,410	19.5	22.8	35.6
Breakdown of Revenue by Type of Customer							
Government	S	S	S	446	S	S	S
Business firms and not-for-profit organizations	10,307	8,810	7,315	6,310	17.0	20.4	15.9
Household consumers and individual users	4,461	3,392	2,479	1,939	31.5	36.8	27.8

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-3.3.5 provides estimated measures of sampling variability.

Table 3.3.6. Wired Telecommunications Carriers (NAICS 5171) – Estimated Sources of Revenue for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	192,779	195,092	206,622	211,176	-1.2	-5.6	-2.2
Sources of Revenue							
Fixed services	90,675	89,905	94,422	101,627	0.9	-4.8	-7.1
Fixed local	58,516	57,699	58,928	61,316	1.4	-2.1	-3.9
Fixed long-distance	30,498	31,297	33,802	38,420	-2.6	-7.4	-12.0
Fixed all distance (no distinction between local or long distance)	1,661	S	1,692	1,891	S	S	-10.5
Other telecommunications services	88,833	89,629	96,295	94,609	-0.9	-6.9	1.8
Carrier services	27,410	31,387	37,423	37,656	-12.7	-16.1	-0.6
Private network services	23,472	23,279	26,678	26,144	0.8	-12.7	2.0
Subscriber line charges	6,043	7,692	8,204	8,520	-21.4	-6.2	-3.7
Internet access services	18,609	15,350	14,374	12,616	21.2	6.8	13.9
Internet telephony	1,855	1,663	938	798	11.5	77.3	17.5
Telecommunication network installation services	6,314	5,948	S	S	6.2	S	S
Reselling services for telecommunications equipment, retail	3,350	3,364	3,560	3,878	-0.4	-5.5	-8.2
Rental of telecommunications equipment	982	S	251	291	S	S	-13.7
Repair and maintenance services for telecommunications equipment	797	740	802	851	7.7	-7.7	-5.8
All other operating revenue	13,272	15,558	15,905	14,941	-14.7	-2.2	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.

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 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	192,779	195,092	206,622	211,176	-1.2	-5.6	-2.2
Breakdown of Revenue by Type of Customer							
Fixed local telephony	58,516	57,327	58,928	61,316	2.1	-2.7	-3.9
Government	1,193	1,972	1,748	1,898	-39.5	12.8	-7.9
Business firms and not-for-profit organizations	24,080	19,326	22,559	23,834	24.6	-14.3	-5.3
Houshold consumers and individual users	33,243	36,030	34,622	35,584	-7.7	4.1	-2.7
Fixed long-distance telephony	30,498	31,252	33,802	38,420	-2.4	-7.5	-12.0
Government	S	S	713	854	S	S	-16.5
Business firms and not-for-profit organizations	18,626	17,868	18,732	18,629	4.2	-4.6	0.6
Houshold consumers and individual users	10,223	11,338	14,357	18,937	-9.8	-21.0	-24.2
Subscriber line charges	6,043	7,692	8,204	8,520	-21.4	-6.2	-3.7
Government	S	S	S	S	S	S	S
Business firms and not-for-profit organizations	1,671	2,445	2,672	2,695	-31.7	-8.5	-0.9
Houshold consumers and individual users	4,294	5,160	5,452	5,744	-16.8	-5.4	-5.1
Fixed long-distance telephony	30,498	31,252	33,802	38,420	-2.4	-7.5	-12.0
Intrastate	11,821	9,674	12,923	11,990	22.2	-25.1	7.8
Interstate	13,091	16,459	15,766	20,958	-20.5	4.4	-24.8
International	5,586	5,119	5,113	5,472	9.1	0.1	-6.6

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-3.3.7 provides estimated measures of sampling variability.

Table 3.3.8. Paging (NAICS 517211) – Estimated Sources of Revenue for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	1,557	1,874	1,990	1,909	-16.9	-5.8	4.2
Sources of Revenue							
Messaging (paging) services	1,252	1,469	1,584	1,472	-14.8	-7.3	7.6
All other operating revenue	305	405	406	437	-24.7	-0.2	-7.1

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 for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	172,528	156,703	138,035	125,693	10.1	13.5	9.8
Sources of Revenue							
Mobile services	133,912	124,645	111,663	99,949	7.4	11.6	11.7
Mobile telephony	54,516	53,820	57,097	54,114	1.3	-5.7	5.5
Mobile long-distance	5,312	4,804	4,398	3,267	10.6	9.2	34.6
Mobile all distance	60,310	S	42,292	35,783	S	S	18.2
Other mobile services	S	S	7,875	6,785	S	S	16.1
Other telecommunications services	14,312	11,888	9,508	8,258	20.4	25.0	15.1
Internet access services	D	D	1,124	659	D	D	70.6
Installation services for telecommunication networks	181	146	S	S	24.0	S	S
Reselling services for telecommunications equipment, retail	9,382	8,585	7,377	6,980	9.3	16.4	5.7
Rental of telecommunications equipment	70	110	S	74	-36.4	S	S
Repair and maintenance services for telecommunications equipment	D	D	732	431	D	D	69.8
All other operating revenue	24,304	20,170	16,865	17,485	20.5	19.6	-3.5

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 for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	13,606	12,224	11,228	9,849	11.3	8.9	14.0
Sources of Revenue							
Fixed local	1,773	1,817	1,725	1,516	-2.4	5.3	13.8
Fixed long distance	S	2,058	2,265	2,168	S	-9.1	4.5
Mobile telephony	2,104	1,687	1,606	1,185	24.7	5.0	35.5
Carrier services	S	2,891	2,294	2,052	S	26.0	11.8
All other operating revenue	S	S	3,338	2,929	S	S	14.0

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-3.3.10 provides estimated measures of sampling variability.

Table 3.3.11. Satellite Telecommunications (NAICS 5174) – Estimated Sources of Revenue for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	7,393	6,667	5,808	6,030	10.9	14.8	-3.7
Sources of Revenue							
Carrier services	S	S	S	S	S	S	S
Private network services	S	2,874	2,636	2,629	S	9.0	0.3
All other operating revenue	3,351	2,736	2,153	2,392	22.5	27.1	-10.0

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-3.3.11 provides estimated measures of sampling variability.

Table 3.3.12. Cable and Other Program Distribution (NAICS 5175) – Estimated Sources of Revenue for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	100,849	88,788	80,492	73,317	13.6	10.3	9.8
Sources of Revenue							
Multichannel programming distribution services	61,561	56,080	52,158	48,336	9.8	7.5	7.9
Basic programming package	45,971	42,440	39,639	36,498	8.3	7.1	8.6
Premium programming package	11,859	10,489	9,816	9,312	13.1	6.9	5.4
Pay-per-view	3,731	3,151	2,703	2,525	18.4	16.6	7.0
Other revenue	39,288	32,708	28,334	24,982	20.1	15.4	13.4
Air time	4,671	4,565	4,144	3,933	2.3	10.2	5.4
Rental and reselling services for program distribution equipment	3,990	3,158	2,581	2,376	26.3	22.4	8.6
Installation services for connections to program distribution networks	954	735	668	621	29.8	10.0	7.6
Internet access services	16,501	13,778	11,651	9,924	19.8	18.3	17.4
Internet telephony	2,708	1,048	318	698	158.4	229.6	-54.4
Fixed local telephony	S	1,754	1,478	1,445	S	18.7	2.3
Fixed long-distance telephony	S	418	648	531	S	-35.5	22.0
All other operating revenue	8,164	7,251	6,846	5,454	12.6	5.9	25.5

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-3.3.12 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 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	100,849	88,788	80,492	73,317	13.6	10.3	9.8
Breakdown of Revenue by Type of Customer							
Government	526	471	503	472	11.7	-6.4	6.6
Business firms and not-for-profit organizations	8,647	6,913	6,632	5,520	25.1	4.2	20.1
Houshold consumers and individual users	91,676	81,404	73,357	67,324	12.6	11.0	9.0

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 for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	19,086	19,092	18,977	20,201	Z	0.6	-6.1
Sources of Revenue							
Internet access service	10,379	11,429	12,465	14,174	-9.2	-8.3	-12.1
Online advertising space	S	S	3,442	2,911	S	S	18.2
Internet backbone services	477	407	335	335	17.2	21.5	Z
Internet telephony	168	S	S	S	S	S	S
Web site hosting services	969	1,077	818	784	-10.0	31.7	4.3
Information technology design and development services	S	S	S	S	S	S	S
All other operating revenue	2,388	S	1,703	1,803	S	S	-5.5

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-3.4.1 provides estimated measures of sampling variability.

Table 3.4.2. Web Search Portals (NAICS 518112) - Estimated Sources of Revenue for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	12,082	9,657	6,992	4,960	25.1	38.1	41.0
Sources of Revenue							
Online advertising space	8,702	6,558	4,815	3,407	32.7	36.2	41.3
Information search services on a contract or fee basis	S	2,149	D	S	S	D	D
Web site hosting services	S	74	D	S	S	D	D
All other operating revenue	S	876	S	S	S	S	S

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-3.4.2 provides estimated measures of sampling variability.

Table 3.4.3. Data Processing, Hosting, and Related Services (NAICS 5182) – Estimated Sources of Revenue for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	72,882	70,797	62,629	57,330	2.9	13.0	9.2
Sources of Revenue							
Data processing, IT infrastructure provisioning, and hosting services	37,249	37,428	31,875	29,239	-0.5	17.4	9.0
Business process management services	19,742	21,183	17,841	16,994	-6.8	18.7	5.0
Data management services	6,007	6,231	5,867	5,335	-3.6	6.2	10.0
Application service provisioning	6,672	6,063	4,933	4,242	10.0	22.9	16.3
Web site hosting services	S	2,745	2,514	2,053	S	9.2	22.5
Collocation services	S	S	S	S	S	S	S
Other operating revenue	35,633	33,368	30,753	28,091	6.8	8.5	9.5
IT design and development services	6,154	6,161	6,578	S	-0.1	-6.3	S
IT technical support services	1,450	1,495	1,458	S	-3.0	2.5	S
IT technical consulting services	1,927	1,553	1,247	1,299	24.1	24.5	-4.0
Information and document transformation services	3,563	3,431	3,212	2,825	3.8	6.8	13.7
Software publishing	2,358	2,061	1,872	1,387	14.4	10.1	35.0
Reselling services for computer hardware and software, retail	2,157	2,092	1,224	1,165	3.1	70.9	5.1
All other operating revenue	18,025	16,576	15,163	13,744	8.7	9.3	10.3

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 for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
NEWS SYNDICATES (NAICS 51911)							
Operating Revenue							
Total	2,418	2,209	2,098	1,972	9.5	5.3	6.4
Sources of Revenue							
Licensing of rights to use syndicated media content	1,126	1,019	1,018	930	10.5	0.1	9.5
All other operating revenue	1,291	1,191	1,080	1,041	8.4	10.3	3.7
LIBRARIES AND ARCHIVES (NAICS 51912)							
Operating Revenue							
Total	2,288	2,077	1,967	1,879	10.2	5.6	4.7
Sources of Revenue							
Contributions, gifts, and grants received	926	923	883	826	0.3	4.5	6.9
Investment and property income	166	131	101	135	26.7	29.7	-25.2
All other revenue	1,196	1,023	983	918	16.9	4.1	7.1

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 for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
Operating Revenue							
Total	3,283	3,077	2,924	2,580	6.7	5.2	13.3
Sources of Revenue							
Information search and retrieval services	574	477	578	594	20.3	-17.5	-2.7
Information services	2,138	2,083	1,872	1,570	2.6	11.3	19.2
Media monitoring and analysis	D	D	156	166	D	D	-6.0
Advertising	D	D	S	S	D	D	S
All other operating revenue	243	248	231	204	-2.0	7.4	13.2

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-3.5.2 provides estimated measures of sampling variability.

Table 3.6.1. Information Sector (NAICS 51) – Estimated Total Expenses for Employer Firms: 2004 Through 2007

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
						2007/2006	2006/2005	2005/2004
51	Information	864,642	836,794	803,658	777,216	3.3	4.1	3.4
511	Publishing industries (except Internet)	213,829	204,741	196,848	193,578	4.4	4.0	1.7
5111	Newspaper, periodical, book, and directory publishers	117,715	113,759	110,054	105,540	3.5	3.4	4.3
51111	Newspaper publishers	42,291	44,134	41,221	40,016	-4.2	7.1	3.0
51112	Periodical publishers	39,615	36,540	35,188	33,933	8.4	3.8	3.7
51113	Book publishers	16,954	16,053	16,997	15,989	5.6	-5.6	6.3
51114	Directory and mailing list publishers	14,135	12,443	12,222	11,184	13.6	1.8	9.3
51119	Other publishers	4,720	4,589	4,426	4,418	2.9	3.7	0.2
511191	Greeting card publishers	2,913	2,814	2,759	2,825	3.5	2.0	-2.3
511199	All other publishers	1,807	1,775	1,667	1,593	1.8	6.5	4.6
5112	Software publishers	96,114	90,982	86,794	88,038	5.6	4.8	-1.4
512	Motion picture and sound recording industries	75,885	74,257	72,576	68,632	2.2	2.3	5.7
5121	Motion picture and video industries	60,399	57,826	57,568	56,791	4.4	0.4	1.4
5121x	Motion picture and video production and distribution ¹	48,085	45,407	45,219	44,438	5.9	0.4	1.8
51213	Motion picture and video exhibition	8,208	8,454	8,501	8,633	-2.9	-0.6	-1.5
512131	Motion picture theaters (except drive-ins)	8,075	8,343	8,422	8,559	-3.2	-0.9	-1.6
512132	Drive-in motion picture theaters	S	S	79	S	S	S	S
51219	Postproduction services and other motion picture and video industries	4,106	3,965	3,848	3,720	3.6	3.0	3.4
512191	Teleproduction and other postproduction services	3,344	3,145	3,078	3,024	6.3	2.2	1.8
512199	Other motion picture and video industries	762	820	770	696	-7.1	6.5	10.6
5122	Sound recording industries	15,486	16,431	15,008	11,841	-5.8	9.5	26.7
51221	Record production	310	317	296	275	-2.2	7.1	7.6
51222	Integrated record production and distribution	S	12,150	10,993	8,127	S	10.5	35.3
51223	Music publishers	2,692	2,552	2,444	2,268	5.5	4.4	7.8
51224	Sound recording studios	879	772	672	634	13.9	14.9	6.0
51229	Other sound recording industries	685	640	603	537	7.0	6.1	12.3
515	Broadcasting (except Internet)	72,926	69,710	67,015	63,123	4.6	4.0	6.2
5151	Radio and television broadcasting	46,198	44,869	43,546	42,120	3.0	3.0	3.4
51511	Radio broadcasting	16,395	16,388	15,013	13,808	Z	9.2	8.7
515111	Radio networks	6,407	6,481	4,858	3,888	-1.1	33.4	24.9
515112	Radio stations	9,988	9,907	10,155	9,920	0.8	-2.4	2.4
51512	Television broadcasting	29,803	28,481	28,533	28,312	4.6	-0.2	0.8
5152	Cable and other subscription programming	26,728	24,841	23,469	21,003	7.6	5.8	11.7
516	Internet publishing and broadcasting	13,784	11,272	9,084	7,056	22.3	24.1	28.7
517	Telecommunications	397,903	391,733	380,731	369,447	1.6	2.9	3.1
5171	Wired telecommunications carriers	158,626	168,750	176,407	187,800	-6.0	-4.3	-6.1
5172	Wireless telecommunications carriers (except satellite)	137,818	135,043	122,543	105,306	2.1	10.2	16.4
517211	Paging	1,221	1,528	1,750	1,560	-20.1	-12.7	12.2
517212	Cellular and other wireless telecommunications	136,597	133,515	120,793	103,746	2.3	10.5	16.4
5173	Telecommunications resellers	7,414	6,839	6,832	5,979	8.4	0.1	14.3
5174	Satellite telecommunications	5,756	5,093	4,447	4,329	13.0	14.5	2.7
5175	Cable and other program distribution	86,481	74,536	69,030	64,865	16.0	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 2007—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
						2007/2006	2006/2005	2005/2004
5179	Other telecommunications	1,808	1,472	1,472	1,168	22.8	Z	26.0
518	Internet service providers, web search portals, and data processing services	84,120	79,290	71,943	70,152	6.1	10.2	2.6
5181	Internet service providers and web search portals	19,709	19,229	17,497	18,705	2.5	9.9	-6.5
518111	Internet service providers	13,607	14,318	14,253	16,251	-5.0	0.5	-12.3
518112	Web search portals	6,102	4,911	3,244	2,454	24.3	51.4	32.2
5182	Data processing, hosting, and related services	64,411	60,061	54,446	51,447	7.2	10.3	5.8
519	Other information services	6,195	5,791	5,461	5,228	7.0	6.0	4.5
51911	News syndicates	1,911	1,880	1,836	1,877	1.6	2.4	-2.2
51912	Libraries and archives	1,969	1,788	1,720	1,614	10.1	4.0	6.6
51919	All other information services	2,315	2,123	1,905	1,737	9.0	11.4	9.7

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.

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. Newspaper Publishers (NAICS 51111), Periodical Publishers (NAICS 51112), Book Publishers (NAICS 51113), Directory and Mailing List Publishers (NAICS 51114), Greeting Card Publishers (NAICS 511191), Software Publishers (NAICS 5112) – Selected Expenses for Employer Firms: 2004 Through 2007¹

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
NEWSPAPER PUBLISHERS (NAICS 51111)							
Operating Expenses							
Total	42,291	44,134	41,221	40,016	-4.2	7.1	3.0
Personnel costs.....	20,020	20,267	19,615	18,997	-1.2	3.3	3.3
Gross annual payroll.....	15,864	15,844	15,533	15,093	0.1	2.0	2.9
Employer's cost for fringe benefits.....	3,822	4,057	3,748	3,633	-5.8	8.2	3.2
Health insurance.....	1,620	NA	NA	NA	NA	NA	NA
Pension plans.....	870	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	538	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	332	NA	NA	NA	NA	NA	NA
Other.....	1,332	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	334	365	334	271	-8.5	9.3	23.2
Expensed materials, parts and supplies (not for resale).....	3,114	4,052	4,180	4,289	-23.1	-3.1	-2.5
Expensed equipment.....	83	87	84	94	-4.6	3.6	-10.6
Expensed purchase of other materials, parts, and supplies.....	3,031	3,965	4,096	4,194	-23.6	-3.2	-2.3
Expensed purchased services.....	3,968	4,213	3,892	3,571	-5.8	8.2	9.0
Expensed purchases of software.....	111	106	100	94	4.7	6.0	6.4
Purchased electricity and fuels (except motor fuels).....	388	412	378	336	-5.8	9.0	12.5
Purchased electricity.....	303	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	84	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	806	825	788	677	-2.3	4.7	16.4
Lease and rental payments for machinery, equipment, and other tangible items.....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	493	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	416	400	396	395	4.0	1.0	0.3
Purchased repairs and maintenance to machinery and equipment.....	267	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	149	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	679	731	737	684	-7.1	-0.8	7.7
Purchased printing services.....	1,569	1,738	1,493	1,385	-9.7	16.4	7.8
Other operating expenses.....	15,189	15,603	13,534	13,159	-2.7	15.3	2.8
Depreciation and amortization charges.....	2,366	2,155	1,971	1,935	9.8	9.3	1.9
Governmental taxes and license fees.....	373	427	389	377	-12.6	9.8	3.2
All other operating expenses.....	12,450	13,022	11,174	10,846	-4.4	16.5	3.0
Data processing and other purchased computer services.....	220	NA	NA	NA	NA	NA	NA
Purchased communication services.....	235	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	50	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	814	NA	NA	NA	NA	NA	NA
All other operating expenses.....	11,131	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.2. Newspaper Publishers (NAICS 51111), Periodical Publishers (NAICS 51112), Book Publishers (NAICS 51113), Directory and Mailing List Publishers (NAICS 51114), Greeting Card Publishers (NAICS 511191), Software Publishers (NAICS 5112) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
PERIODICAL PUBLISHERS (NAICS 51112)							
Operating Expenses							
Total	39,615	36,540	35,188	33,933	8.4	3.8	3.7
Personnel costs.....	15,576	14,661	13,729	13,043	6.2	6.8	5.3
Gross annual payroll.....	12,437	11,841	11,035	10,546	5.0	7.3	4.6
Employer's cost for fringe benefits.....	2,671	2,388	2,247	2,071	11.9	6.3	8.5
Health insurance.....	1,030	NA	NA	NA	NA	NA	NA
Pension plans.....	575	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	322	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	253	NA	NA	NA	NA	NA	NA
Other.....	1,065	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	468	432	447	427	8.3	-3.4	4.7
Expensed materials, parts and supplies (not for resale).....	1,227	1,269	1,332	1,336	-3.3	-4.7	-0.3
Expensed equipment.....	129	150	127	138	-14.0	18.1	-8.0
Expensed purchase of other materials, parts, and supplies.....	1,097	1,118	1,205	1,198	-1.9	-7.2	0.6
Expensed purchased services.....	7,724	7,579	6,826	6,563	1.9	11.0	4.0
Expensed purchases of software.....	153	165	159	213	-7.3	3.8	-25.4
Purchased electricity and fuels (except motor fuels).....	146	137	126	110	6.6	8.7	14.5
Purchased electricity.....	134	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	12	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	1,185	1,107	1,107	1,010	7.0	Z	9.6
Lease and rental payments for machinery, equipment, and other tangible items.....	270	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	914	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	300	230	218	203	30.4	5.5	7.4
Purchased repairs and maintenance to machinery and equipment.....	186	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	114	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	1,825	1,884	1,735	1,664	-3.1	8.6	4.3
Purchased printing services.....	4,115	4,055	3,481	3,363	1.5	16.5	3.5
Other operating expenses.....	15,089	13,031	13,300	12,991	15.8	-2.0	2.4
Depreciation and amortization charges.....	1,629	1,606	1,644	1,697	1.4	-2.3	-3.1
Governmental taxes and license fees.....	180	143	136	135	25.9	5.1	0.7
All other operating expenses.....	13,280	11,282	11,520	11,159	17.7	-2.1	3.2
Data processing and other purchased computer services.....	170	NA	NA	NA	NA	NA	NA
Purchased communication services.....	188	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	46	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	1,177	NA	NA	NA	NA	NA	NA
All other operating expenses.....	11,699	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.2. Newspaper Publishers (NAICS 51111), Periodical Publishers (NAICS 51112), Book Publishers (NAICS 51113), Directory and Mailing List Publishers (NAICS 51114), Greeting Card Publishers (NAICS 511191), Software Publishers (NAICS 5112) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
BOOK PUBLISHERS (NAICS 51113)							
Operating Expenses							
Total	16,954	16,053	16,997	15,989	5.6	-5.6	6.3
Personnel costs.....	6,796	6,760	6,933	6,635	0.5	-2.5	4.5
Gross annual payroll.....	5,345	5,426	5,601	5,302	-1.5	-3.1	5.6
Employer's cost for fringe benefits.....	1,168	1,080	1,118	1,124	8.1	-3.4	-0.5
Health insurance.....	457	NA	NA	NA	NA	NA	NA
Pension plans.....	274	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	98	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	177	NA	NA	NA	NA	NA	NA
Other.....	437	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	283	254	S	S	11.4	S	S
Expensed materials, parts and supplies (not for resale).....	425	467	483	556	-9.0	-3.3	-13.1
Expensed equipment.....	233	228	215	237	2.2	6.0	-9.3
Expensed purchase of other materials, parts, and supplies.....	192	239	268	S	-19.7	-10.8	S
Expensed purchased services.....	3,434	3,093	3,215	2,989	11.0	-3.8	7.6
Expensed purchases of software.....	S	111	S	S	S	S	S
Purchased electricity and fuels (except motor fuels).....	69	65	62	65	6.2	4.8	-4.6
Purchased electricity.....	60	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	9	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	595	523	539	565	13.8	-3.0	-4.6
Lease and rental payments for machinery, equipment, and other tangible items.....	113	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	482	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	100	97	109	108	3.1	-11.0	0.9
Purchased repairs and maintenance to machinery and equipment.....	55	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	45	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	973	914	923	912	6.5	-1.0	1.2
Purchased printing services.....	1,611	1,384	1,474	1,230	16.4	-6.1	19.8
Other operating expenses.....	6,299	5,733	6,367	5,809	9.9	-10.0	9.6
Depreciation and amortization charges.....	1,155	1,126	970	891	2.6	16.1	8.9
Governmental taxes and license fees.....	73	72	79	82	1.4	-8.9	-3.7
All other operating expenses.....	5,071	4,534	5,317	4,835	11.8	-14.7	10.0
Data processing and other purchased computer services.....	75	NA	NA	NA	NA	NA	NA
Purchased communication services.....	126	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	21	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	477	NA	NA	NA	NA	NA	NA
All other operating expenses.....	4,372	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.2. Newspaper Publishers (NAICS 51111), Periodical Publishers (NAICS 51112), Book Publishers (NAICS 51113), Directory and Mailing List Publishers (NAICS 51114), Greeting Card Publishers (NAICS 511191), Software Publishers (NAICS 5112) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
DIRECTORY AND MAILING LIST PUBLISHERS (NAICS 51114)							
Operating Expenses							
Total	14,135	12,443	12,222	11,184	13.6	1.8	9.3
Personnel costs.....	5,261	5,311	5,129	4,523	-0.9	3.5	13.4
Gross annual payroll.....	4,116	4,201	4,102	3,595	-2.0	2.4	14.1
Employer's cost for fringe benefits.....	957	938	838	693	2.0	11.9	20.9
Health insurance.....	471	NA	NA	NA	NA	NA	NA
Pension plans.....	222	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	118	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	104	NA	NA	NA	NA	NA	NA
Other.....	263	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	188	172	189	236	9.3	-9.0	-19.9
Expensed materials, parts and supplies (not for resale).....	1,050	859	745	620	22.2	15.3	20.2
Expensed equipment.....	30	27	29	25	11.1	-6.9	16.0
Expensed purchase of other materials, parts, and supplies.....	1,020	832	716	595	22.6	16.2	20.3
Expensed purchased services.....	2,048	1,973	1,719	1,585	3.8	14.8	8.5
Expensed purchases of software.....	66	55	48	45	20.0	14.6	6.7
Purchased electricity and fuels (except motor fuels).....	21	22	19	18	-4.5	15.8	5.6
Purchased electricity.....	18	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	3	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	312	265	268	313	17.7	-1.1	-14.4
Lease and rental payments for machinery, equipment, and other tangible items.....	16	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	296	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	43	42	48	45	2.4	-12.5	6.7
Purchased repairs and maintenance to machinery and equipment.....	23	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	20	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	623	516	465	448	20.7	11.0	3.8
Purchased printing services.....	983	1,073	870	715	-8.4	23.3	21.7
Other operating expenses.....	5,777	4,299	4,630	4,456	34.4	-7.1	3.9
Depreciation and amortization charges.....	1,577	744	648	627	112.0	14.8	3.3
Governmental taxes and license fees.....	44	46	59	75	-4.3	-22.0	-21.3
All other operating expenses.....	4,156	3,509	3,923	3,754	18.4	-10.6	4.5
Data processing and other purchased computer services.....	55	NA	NA	NA	NA	NA	NA
Purchased communication services.....	60	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	3	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	312	NA	NA	NA	NA	NA	NA
All other operating expenses.....	3,726	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.2. Newspaper Publishers (NAICS 51111), Periodical Publishers (NAICS 51112), Book Publishers (NAICS 51113), Directory and Mailing List Publishers (NAICS 51114), Greeting Card Publishers (NAICS 511191), Software Publishers (NAICS 5112) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
GREETING CARD PUBLISHERS (NAICS 511191)							
Operating Expenses							
Total	2,913	2,814	2,759	2,825	3.5	2.0	-2.3
Personnel costs.....	1,074	1,054	995	982	1.9	5.9	1.3
Gross annual payroll.....	895	886	826	802	1.0	7.3	3.0
Employer's cost for fringe benefits.....	145	136	139	147	6.6	-2.2	-5.4
Health insurance.....	59	NA	NA	NA	NA	NA	NA
Pension plans.....	28	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	2	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	27	NA	NA	NA	NA	NA	NA
Other.....	58	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	33	32	30	33	3.1	6.7	-9.1
Expensed materials, parts and supplies (not for resale).....	127	116	113	114	9.5	2.7	-0.9
Expensed equipment.....	D	28	26	27	D	7.7	-3.7
Expensed purchase of other materials, parts, and supplies.....	D	88	87	87	D	1.1	Z
Expensed purchased services.....	334	325	307	335	2.8	5.9	-8.4
Expensed purchases of software.....	14	10	10	10	40.0	Z	Z
Purchased electricity and fuels (except motor fuels).....	32	33	32	33	-3.0	3.1	-3.0
Purchased electricity.....	29	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	3	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	49	48	47	49	2.1	2.1	-4.1
Lease and rental payments for machinery, equipment, and other tangible items.....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	41	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	17	18	16	16	-5.6	12.5	Z
Purchased repairs and maintenance to machinery and equipment.....	15	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	2	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	185	175	165	186	5.7	6.1	-11.3
Purchased printing services.....	37	42	37	42	-11.9	13.5	-11.9
Other operating expenses.....	1,377	1,319	1,343	1,394	4.4	-1.8	-3.7
Depreciation and amortization charges.....	112	104	96	86	7.7	8.3	11.6
Governmental taxes and license fees.....	19	19	18	18	Z	5.6	Z
All other operating expenses.....	1,246	1,196	1,229	1,289	4.2	-2.7	-4.7
Data processing and other purchased computer services.....	11	NA	NA	NA	NA	NA	NA
Purchased communication services.....	36	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	2	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	160	NA	NA	NA	NA	NA	NA
All other operating expenses.....	1,037	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.2. Newspaper Publishers (NAICS 51111), Periodical Publishers (NAICS 51112), Book Publishers (NAICS 51113), Directory and Mailing List Publishers (NAICS 51114), Greeting Card Publishers (NAICS 511191), Software Publishers (NAICS 5112) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
SOFTWARE PUBLISHERS (NAICS 5112)							
Operating Expenses							
Total	96,114	90,982	86,794	88,038	5.6	4.8	-1.4
Personnel costs.....	56,685	52,162	49,555	49,535	8.7	5.3	Z
Gross annual payroll.....	44,997	41,982	40,532	41,430	7.2	3.6	-2.2
Employer's cost for fringe benefits.....	8,670	7,362	6,541	5,990	17.8	12.6	9.2
Health insurance.....	3,054	NA	NA	NA	NA	NA	NA
Pension plans.....	2,937	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	1,908	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	1,029	NA	NA	NA	NA	NA	NA
Other.....	2,678	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	3,018	2,818	2,482	2,115	7.1	13.5	17.4
Expensed materials, parts and supplies (not for resale).....	1,899	2,037	1,754	1,779	-6.8	16.1	-1.4
Expensed equipment.....	659	684	791	677	-3.7	-13.5	16.8
Expensed purchase of other materials, parts, and supplies.....	1,240	1,353	963	1,102	-8.4	40.5	-12.6
Expensed purchased services.....	11,311	10,947	10,560	10,038	3.3	3.7	5.2
Expensed purchases of software.....	1,185	1,350	S	S	-12.2	S	S
Purchased electricity and fuels (except motor fuels).....	290	311	257	230	-6.8	21.0	11.7
Purchased electricity.....	282	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	7	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	2,185	2,184	2,391	2,615	Z	-8.7	-8.6
Lease and rental payments for machinery, equipment, and other tangible items.....	370	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	1,815	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	742	488	445	393	52.0	9.7	13.2
Purchased repairs and maintenance to machinery and equipment.....	556	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	186	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	6,703	6,380	6,073	5,277	5.1	5.1	15.1
Purchased software reproduction.....	S	S	S	S	S	S	S
Other operating expenses.....	26,219	25,836	24,924	26,685	1.5	3.7	-6.6
Depreciation and amortization charges.....	4,484	4,221	4,384	4,176	6.2	-3.7	5.0
Governmental taxes and license fees.....	364	379	350	300	-4.0	8.3	16.7
All other operating expenses.....	21,371	S	20,190	22,209	S	S	-9.1
Data processing and other purchased computer services.....	615	NA	NA	NA	NA	NA	NA
Purchased communication services.....	829	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	30	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	3,621	NA	NA	NA	NA	NA	NA
All other operating expenses.....	16,276	NA	NA	NA	NA	NA	NA

NA Not available. 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/S20-0_v1.0_Data_Release.pdf.

¹Due to the addition of detailed expense data to the 2007 Service Annual Survey, the 2007 expenses may not be comparable to previously published estimates.

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.

Table 3.6.3. Motion Picture and Video Production and Distribution (NAICS 5121X), Motion Picture and Video Exhibition (NAICS 51213), Postproduction Services and Other Motion Picture and Video Industries (NAICS 51219), Integrated Record Production and Distribution Services (NAICS 51222), Music Publishers (NAICS 51223), Sound Recording Studios (NAICS 51224) – Selected Expenses for Employer Firms: 2004 Through 2007¹

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
MOTION PICTURE AND VIDEO PRODUCTION AND DISTRIBUTION (NAICS 5121X)							
Operating Expenses							
Total	48,085	45,407	45,219	44,438	5.9	0.4	1.8
Personnel costs.....	13,081	12,875	12,500	10,962	1.6	3.0	14.0
Gross annual payroll.....	11,450	11,408	11,079	9,680	0.4	3.0	14.5
Employer's cost for fringe benefits.....	999	923	907	850	8.2	1.8	6.7
Health insurance.....	311	NA	NA	NA	NA	NA	NA
Pension plans.....	313	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	180	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	134	NA	NA	NA	NA	NA	NA
Other.....	375	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	633	544	514	433	16.4	5.8	18.7
Expensed materials, parts and supplies (not for resale).....	701	740	704	684	-5.3	5.1	2.9
Expensed equipment.....	153	120	105	82	27.5	14.3	28.0
Expensed purchase of other materials, parts, and supplies.....	548	620	599	601	-11.6	3.5	-0.3
Expensed purchased services.....	6,290	6,418	6,163	6,296	-2.0	4.1	-2.1
Expensed purchases of software.....	68	53	76	52	28.3	-30.3	46.2
Purchased electricity and fuels (except motor fuels).....	67	66	59	64	1.5	11.9	-7.8
Purchased electricity.....	61	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	7	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	1,262	1,420	1,296	1,246	-11.1	9.6	4.0
Lease and rental payments for machinery, equipment, and other tangible items.....	117	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	1,145	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	155	185	185	193	-16.2	Z	-4.1
Purchased repairs and maintenance to machinery and equipment.....	76	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	79	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	4,738	4,693	4,546	4,740	1.0	3.2	-4.1
Other operating expenses.....	28,012	25,374	25,852	26,496	10.4	Z	-2.4
Depreciation and amortization charges.....	2,497	2,319	2,123	2,892	7.7	9.2	-26.6
Governmental taxes and license fees.....	1,273	1,146	1,133	1,064	11.1	1.1	6.5
All other operating expenses.....	24,242	21,908	22,596	22,540	10.7	-3.0	0.2
Data processing and other purchased computer services.....	53	NA	NA	NA	NA	NA	NA
Purchased communication services.....	129	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	24	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	1,170	NA	NA	NA	NA	NA	NA
All other operating expenses.....	22,866	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.3. Motion Picture and Video Production and Distribution (NAICS 5121X), Motion Picture and Video Exhibition (NAICS 51213), Postproduction Services and Other Motion Picture and Video Industries (NAICS 51219), Integrated Record Production and Distribution Services (NAICS 51222), Music Publishers (NAICS 51223), Sound Recording Studios (NAICS 51224) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
MOTION PICTURE AND VIDEO EXHIBITION (NAICS 51213)							
Operating Expenses							
Total	8,208	8,454	8,501	8,633	-2.9	-0.6	-1.5
Personnel costs.....	1,696	1,752	1,663	1,697	-3.2	5.4	-2.0
Gross annual payroll.....	1,496	1,583	1,461	1,495	-5.5	8.4	-2.3
Employer's cost for fringe benefits.....	158	137	163	162	15.3	-16.0	0.6
Health insurance.....	51	NA	NA	NA	NA	NA	NA
Pension plans.....	23	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	S	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	S	NA	NA	NA	NA	NA	NA
Other.....	85	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	42	31	39	40	35.5	-20.5	-2.5
Expensed materials, parts and supplies (not for resale).....	161	185	177	191	-13.0	4.5	-7.3
Expensed equipment.....	20	26	17	S	-23.1	52.9	S
Expensed purchase of other materials, parts, and supplies.....	141	160	161	158	-11.9	-0.6	1.9
Expensed purchased services.....	2,167	2,240	2,057	1,971	-3.3	8.9	4.4
Expensed purchases of software.....	7	7	4	4	Z	75.0	Z
Purchased electricity and fuels (except motor fuels).....	253	380	314	299	-33.4	21.0	5.0
Purchased electricity.....	225	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	29	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	1,512	1,435	1,310	1,248	5.4	9.5	5.0
Lease and rental payments for machinery, equipment, and other tangible items.....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices....	1,462	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	253	246	228	223	2.8	7.9	2.2
Purchased repairs and maintenance to machinery and equipment.....	77	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	176	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	141	172	201	197	-18.0	-14.4	2.0
Other operating expenses.....	4,185	4,276	4,603	4,773	-2.1	-7.1	-3.6
Depreciation and amortization charges.....	870	884	860	826	-1.6	2.8	4.1
Governmental taxes and license fees.....	347	256	227	220	35.5	12.8	3.2
All other operating expenses.....	2,967	3,137	3,516	3,728	-5.4	-10.8	-5.7
Data processing and other purchased computer services.....	15	NA	NA	NA	NA	NA	NA
Purchased communication services.....	31	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	34	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	87	NA	NA	NA	NA	NA	NA
All other operating expenses.....	2,800	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.3. Motion Picture and Video Production and Distribution (NAICS 5121X), Motion Picture and Video Exhibition (NAICS 51213), Postproduction Services and Other Motion Picture and Video Industries (NAICS 51219), Integrated Record Production and Distribution Services (NAICS 51222), Music Publishers (NAICS 51223), Sound Recording Studios (NAICS 51224) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
POSTPRODUCTION SERVICES AND OTHER MOTION PICTURE AND VIDEO INDUSTRIES (NAICS 51219)							
Operating Expenses							
Total	4,106	3,965	3,848	3,720	3.6	3.0	3.4
Personnel costs.....	2,195	2,127	2,048	2,074	3.2	3.9	-1.3
Gross annual payroll.....	1,815	1,742	1,673	1,664	4.2	4.1	0.5
Employer's cost for fringe benefits.....	300	313	299	332	-4.2	4.7	-9.9
Health insurance.....	156	NA	NA	NA	NA	NA	NA
Pension plans.....	56	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	32	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	23	NA	NA	NA	NA	NA	NA
Other.....	87	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	80	72	76	78	11.1	-5.3	-2.6
Expensed materials, parts and supplies (not for resale).....	456	445	405	381	2.5	9.9	6.3
Expensed equipment.....	35	35	33	37	Z	6.1	-10.8
Expensed purchase of other materials, parts, and supplies.....	421	410	372	343	2.7	10.2	8.5
Expensed purchased services.....	378	326	312	303	16.0	4.5	3.0
Expensed purchases of software.....	11	10	9	8	10.0	11.1	12.5
Purchased electricity and fuels (except motor fuels).....	49	43	37	35	14.0	16.2	5.7
Purchased electricity.....	45	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	241	206	192	182	17.0	7.3	5.5
Lease and rental payments for machinery, equipment, and other tangible items.....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	202	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	49	42	49	49	16.7	-14.3	Z
Purchased repairs and maintenance to machinery and equipment.....	33	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	16	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	28	25	24	29	12.0	4.2	-17.2
Other operating expenses.....	1,077	1,067	1,084	964	0.9	-1.6	12.4
Depreciation and amortization charges.....	270	242	278	277	11.6	-12.9	0.4
Governmental taxes and license fees.....	45	39	36	38	15.4	8.3	-5.3
All other operating expenses.....	763	786	770	649	-2.9	2.1	18.6
Data processing and other purchased computer services.....	6	NA	NA	NA	NA	NA	NA
Purchased communication services.....	25	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	5	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	112	NA	NA	NA	NA	NA	NA
All other operating expenses.....	615	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.3. Motion Picture and Video Production and Distribution (NAICS 5121X), Motion Picture and Video Exhibition (NAICS 51213), Postproduction Services and Other Motion Picture and Video Industries (NAICS 51219), Integrated Record Production and Distribution Services (NAICS 51222), Music Publishers (NAICS 51223), Sound Recording Studios (NAICS 51224) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
INTEGRATED RECORD PRODUCTION AND DISTRIBUTION SERVICES (NAICS 51222)							
Operating Expenses							
Total	\$	12,150	10,993	8,127	\$	10.5	35.3
Personnel costs.....	2,498	2,748	2,332	1,747	-9.1	17.8	33.5
Gross annual payroll.....	2,151	2,372	1,995	1,501	-9.3	18.9	32.9
Employer's cost for fringe benefits.....	315	342	304	218	-7.9	12.5	39.4
Health insurance.....	46	NA	NA	NA	NA	NA	NA
Pension plans.....	92	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	D	NA	NA	NA	D	NA	NA
Defined contribution plans.....	D	NA	NA	NA	D	NA	NA
Other.....	177	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	32	35	32	28	-8.6	9.4	14.3
Expensed materials, parts and supplies (not for resale).....	109	121	129	98	-9.9	-6.2	31.6
Expensed equipment.....	24	24	26	19	Z	-7.7	36.8
Expensed purchase of other materials, parts, and supplies.....	84	\$	104	79	\$	\$	31.6
Expensed purchased services.....	1,567	\$	1,674	1,326	\$	\$	26.2
Expensed purchases of software.....	45	50	\$	\$	-10.0	\$	\$
Purchased electricity and fuels (except motor fuels).....	14	15	13	10	-6.7	15.4	30.0
Purchased electricity.....	8	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	6	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	234	\$	257	197	\$	\$	30.5
Lease and rental payments for machinery, equipment, and other tangible items.....	17	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	217	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	58	\$	40	33	\$	\$	21.2
Purchased repairs and maintenance to machinery and equipment.....	8	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	49	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	1,216	\$	1,310	1,046	\$	\$	25.2
Other operating expenses.....	6,747	7,443	\$	\$	-9.4	\$	\$
Depreciation and amortization charges.....	580	641	\$	\$	-9.5	\$	\$
Governmental taxes and license fees.....	59	\$	59	54	\$	\$	9.3
All other operating expenses.....	6,107	6,731	\$	\$	-9.3	\$	\$
Data processing and other purchased computer services.....	D	NA	NA	NA	D	NA	NA
Purchased communication services.....	D	NA	NA	NA	D	NA	NA
Water, sewer, refuse removal, and other utility payments.....	14	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	D	NA	NA	NA	D	NA	NA
All other operating expenses.....	2,191	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.3. Motion Picture and Video Production and Distribution (NAICS 5121X), Motion Picture and Video Exhibition (NAICS 51213), Postproduction Services and Other Motion Picture and Video Industries (NAICS 51219), Integrated Record Production and Distribution Services (NAICS 51222), Music Publishers (NAICS 51223), Sound Recording Studios (NAICS 51224) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
MUSIC PUBLISHERS (NAICS 51223)							
Operating Expenses							
Total	2,692	2,552	2,444	2,268	5.5	4.4	7.8
Personnel costs.....	663	603	533	508	10.0	13.1	4.9
Gross annual payroll.....	545	524	459	439	4.0	14.2	4.6
Employer's cost for fringe benefits.....	75	73	66	61	2.7	10.6	8.2
Health insurance.....	23	NA	NA	NA	NA	NA	NA
Pension plans.....	S	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	S	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	S	NA	NA	NA	NA	NA	NA
Other.....	24	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	S	6	8	8	S	-25.0	Z
Expensed materials, parts and supplies (not for resale).....	23	28	S	S	-17.9	S	S
Expensed equipment.....	4	6	S	6	-33.3	S	S
Expensed purchase of other materials, parts, and supplies.....	19	22	S	S	-13.6	S	S
Expensed purchased services.....	344	376	S	S	-8.5	S	S
Expensed purchases of software.....	4	5	S	3	-20.0	S	S
Purchased electricity and fuels (except motor fuels).....	14	12	S	S	16.7	S	S
Purchased electricity.....	14	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	51	45	40	36	13.3	12.5	11.1
Lease and rental payments for machinery, equipment, and other tangible items.....	7	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	44	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	12	17	S	S	-29.4	S	S
Purchased repairs and maintenance to machinery and equipment.....	8	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	3	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	263	298	S	S	-11.7	S	S
Other operating expenses.....	1,662	1,544	S	S	7.6	S	S
Depreciation and amortization charges.....	S	100	S	S	S	S	S
Governmental taxes and license fees.....	17	17	S	S	Z	S	S
All other operating expenses.....	1,573	1,427	S	S	10.2	S	S
Data processing and other purchased computer services.....	3	NA	NA	NA	NA	NA	NA
Purchased communication services.....	10	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	1	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	69	NA	NA	NA	NA	NA	NA
All other operating expenses.....	1,489	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.3. Motion Picture and Video Production and Distribution (NAICS 5121X), Motion Picture and Video Exhibition (NAICS 51213), Postproduction Services and Other Motion Picture and Video Industries (NAICS 51219), Integrated Record Production and Distribution Services (NAICS 51222), Music Publishers (NAICS 51223), Sound Recording Studios (NAICS 51224) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
SOUND RECORDING STUDIOS (NAICS 51224)							
Operating Expenses							
Total	879	772	672	634	13.9	14.9	6.0
Personnel costs.....	375	337	297	282	11.3	13.5	5.3
Gross annual payroll.....	311	280	250	238	11.1	12.0	5.0
Employer's cost for fringe benefits.....	45	35	28	27	28.6	25.0	3.7
Health insurance.....	20	NA	NA	NA	NA	NA	NA
Pension plans.....	10	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	6	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	4	NA	NA	NA	NA	NA	NA
Other.....	15	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	18	22	20	17	-18.2	10.0	17.6
Expensed materials, parts and supplies (not for resale).....	69	59	48	49	16.9	22.9	-2.0
Expensed equipment.....	26	21	16	17	23.8	31.3	-5.9
Expensed purchase of other materials, parts, and supplies.....	S	37	32	32	S	15.6	Z
Expensed purchased services.....	131	117	105	99	12.0	11.4	6.1
Expensed purchases of software.....	5	S	S	4	S	S	S
Purchased electricity and fuels (except motor fuels).....	13	12	11	10	8.3	9.1	10.0
Purchased electricity.....	12	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	2	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	83	75	68	65	10.7	10.3	4.6
Lease and rental payments for machinery, equipment, and other tangible items.....	8	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	75	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	12	10	10	9	20.0	Z	11.1
Purchased repairs and maintenance to machinery and equipment.....	7	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	5	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	19	14	11	11	35.7	27.3	Z
Other operating expenses.....	304	259	222	204	17.4	16.7	8.8
Depreciation and amortization charges.....	42	42	40	38	Z	5.0	5.3
Governmental taxes and license fees.....	15	S	13	12	S	S	8.3
All other operating expenses.....	247	200	168	153	23.5	19.0	9.8
Data processing and other purchased computer services.....	S	NA	NA	NA	NA	NA	NA
Purchased communication services.....	13	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	2	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	56	NA	NA	NA	NA	NA	NA
All other operating expenses.....	163	NA	NA	NA	NA	NA	NA

NA Not available. 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/S20-0_v1.0_Data_Release.pdf.

¹Due to the addition of detailed expense data to the 2007 Service Annual Survey, the 2007 expenses may not be comparable to previously published estimates.

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-3.6.3 provides estimated measures of sampling variability.

Table 3.6.4. Radio Networks (NAICS 515111), Radio Stations (NAICS 515112), Television Broadcasting (NAICS 51512), Cable and Other Subscription Programming (NAICS 5152), Internet Publishing and Broadcasting (NAICS 516) – Selected Expenses for Employer Firms: 2004 Through 2007¹

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
RADIO NETWORKS (NAICS 515111)							
Operating Expenses							
Total	6,407	6,481	4,858	3,888	-1.1	33.4	24.9
Personnel costs.....	1,307	1,596	1,013	892	-18.1	57.6	13.6
Gross annual payroll.....	1,120	1,206	867	755	-7.1	39.1	14.8
Employer's cost for fringe benefits.....	164	242	104	94	-32.2	132.7	10.6
Health insurance.....	100	NA	NA	NA	NA	NA	NA
Pension plans.....	23	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	12	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	10	NA	NA	NA	NA	NA	NA
Other.....	41	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	S	148	42	44	S	252.4	-4.5
Expensed materials, parts and supplies (not for resale).....	28	32	35	149	-12.5	-8.6	-76.5
Expensed equipment.....	S	9	8	77	S	12.5	-89.6
Expensed purchase of other materials, parts, and supplies.....	17	23	27	72	-26.1	-14.8	-62.5
Expensed purchased services.....	S	537	602	775	S	-10.8	-22.3
Expensed purchases of software.....	26	18	20	12	44.4	-10.0	66.7
Purchased electricity and fuels (except motor fuels).....	24	22	13	11	9.1	69.2	18.2
Purchased electricity.....	22	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	1	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	129	82	65	89	57.3	26.2	-27.0
Lease and rental payments for machinery, equipment, and other tangible items.....	53	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	76	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	26	27	18	7	-3.7	50.0	157.1
Purchased repairs and maintenance to machinery and equipment.....	18	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	7	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	S	388	487	656	S	-20.3	-25.8
Other operating expenses.....	4,478	4,316	3,207	2,071	3.8	34.6	54.9
Depreciation and amortization charges.....	S	453	407	390	S	11.3	4.4
Governmental taxes and license fees.....	20	27	17	15	-25.9	58.8	13.3
Broadcast rights and music license fees.....	581	576	401	224	0.9	43.6	79.0
Network compensation fees (networks only).....	205	213	143	164	-3.8	49.0	-12.8
All other operating expenses.....	3,159	3,046	2,240	1,279	3.7	36.0	75.1
Data processing and other purchased computer services.....	15	NA	NA	NA	NA	NA	NA
Purchased communication services.....	41	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	3	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	104	NA	NA	NA	NA	NA	NA
All other operating expenses.....	2,997	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.4. Radio Networks (NAICS 515111), Radio Stations (NAICS 515112), Television Broadcasting (NAICS 51512), Cable and Other Subscription Programming (NAICS 5152), Internet Publishing and Broadcasting (NAICS 516) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
RADIO STATIONS (NAICS 515112)							
Operating Expenses							
Total	9,988	9,907	10,155	9,920	0.8	-2.4	2.4
Personnel costs.....	5,326	5,092	5,120	5,002	4.6	-0.5	2.4
Gross annual payroll.....	4,502	4,368	4,408	4,353	3.1	-0.9	1.3
Employer's cost for fringe benefits.....	650	633	612	550	2.7	3.4	11.3
Health insurance.....	289	NA	NA	NA	NA	NA	NA
Pension plans.....	104	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	17	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	86	NA	NA	NA	NA	NA	NA
Other.....	257	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	174	90	100	99	93.3	-10.0	1.0
Expensed materials, parts and supplies (not for resale).....	107	117	123	111	-8.5	-4.9	10.8
Expensed equipment.....	35	37	41	35	-5.4	-9.8	17.1
Expensed purchase of other materials, parts, and supplies.....	72	80	82	76	-10.0	-2.4	7.9
Expensed purchased services.....	1,126	1,073	1,046	980	4.9	2.6	6.7
Expensed purchases of software.....	40	S	S	S	S	S	S
Purchased electricity and fuels (except motor fuels).....	148	163	144	131	-9.2	13.2	9.9
Purchased electricity.....	126	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	22	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	355	330	342	305	7.6	-3.5	12.1
Lease and rental payments for machinery, equipment, and other tangible items.....	28	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices.....	327	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	91	79	85	82	15.2	-7.1	3.7
Purchased repairs and maintenance to machinery and equipment.....	50	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	41	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	492	447	429	416	10.1	4.2	3.1
Other operating expenses.....	3,429	3,626	3,867	3,827	-5.4	-6.2	1.0
Depreciation and amortization charges.....	461	487	491	566	-5.3	-0.8	-13.3
Governmental taxes and license fees.....	395	415	489	477	-4.8	-15.1	2.5
Broadcast rights and music license fees.....	768	711	587	568	8.0	21.1	3.3
Network compensation fees (networks only).....	S	S	S	S	S	S	S
All other operating expenses.....	1,755	1,967	2,219	2,132	-10.8	-11.4	4.1
Data processing and other purchased computer services.....	27	NA	NA	NA	NA	NA	NA
Purchased communication services.....	121	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	10	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	232	NA	NA	NA	NA	NA	NA
All other operating expenses.....	1,366	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.4. Radio Networks (NAICS 515111), Radio Stations (NAICS 515112), Television Broadcasting (NAICS 51512), Cable and Other Subscription Programming (NAICS 5152), Internet Publishing and Broadcasting (NAICS 516) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
TELEVISION BROADCASTING (NAICS 51512)							
Operating Expenses							
Total	29,803	28,481	28,533	28,312	4.6	-0.2	0.8
Personnel costs.....	8,869	8,316	7,796	7,455	6.6	6.7	4.6
Gross annual payroll.....	7,371	7,044	6,646	6,360	4.6	6.0	4.5
Employer's cost for fringe benefits.....	1,337	1,153	1,049	1,002	16.0	9.9	4.7
Health insurance.....	602	NA	NA	NA	NA	NA	NA
Pension plans.....	303	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	156	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	147	NA	NA	NA	NA	NA	NA
Other.....	431	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	161	119	100	93	35.3	19.0	7.5
Expensed materials, parts and supplies (not for resale).....	207	228	241	241	-9.2	-5.4	Z
Expensed equipment.....	68	66	66	70	3.0	Z	-5.7
Expensed purchase of other materials, parts, and supplies.....	139	162	175	172	-14.2	-7.4	1.7
Expensed purchased services.....	2,028	1,873	1,889	1,820	8.3	-0.8	3.8
Expensed purchases of software.....	70	52	43	37	34.6	20.9	16.2
Purchased electricity and fuels (except motor fuels).....	331	285	255	258	16.1	11.8	-1.2
Purchased electricity.....	314	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	18	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	502	447	415	407	12.3	7.7	2.0
Lease and rental payments for machinery, equipment, and other tangible items.....	200	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	303	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	210	190	177	184	10.5	7.3	-3.8
Purchased repairs and maintenance to machinery and equipment.....	145	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	65	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	914	899	999	935	1.7	-10.0	6.8
Other operating expenses.....	18,699	18,064	18,607	18,796	3.5	-2.9	-1.0
Depreciation and amortization charges.....	1,675	1,543	1,526	1,568	8.6	1.1	-2.7
Governmental taxes and license fees.....	126	158	168	200	-20.3	-6.0	-16.0
Broadcast rights and music license fees.....	11,216	10,765	10,937	10,931	4.2	-1.6	0.1
Network compensation fees (networks only).....	463	518	668	642	-10.6	-22.5	4.0
All other operating expenses.....	5,220	5,080	5,308	5,456	2.8	-4.3	-2.7
Data processing and other purchased computer services.....	80	NA	NA	NA	NA	NA	NA
Purchased communication services.....	186	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	14	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	526	NA	NA	NA	NA	NA	NA
All other operating expenses.....	4,415	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.4. Radio Networks (NAICS 515111), Radio Stations (NAICS 515112), Television Broadcasting (NAICS 51512), Cable and Other Subscription Programming (NAICS 5152), Internet Publishing and Broadcasting (NAICS 516) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
CABLE AND OTHER SUBSCRIPTION PROGRAMMING (NAICS 5152)							
Operating Expenses							
Total	26,728	24,841	23,469	21,003	7.6	5.8	11.7
Personnel costs.....	5,242	4,588	4,677	4,021	14.3	-1.9	16.3
Gross annual payroll.....	3,907	3,550	3,737	3,205	10.1	-5.0	16.6
Employer's cost for fringe benefits.....	824	627	619	539	31.4	1.3	14.8
Health insurance.....	266	NA	NA	NA	NA	NA	NA
Pension plans.....	161	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	77	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	84	NA	NA	NA	NA	NA	NA
Other.....	397	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	511	411	321	276	24.3	28.0	16.3
Expensed materials, parts and supplies (not for resale).....	405	305	265	255	32.8	15.1	3.9
Expensed equipment.....	63	48	53	58	31.3	-9.4	-8.6
Expensed purchase of other materials, parts, and supplies.....	342	256	212	197	33.6	20.8	7.6
Expensed purchased services.....	2,245	2,643	2,224	1,872	-15.1	18.8	18.8
Expensed purchases of software.....	50	52	43	36	-3.8	20.9	19.4
Purchased electricity and fuels (except motor fuels).....	50	50	48	49	Z	4.2	-2.0
Purchased electricity.....	42	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	9	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	335	457	515	432	-26.7	-11.3	19.2
Lease and rental payments for machinery, equipment, and other tangible items.....	135	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	200	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	84	93	97	S	-9.7	-4.1	S
Purchased repairs and maintenance to machinery and equipment.....	57	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	27	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	1,725	1,992	1,521	1,235	-13.4	31.0	23.2
Other operating expenses.....	18,835	17,305	16,303	14,856	8.8	6.1	9.7
Depreciation and amortization charges.....	2,714	2,591	S	S	4.7	S	S
Governmental taxes and license fees.....	77	103	133	120	-25.2	-22.6	10.8
Program and production costs.....	12,394	11,227	10,452	10,063	10.4	7.4	3.9
All other operating expenses.....	3,650	3,384	3,098	2,294	7.9	9.2	35.0
Data processing and other purchased computer services.....	275	NA	NA	NA	NA	NA	NA
Purchased communication services.....	90	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	2	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	308	NA	NA	NA	NA	NA	NA
All other operating expenses.....	2,975	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.4. Radio Networks (NAICS 515111), Radio Stations (NAICS 515112), Television Broadcasting (NAICS 51512), Cable and Other Subscription Programming (NAICS 5152), Internet Publishing and Broadcasting (NAICS 516) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
INTERNET PUBLISHING AND BROADCASTING (NAICS 516)							
Operating Expenses							
Total	13,784	11,272	9,084	7,056	22.3	24.1	28.7
Personnel costs.....	5,732	4,901	3,936	3,087	17.0	24.5	27.5
Gross annual payroll.....	4,447	3,917	3,138	2,394	13.5	24.8	31.1
Employer's cost for fringe benefits.....	968	712	562	479	36.0	26.7	17.3
Health insurance.....	330	NA	NA	NA	NA	NA	NA
Pension plans.....	S	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	S	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	S	NA	NA	NA	NA	NA	NA
Other.....	527	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	S	272	236	214	S	15.3	10.3
Expensed materials, parts and supplies (not for resale).....	S	327	317	239	S	3.2	32.6
Expensed equipment.....	S	140	134	104	S	4.5	28.8
Expensed purchase of other materials, parts, and supplies.....	S	187	183	135	S	2.2	35.6
Expensed purchased services.....	2,472	2,000	1,547	1,218	23.6	29.3	27.0
Expensed purchases of software.....	S	275	194	78	S	41.8	148.7
Purchased electricity and fuels (except motor fuels).....	22	23	16	14	-4.3	43.8	14.3
Purchased electricity.....	21	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	455	383	344	281	18.8	11.3	22.4
Lease and rental payments for machinery, equipment, and other tangible items.....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	378	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	S	107	100	105	S	7.0	-4.8
Purchased repairs and maintenance to machinery and equipment.....	S	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	S	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	1,607	1,211	893	741	32.7	35.6	20.5
Other operating expenses.....	5,190	4,044	3,285	2,512	28.3	23.1	30.8
Depreciation and amortization charges.....	S	910	792	767	S	14.9	3.3
Governmental taxes and license fees.....	90	73	62	53	23.3	17.7	17.0
All other operating expenses.....	4,076	3,061	S	1,692	33.2	S	S
Data processing and other purchased computer services.....	487	NA	NA	NA	NA	NA	NA
Purchased communication services.....	S	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	S	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	746	NA	NA	NA	NA	NA	NA
All other operating expenses.....	S	NA	NA	NA	NA	NA	NA

NA Not available. 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.

¹Due to the addition of detailed expense data to the 2007 Service Annual Survey, the 2007 expenses may not be comparable to previously published estimates.

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-3.6.4 provides estimated measures of sampling variability.

Table 3.6.5. Wired Telecommunications Carriers (NAICS 5171), Paging (NAICS 517211), Cellular and Other Wireless Telecommunications (NAICS 517212), Telecommunications Resellers (NAICS 5173), Satellite Telecommunications (NAICS 5174), Cable and Other Program Distribution (NAICS 5175) – Selected Expenses for Employer Firms: 2004 Through 2007¹

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
WIRED TELECOMMUNICATIONS CARRIERS (NAICS 5171)							
Operating Expenses							
Total	158,626	168,750	176,407	187,800	-6.0	-4.3	-6.1
Personnel costs.....	55,286	60,084	59,534	60,871	-8.0	0.9	-2.2
Gross annual payroll.....	39,631	42,940	40,242	40,325	-7.7	6.7	-0.2
Employer's cost for fringe benefits.....	13,765	15,378	16,387	17,022	-10.5	-6.2	-3.7
Health insurance.....	9,001	NA	NA	NA	NA	NA	NA
Pension plans.....	1,977	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	1,005	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	972	NA	NA	NA	NA	NA	NA
Other.....	2,788	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	1,889	1,766	2,905	3,523	7.0	-39.2	-17.5
Expensed materials, parts and supplies (not for resale).....	6,834	6,407	6,291	6,365	6.7	1.8	-1.2
Expensed equipment.....	234	314	401	448	-25.5	-21.7	-10.5
Expensed purchase of other materials, parts, and supplies.....	6,601	6,093	S	5,917	8.3	S	S
Expensed purchased services.....	9,827	11,356	11,521	12,238	-13.5	-1.4	-5.9
Expensed purchases of software.....	1,076	1,604	1,546	1,601	-32.9	3.8	-3.4
Purchased electricity and fuels (except motor fuels).....	1,485	1,718	1,703	1,667	-13.6	0.9	2.2
Purchased electricity.....	1,394	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	92	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	3,349	3,760	3,815	3,990	-10.9	-1.4	-4.4
Lease and rental payments for machinery, equipment, and other tangible items.....	885	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	2,464	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	1,200	1,478	2,152	2,280	-18.8	-31.3	-5.6
Purchased repairs and maintenance to machinery and equipment.....	841	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	359	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	2,716	2,796	2,306	2,700	-2.9	21.2	-14.6
Other operating expenses.....	86,680	90,903	99,061	108,326	-4.6	-8.2	-8.6
Depreciation and amortization charges.....	34,718	35,621	35,608	38,398	-2.5	Z	-7.3
Governmental taxes and license fees.....	4,572	5,368	5,044	5,217	-14.8	6.4	-3.3
Access charges.....	20,275	23,686	31,494	33,456	-14.4	-24.8	-5.9
Universal service contributions (USC).....	2,535	2,857	4,249	3,356	-11.3	-32.8	26.6
All other operating expenses.....	24,580	23,371	22,665	27,898	5.2	3.1	-18.8
Data processing and other purchased computer services.....	1,138	NA	NA	NA	NA	NA	NA
Purchased communication services.....	435	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	131	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	9,210	NA	NA	NA	NA	NA	NA
All other operating expenses.....	13,666	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.5. Wired Telecommunications Carriers (NAICS 5171), Paging (NAICS 517211), Cellular and Other Wireless Telecommunications (NAICS 517212), Telecommunications Resellers (NAICS 5173), Satellite Telecommunications (NAICS 5174), Cable and Other Program Distribution (NAICS 5175) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
PAGING (NAICS 517211)							
Operating Expenses							
Total	1,221	1,528	1,750	1,560	-20.1	-12.7	12.2
Personnel costs.....	427	460	568	498	-7.2	-19.0	14.1
Gross annual payroll.....	329	334	419	372	-1.5	-20.3	12.6
Employer's cost for fringe benefits.....	83	75	83	74	10.7	-9.6	12.2
Health insurance.....	38	NA	NA	NA	NA	NA	NA
Pension plans.....	12	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	ZZ	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	12	NA	NA	NA	NA	NA	NA
Other.....	33	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	S	51	66	51	S	-22.7	29.4
Expensed materials, parts and supplies (not for resale).....	55	S	107	104	S	S	2.9
Expensed equipment.....	S	S	8	9	S	S	-11.1
Expensed purchase of other materials, parts, and supplies.....	48	S	99	95	S	S	4.2
Expensed purchased services.....	298	288	334	280	3.5	-13.8	19.3
Expensed purchases of software.....	S	S	3	2	S	S	50.0
Purchased electricity and fuels (except motor fuels).....	14	15	14	13	-6.7	7.1	7.7
Purchased electricity.....	13	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	1	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	238	214	261	215	11.2	-18.0	21.4
Lease and rental payments for machinery, equipment, and other tangible items.....	4	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	234	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	21	33	42	36	-36.4	-21.4	16.7
Purchased repairs and maintenance to machinery and equipment.....	18	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	3	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	12	S	15	14	S	S	7.1
Other operating expenses.....	441	S	741	679	S	S	9.1
Depreciation and amortization charges.....	118	201	263	246	-41.3	-23.6	6.9
Governmental taxes and license fees.....	20	28	41	33	-28.6	-31.7	24.2
Access charges.....	26	96	106	98	-72.9	-9.4	8.2
All other operating expenses.....	278	S	331	302	S	S	9.6
Data processing and other purchased computer services.....	S	NA	NA	NA	NA	NA	NA
Purchased communication services.....	94	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	S	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	65	NA	NA	NA	NA	NA	NA
All other operating expenses.....	104	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.5. Wired Telecommunications Carriers (NAICS 5171), Paging (NAICS 517211), Cellular and Other Wireless Telecommunications (NAICS 517212), Telecommunications Resellers (NAICS 5173), Satellite Telecommunications (NAICS 5174), Cable and Other Program Distribution (NAICS 5175) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
CELLULAR AND OTHER WIRELESS TELECOMMUNICATIONS (NAICS 517212)							
Operating Expenses							
Total	136,597	133,515	120,793	103,746	2.3	10.5	16.4
Personnel costs.....	25,593	24,632	23,311	19,649	3.9	5.7	18.6
Gross annual payroll.....	18,040	17,910	16,801	14,230	0.7	6.6	18.1
Employer's cost for fringe benefits.....	5,192	4,107	3,663	3,637	26.4	12.1	0.7
Health insurance.....	2,332	NA	NA	NA	NA	NA	NA
Pension plans.....	1,894	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	1,626	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	269	NA	NA	NA	NA	NA	NA
Other.....	965	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	2,361	2,615	2,847	1,783	-9.7	-8.1	59.7
Expensed materials, parts and supplies (not for resale).....	13,777	12,001	10,058	9,826	14.8	19.3	2.4
Expensed equipment.....	D	822	757	886	D	8.6	-14.6
Expensed purchase of other materials, parts, and supplies.....	D	11,180	9,302	8,940	D	20.2	4.0
Expensed purchased services.....	18,774	17,341	16,481	15,615	8.3	5.2	5.5
Expensed purchases of software.....	1,355	1,210	1,095	916	12.0	10.5	19.5
Purchased electricity and fuels (except motor fuels).....	S	994	862	710	S	15.3	21.4
Purchased electricity.....	D	NA	NA	NA	D	NA	NA
Purchased fuels (except motor fuels).....	D	NA	NA	NA	D	NA	NA
Lease and rental payments.....	5,914	5,549	5,496	4,792	6.6	1.0	14.7
Lease and rental payments for machinery, equipment, and other tangible items.....	224	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	5,690	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	1,294	1,258	1,128	S	2.9	11.5	S
Purchased repairs and maintenance to machinery and equipment.....	1,173	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	121	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	9,304	8,331	7,900	7,823	11.7	5.5	1.0
Other operating expenses.....	78,454	79,540	70,942	58,656	-1.4	12.1	20.9
Depreciation and amortization charges.....	26,844	26,134	22,356	16,914	2.7	16.9	32.2
Governmental taxes and license fees.....	1,627	1,437	1,353	1,199	13.2	6.2	12.8
Access charges.....	5,578	5,527	6,231	5,529	0.9	-11.3	12.7
Universal service contributions (USC) and other similar charges.....	3,316	2,961	2,516	1,842	12.0	17.7	36.6
All other operating expenses.....	41,089	43,480	38,487	33,172	-5.5	13.0	16.0
Data processing and other purchased computer services.....	S	NA	NA	NA	NA	NA	NA
Purchased communication services.....	S	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	S	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	3,002	NA	NA	NA	NA	NA	NA
All other operating expenses.....	37,657	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.5. Wired Telecommunications Carriers (NAICS 5171), Paging (NAICS 517211), Cellular and Other Wireless Telecommunications (NAICS 517212), Telecommunications Resellers (NAICS 5173), Satellite Telecommunications (NAICS 5174), Cable and Other Program Distribution (NAICS 5175) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
TELECOMMUNICATIONS RESELLERS (NAICS 5173)							
Operating Expenses							
Total	7,414	6,839	6,832	5,979	8.4	0.1	14.3
Personnel costs.....	1,806	1,688	1,665	1,489	7.0	1.4	11.8
Gross annual payroll.....	1,388	1,272	1,332	1,282	9.1	-4.5	3.9
Employer's cost for fringe benefits.....	196	173	179	149	13.3	-3.4	20.1
Health insurance.....	101	NA	NA	NA	NA	NA	NA
Pension plans.....	21	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	5	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	17	NA	NA	NA	NA	NA	NA
Other.....	74	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	S	S	S	57	S	S	S
Expensed materials, parts and supplies (not for resale).....	S	S	S	222	S	S	S
Expensed equipment.....	S	25	29	27	S	-13.8	7.4
Expensed purchase of other materials, parts, and supplies.....	S	S	S	196	S	S	S
Expensed purchased services.....	S	710	695	630	S	2.2	10.3
Expensed purchases of software.....	S	56	67	89	S	-16.4	-24.7
Purchased electricity and fuels (except motor fuels).....	S	30	S	S	S	S	S
Purchased electricity.....	S	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	S	181	178	162	S	1.7	9.9
Lease and rental payments for machinery, equipment, and other tangible items.....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	S	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	S	S	S	S	S	S	S
Purchased repairs and maintenance to machinery and equipment.....	S	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	S	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	396	358	327	269	10.6	9.5	21.6
Other operating expenses.....	4,142	4,009	4,061	3,638	3.3	-1.3	11.6
Depreciation and amortization charges.....	S	373	342	352	S	9.1	-2.8
Governmental taxes and license fees.....	78	91	89	78	-14.3	2.2	14.1
Access charges.....	1,534	1,702	1,625	1,318	-9.9	4.7	23.3
All other operating expenses.....	2,152	1,843	2,005	1,890	16.8	-8.1	6.1
Data processing and other purchased computer services.....	26	NA	NA	NA	NA	NA	NA
Purchased communication services.....	621	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	3	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	254	NA	NA	NA	NA	NA	NA
All other operating expenses.....	1,247	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.5. Wired Telecommunications Carriers (NAICS 5171), Paging (NAICS 517211), Cellular and Other Wireless Telecommunications (NAICS 517212), Telecommunications Resellers (NAICS 5173), Satellite Telecommunications (NAICS 5174), Cable and Other Program Distribution (NAICS 5175) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
SATELLITE TELECOMMUNICATIONS (NAICS 5174)							
Operating Expenses							
Total	5,756	5,093	4,447	4,329	13.0	14.5	2.7
Personnel costs.....	1,627	1,442	1,272	1,262	12.8	13.4	0.8
Gross annual payroll.....	1,351	1,168	1,024	1,008	15.7	14.1	1.6
Employer's cost for fringe benefits.....	218	S	S	218	S	S	S
Health insurance.....	78	NA	NA	NA	NA	NA	NA
Pension plans.....	51	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	8	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	43	NA	NA	NA	NA	NA	NA
Other.....	89	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	S	S	55	36	S	S	52.8
Expensed materials, parts and supplies (not for resale).....	485	512	355	303	-5.3	44.2	17.2
Expensed equipment.....	24	19	S	17	26.3	S	S
Expensed purchase of other materials, parts, and supplies.....	461	493	339	286	-6.5	45.4	18.5
Expensed purchased services.....	363	S	298	298	S	S	Z
Expensed purchases of software.....	11	S	17	S	S	S	S
Purchased electricity and fuels (except motor fuels).....	24	17	S	S	41.2	S	S
Purchased electricity.....	21	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	238	S	165	173	S	S	-4.6
Lease and rental payments for machinery, equipment, and other tangible items.....	42	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	196	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	47	54	50	S	-13.0	8.0	S
Purchased repairs and maintenance to machinery and equipment.....	32	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	15	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	43	48	S	S	-10.4	S	S
Other operating expenses.....	3,281	S	S	2,466	S	S	S
Depreciation and amortization charges.....	818	755	S	S	8.3	S	S
Governmental taxes and license fees.....	34	31	30	S	9.7	3.3	S
Access charges.....	S	S	617	614	S	S	0.5
All other operating expenses.....	1,927	S	S	1,097	S	S	S
Data processing and other purchased computer services.....	18	NA	NA	NA	NA	NA	NA
Purchased communication services.....	155	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	3	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	465	NA	NA	NA	NA	NA	NA
All other operating expenses.....	1,286	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.5. Wired Telecommunications Carriers (NAICS 5171), Paging (NAICS 517211), Cellular and Other Wireless Telecommunications (NAICS 517212), Telecommunications Resellers (NAICS 5173), Satellite Telecommunications (NAICS 5174), Cable and Other Program Distribution (NAICS 5175) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
CABLE AND OTHER PROGRAM DISTRIBUTION (NAICS 5175)							
Operating Expenses							
Total	86,481	74,536	69,030	64,865	16.0	8.0	6.4
Personnel costs.....	16,386	15,320	13,481	11,987	7.0	13.6	12.5
Gross annual payroll.....	12,148	11,730	10,223	8,760	3.6	14.7	16.7
Employer's cost for fringe benefits.....	3,052	2,608	2,405	2,375	17.0	8.4	1.3
Health insurance.....	1,388	NA	NA	NA	NA	NA	NA
Pension plans.....	579	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	230	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	349	NA	NA	NA	NA	NA	NA
Other.....	1,085	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	1,185	982	853	852	20.7	15.1	0.1
Expensed materials, parts and supplies (not for resale).....	625	700	599	505	-10.7	16.9	18.6
Expensed equipment.....	82	77	77	65	6.5	Z	18.5
Expensed purchase of other materials, parts, and supplies.....	542	624	523	440	-13.1	19.3	18.9
Expensed purchased services.....	5,318	4,564	4,250	3,992	16.5	7.4	6.5
Expensed purchases of software.....	270	218	242	212	23.9	-9.9	14.2
Purchased electricity and fuels (except motor fuels).....	589	619	545	531	-4.8	13.6	2.6
Purchased electricity.....	574	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	15	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	861	807	778	836	6.7	3.7	-6.9
Lease and rental payments for machinery, equipment, and other tangible items.....	134	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	727	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	1,005	798	790	787	25.9	1.0	0.4
Purchased repairs and maintenance to machinery and equipment.....	806	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	199	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	2,592	2,122	1,895	1,626	22.1	12.0	16.5
Other operating expenses.....	64,152	53,952	50,700	48,381	18.9	6.4	4.8
Depreciation and amortization charges.....	17,417	14,749	14,224	13,901	18.1	3.7	2.3
Governmental taxes and license fees.....	2,335	2,086	2,004	2,150	11.9	4.1	-6.8
Program and production costs.....	27,643	24,015	22,696	20,870	15.1	5.8	8.7
All other operating expenses.....	16,758	13,102	11,777	11,459	27.9	11.3	2.8
Data processing and other purchased computer services.....	354	NA	NA	NA	NA	NA	NA
Purchased communication services.....	501	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	88	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	833	NA	NA	NA	NA	NA	NA
All other operating expenses.....	14,982	NA	NA	NA	NA	NA	NA

NA Not available. Z Absolute value is less than 0.05. ZZ Absolute value is less than 0.5. 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.

¹Due to the addition of detailed expense data to the 2007 Service Annual Survey, the 2007 expenses may not be comparable to previously published estimates.

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-3.6.5 provides estimated measures of sampling variability.

Table 3.6.6. Internet Service Providers (NAICS 518111), Web Search Portals (NAICS 518112), Data Processing, Hosting, and Related Services (NAICS 5182), News Syndicates (NAICS 51911), Libraries and Archives (NAICS 51912), All Other Information Services (NAICS 51919) – Selected Expenses for Employer Firms: 2004 Through 2007¹

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
INTERNET SERVICE PROVIDERS (NAICS 518111)							
Operating Expenses							
Total	13,607	14,318	14,253	16,251	-5.0	0.5	-12.3
Personnel costs.....	5,749	5,621	5,226	5,323	2.3	7.6	-1.8
Gross annual payroll.....	4,674	4,527	4,006	3,858	3.2	13.0	3.8
Employer's cost for fringe benefits.....	631	686	694	S	-8.0	-1.2	S
Health insurance.....	249	NA	NA	NA	NA	NA	NA
Pension plans.....	S	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	S	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	S	NA	NA	NA	NA	NA	NA
Other.....	281	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	443	407	526	S	8.8	-22.6	S
Expensed materials, parts and supplies (not for resale).....	S	S	S	S	S	S	S
Expensed equipment.....	73	89	86	S	-18.0	3.5	S
Expensed purchase of other materials, parts, and supplies.....	S	S	S	S	S	S	S
Expensed purchased services.....	1,588	2,474	3,181	S	-35.8	-22.2	S
Expensed purchases of software.....	68	66	59	49	3.0	11.9	20.4
Purchased electricity and fuels (except motor fuels).....	S	76	82	S	S	-7.3	S
Purchased electricity.....	S	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	340	431	465	462	-21.1	-7.3	0.6
Lease and rental payments for machinery, equipment, and other tangible items.....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	321	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	69	80	81	89	-13.8	-1.2	-9.0
Purchased repairs and maintenance to machinery and equipment.....	49	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	21	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	1,004	1,821	2,493	S	-44.9	-27.0	S
Other operating expenses.....	5,896	5,695	5,443	S	3.5	4.6	S
Depreciation and amortization charges.....	1,076	1,219	1,193	S	-11.7	2.2	S
Governmental taxes and license fees.....	52	S	81	S	S	S	S
All other operating expenses.....	4,767	4,421	4,168	S	7.8	6.1	S
Data processing and other purchased computer services.....	215	NA	NA	NA	NA	NA	NA
Purchased communication services.....	1,248	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	8	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	S	NA	NA	NA	NA	NA	NA
All other operating expenses.....	2,892	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.6. Internet Service Providers (NAICS 518111), Web Search Portals (NAICS 518112), Data Processing, Hosting, and Related Services (NAICS 5182), News Syndicates (NAICS 51911), Libraries and Archives (NAICS 51912), All Other Information Services (NAICS 51919) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
WEB SEARCH PORTALS (NAICS 518112)							
Operating Expenses							
Total	6,102	4,911	3,244	2,454	24.3	51.4	32.2
Personnel costs.....	2,163	1,962	1,248	1,067	10.2	57.2	17.0
Gross annual payroll.....	1,594	1,151	790	636	38.5	45.7	24.2
Employer's cost for fringe benefits.....	342	614	338	341	-44.3	81.7	-0.9
Health insurance.....	117	NA	NA	NA	NA	NA	NA
Pension plans.....	61	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	1	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	60	NA	NA	NA	NA	NA	NA
Other.....	163	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	227	197	120	90	15.2	64.2	33.3
Expensed materials, parts and supplies (not for resale).....	107	64	62	41	67.2	3.2	51.2
Expensed equipment.....	88	33	47	31	166.7	-29.8	51.6
Expensed purchase of other materials, parts, and supplies.....	19	31	15	10	-38.7	106.7	50.0
Expensed purchased services.....	871	715	474	310	21.8	50.8	52.9
Expensed purchases of software.....	66	59	29	S	11.9	103.4	S
Purchased electricity and fuels (except motor fuels).....	10	15	9	S	-33.3	66.7	S
Purchased electricity.....	10	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	141	105	71	S	34.3	47.9	S
Lease and rental payments for machinery, equipment, and other tangible items.....	4	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	137	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	65	31	16	9	109.7	93.8	77.8
Purchased repairs and maintenance to machinery and equipment.....	56	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	9	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	S	504	349	216	S	44.4	61.6
Other operating expenses.....	2,961	2,169	S	S	36.5	S	S
Depreciation and amortization charges.....	404	378	S	S	6.9	S	S
Governmental taxes and license fees.....	29	23	22	19	26.1	4.5	15.8
All other operating expenses.....	2,527	1,768	S	S	42.9	S	S
Data processing and other purchased computer services.....	159	NA	NA	NA	NA	NA	NA
Purchased communication services.....	38	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	12	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	430	NA	NA	NA	NA	NA	NA
All other operating expenses.....	1,888	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.6. Internet Service Providers (NAICS 518111), Web Search Portals (NAICS 518112), Data Processing, Hosting, and Related Services (NAICS 5182), News Syndicates (NAICS 51911), Libraries and Archives (NAICS 51912), All Other Information Services (NAICS 51919) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
DATA PROCESSING, HOSTING, AND RELATED SERVICES (NAICS 5182)							
Operating Expenses							
Total	64,411	60,061	54,446	51,447	7.2	10.3	5.8
Personnel costs.....	31,246	30,364	27,042	25,338	2.9	12.3	6.7
Gross annual payroll.....	24,524	23,461	21,046	19,665	4.5	11.5	7.0
Employer's cost for fringe benefits.....	4,043	3,955	3,705	3,584	2.2	6.7	3.4
Health insurance.....	1,971	NA	NA	NA	NA	NA	NA
Pension plans.....	535	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	93	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	441	NA	NA	NA	NA	NA	NA
Other.....	1,537	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	2,679	2,949	2,291	2,089	-9.2	28.7	9.7
Expensed materials, parts and supplies (not for resale).....	3,034	2,620	2,324	1,795	15.8	12.7	29.5
Expensed equipment.....	748	823	751	728	-9.1	9.6	3.2
Expensed purchase of other materials, parts, and supplies.....	2,286	1,797	1,573	1,068	27.2	14.2	47.3
Expensed purchased services.....	7,673	7,595	7,543	6,698	1.0	0.7	12.6
Expensed purchases of software.....	1,217	1,304	1,660	1,194	-6.7	-21.4	39.0
Purchased electricity and fuels (except motor fuels).....	641	546	454	432	17.4	20.3	5.1
Purchased electricity.....	S	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	16	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	2,891	3,101	2,960	2,807	-6.8	4.8	5.5
Lease and rental payments for machinery, equipment, and other tangible items.....	790	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	2,101	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	1,311	1,397	1,269	1,243	-6.2	10.1	2.1
Purchased repairs and maintenance to machinery and equipment.....	1,136	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	175	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	1,613	1,247	1,201	1,022	29.4	3.8	17.5
Other operating expenses.....	22,457	19,482	17,537	17,616	15.3	11.1	-0.4
Depreciation and amortization charges.....	4,266	4,054	3,795	3,751	5.2	6.8	1.2
Governmental taxes and license fees.....	405	388	381	319	4.4	1.8	19.4
All other operating expenses.....	17,786	15,040	13,361	13,545	18.3	12.6	-1.4
Data processing and other purchased computer services.....	1,643	NA	NA	NA	NA	NA	NA
Purchased communication services.....	1,342	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	70	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	2,983	NA	NA	NA	NA	NA	NA
All other operating expenses.....	11,749	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.6. Internet Service Providers (NAICS 518111), Web Search Portals (NAICS 518112), Data Processing, Hosting, and Related Services (NAICS 5182), News Syndicates (NAICS 51911), Libraries and Archives (NAICS 51912), All Other Information Services (NAICS 51919) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
NEWS SYNDICATES (NAICS 51911)							
Operating Expenses							
Total	1,911	1,880	1,836	1,877	1.6	2.4	-2.2
Personnel costs.....	1,094	1,067	1,042	1,059	2.5	2.4	-1.6
Gross annual payroll.....	893	871	845	863	2.5	3.1	-2.1
Employer's cost for fringe benefits.....	193	189	189	188	2.1	Z	0.5
Health insurance.....	64	NA	NA	NA	NA	NA	NA
Pension plans.....	35	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	22	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	13	NA	NA	NA	NA	NA	NA
Other.....	94	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	9	8	8	9	12.5	Z	-11.1
Expensed materials, parts and supplies (not for resale).....	80	90	91	100	-11.1	-1.1	-9.0
Expensed equipment.....	67	79	81	89	-15.2	-2.5	-9.0
Expensed purchase of other materials, parts, and supplies.....	13	12	10	10	8.3	20.0	Z
Expensed purchased services.....	160	168	166	174	-4.8	1.2	-4.6
Expensed purchases of software.....	16	14	14	15	14.3	Z	-6.7
Purchased electricity and fuels (except motor fuels).....	5	8	9	9	-37.5	-11.1	Z
Purchased electricity.....	3	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	1	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	93	94	92	97	-1.1	2.2	-5.2
Lease and rental payments for machinery, equipment, and other tangible items.....	31	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	62	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	26	25	26	28	4.0	-3.8	-7.1
Purchased repairs and maintenance to machinery and equipment.....	19	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	7	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	20	26	26	25	-23.1	Z	4.0
Other operating expenses.....	577	555	536	544	4.0	3.5	-1.5
Depreciation and amortization charges.....	109	96	97	97	13.5	-1.0	Z
Governmental taxes and license fees.....	42	90	76	76	-53.3	18.4	Z
All other operating expenses.....	426	369	364	371	15.4	1.4	-1.9
Data processing and other purchased computer services.....	1	NA	NA	NA	NA	NA	NA
Purchased communication services.....	18	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	8	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	108	NA	NA	NA	NA	NA	NA
All other operating expenses.....	291	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.6. Internet Service Providers (NAICS 518111), Web Search Portals (NAICS 518112), Data Processing, Hosting, and Related Services (NAICS 5182), News Syndicates (NAICS 51911), Libraries and Archives (NAICS 51912), All Other Information Services (NAICS 51919) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
LIBRARIES AND ARCHIVES (NAICS 51912)							
Operating Expenses							
Total	1,969	1,788	1,720	1,614	10.1	4.0	6.6
Personnel costs.....	1,072	960	961	904	11.7	-0.1	6.3
Gross annual payroll.....	823	740	749	717	11.2	-1.2	4.5
Employer's cost for fringe benefits.....	240	208	199	176	15.4	4.5	13.1
Health insurance.....	102	NA	NA	NA	NA	NA	NA
Pension plans.....	61	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	47	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	14	NA	NA	NA	NA	NA	NA
Other.....	77	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	9	S	S	11	S	S	S
Expensed materials, parts and supplies (not for resale).....	194	159	137	137	22.0	16.1	Z
Expensed equipment.....	22	25	23	25	-12.0	8.7	-8.0
Expensed purchase of other materials, parts, and supplies.....	172	134	115	113	28.4	16.5	1.8
Expensed purchased services.....	246	213	200	189	15.5	6.5	5.8
Expensed purchases of software.....	16	18	18	18	-11.1	Z	Z
Purchased electricity and fuels (except motor fuels).....	43	46	40	37	-6.5	15.0	8.1
Purchased electricity.....	34	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	9	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	134	82	79	78	63.4	3.8	1.3
Lease and rental payments for machinery, equipment, and other tangible items.....	52	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	82	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	37	50	47	43	-26.0	6.4	9.3
Purchased repairs and maintenance to machinery and equipment.....	11	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	26	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	16	S	S	S	S	S	S
Other operating expenses.....	457	457	422	384	Z	8.3	9.9
Depreciation and amortization charges.....	79	70	68	67	12.9	2.9	1.5
Governmental taxes and license fees.....	4	S	S	S	S	S	S
All other operating expenses.....	373	379	348	310	-1.6	8.9	12.3
Data processing and other purchased computer services.....	22	NA	NA	NA	NA	NA	NA
Purchased communication services.....	21	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	2	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	67	NA	NA	NA	NA	NA	NA
All other operating expenses.....	261	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.6. Internet Service Providers (NAICS 518111), Web Search Portals (NAICS 518112), Data Processing, Hosting, and Related Services (NAICS 5182), News Syndicates (NAICS 51911), Libraries and Archives (NAICS 51912), All Other Information Services (NAICS 51919) – Selected Expenses for Employer Firms: 2004 Through 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
ALL OTHER INFORMATION SERVICES (NAICS 51919)							
Operating Expenses							
Total	2,315	2,123	1,905	1,737	9.0	11.4	9.7
Personnel costs.....	1,139	1,057	977	887	7.8	8.2	10.1
Gross annual payroll.....	922	842	776	699	9.5	8.5	11.0
Employer's cost for fringe benefits.....	194	194	179	173	Z	8.4	3.5
Health insurance.....	122	NA	NA	NA	NA	NA	NA
Pension plans.....	16	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	6	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	10	NA	NA	NA	NA	NA	NA
Other.....	55	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	24	21	21	16	14.3	Z	31.3
Expensed materials, parts and supplies (not for resale).....	22	29	32	36	-24.1	-9.4	-11.1
Expensed equipment.....	5	4	15	19	25.0	-73.3	-21.1
Expensed purchase of other materials, parts, and supplies.....	17	24	17	17	-29.2	41.2	Z
Expensed purchased services.....	364	301	297	241	20.9	1.3	23.2
Expensed purchases of software.....	S	8	11	11	S	-27.3	Z
Purchased electricity and fuels (except motor fuels).....	7	7	7	6	Z	Z	16.7
Purchased electricity.....	6	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	ZZ	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	76	75	94	89	1.3	-20.2	5.6
Lease and rental payments for machinery, equipment, and other tangible items.....	5	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	71	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	29	26	31	26	11.5	-16.1	19.2
Purchased repairs and maintenance to machinery and equipment.....	25	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	5	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	S	S	S	108	S	S	S
Other operating expenses.....	790	737	599	573	7.2	23.0	4.5
Depreciation and amortization charges.....	247	209	168	182	18.2	24.4	-7.7
Governmental taxes and license fees.....	78	19	6	7	310.5	216.7	-14.3
All other operating expenses.....	465	509	425	384	-8.6	19.8	10.7
Data processing and other purchased computer services.....	35	NA	NA	NA	NA	NA	NA
Purchased communication services.....	53	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	ZZ	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	99	NA	NA	NA	NA	NA	NA
All other operating expenses.....	277	NA	NA	NA	NA	NA	NA

NA Not available. Z Absolute value is less than 0.05. ZZ Absolute value is less than 0.5. 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.

¹Due to the addition of detailed expense data to the 2007 Service Annual Survey, the 2007 expenses may not be comparable to previously published estimates.

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-3.6.6 provides estimated measures of sampling variability.

Table 3.6.7. 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 2007¹

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
PUBLISHING INDUSTRIES (EXCEPT INTERNET) (NAICS 511)							
Operating Expenses							
Total	213,829	204,741	196,848	193,578	4.4	4.0	1.7
Personnel costs.....	106,119	100,910	96,622	94,332	5.2	4.4	2.4
Gross annual payroll.....	84,251	80,763	78,184	77,280	4.3	3.3	1.2
Employer's cost for fringe benefits.....	17,522	16,048	14,715	13,735	9.2	9.1	7.1
Health insurance.....	6,734	NA	NA	NA	NA	NA	NA
Pension plans.....	4,922	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	2,988	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	1,934	NA	NA	NA	NA	NA	NA
Other.....	5,866	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	4,346	4,099	3,722	3,317	6.0	10.1	12.2
Expensed materials, parts and supplies (not for resale).....	7,924	8,903	8,702	8,784	-11.0	2.3	-0.9
Expensed equipment.....	1,171	1,212	1,279	1,203	-3.4	-5.2	6.3
Expensed purchase of other materials, parts, and supplies.....	6,754	7,691	7,423	7,581	-12.2	3.6	-2.1
Expensed purchased services.....	29,123	28,456	26,821	25,360	2.3	6.1	5.8
Expensed purchases of software.....	1,622	1,803	1,546	S	-10.0	16.6	S
Purchased electricity and fuels (except motor fuels).....	958	993	885	802	-3.5	12.2	10.3
Purchased electricity.....	838	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	120	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	5,186	4,997	5,185	5,274	3.8	-3.6	-1.7
Lease and rental payments for machinery, equipment, and other tangible items.....	1,099	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	4,086	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	1,634	1,294	1,246	1,171	26.3	3.9	6.4
Purchased repairs and maintenance to machinery and equipment.....	1,115	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	519	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	11,060	10,693	10,165	9,235	3.4	5.2	10.1
Purchased printing services.....	8,458	8,442	7,515	6,900	0.2	12.3	8.9
Other operating expenses.....	70,663	66,473	64,702	65,101	6.3	2.7	-0.6
Depreciation and amortization charges.....	11,406	10,064	9,792	9,489	13.3	2.8	3.2
Governmental taxes and license fees.....	1,069	1,102	1,047	997	-3.0	5.3	5.0
All other operating expenses.....	58,189	55,307	53,863	54,615	5.2	2.7	-1.4
Data processing and other purchased computer services.....	1,155	NA	NA	NA	NA	NA	NA
Purchased communication services.....	1,484	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	152	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	6,592	NA	NA	NA	NA	NA	NA
All other operating expenses.....	48,806	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.7. 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 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
MOTION PICTURE AND SOUND RECORDING INDUSTRIES (NAICS 512)							
Operating Expenses							
Total	75,885	74,257	72,576	68,632	2.2	2.3	5.7
Personnel costs.....	20,823	20,757	19,637	17,545	0.3	5.7	11.9
Gross annual payroll.....	18,038	18,159	17,122	15,231	-0.7	6.1	12.4
Employer's cost for fringe benefits.....	1,928	1,864	1,803	1,682	3.4	3.4	7.2
Health insurance.....	624	NA	NA	NA	NA	NA	NA
Pension plans.....	530	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	251	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	279	NA	NA	NA	NA	NA	NA
Other.....	774	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	857	734	712	632	16.8	3.1	12.7
Expensed materials, parts and supplies (not for resale).....	1,566	1,624	1,534	1,464	-3.6	5.9	4.8
Expensed equipment.....	276	259	230	220	6.6	12.6	4.5
Expensed purchase of other materials, parts, and supplies.....	1,290	1,365	1,304	1,244	-5.5	4.7	4.8
Expensed purchased services.....	10,972	11,427	10,734	10,375	-4.0	6.5	3.5
Expensed purchases of software.....	142	134	155	113	6.0	-13.5	37.2
Purchased electricity and fuels (except motor fuels).....	413	532	448	431	-22.4	18.8	3.9
Purchased electricity.....	366	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	47	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	3,415	3,503	3,195	3,002	-2.5	9.6	6.4
Lease and rental payments for machinery, equipment, and other tangible items.....	245	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	3,170	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	542	573	531	526	-5.4	7.9	1.0
Purchased repairs and maintenance to machinery and equipment.....	212	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	330	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	6,459	6,685	6,405	6,303	-3.4	4.4	1.6
Other operating expenses.....	42,523	40,447	40,670	39,247	5.1	-0.5	3.6
Depreciation and amortization charges.....	4,402	4,260	3,952	4,541	3.3	7.8	-13.0
Governmental taxes and license fees.....	1,762	1,559	1,501	1,418	13.0	3.9	5.9
All other operating expenses.....	36,359	34,628	35,217	33,288	5.0	-1.7	5.8
Data processing and other purchased computer services.....	783	NA	NA	NA	NA	NA	NA
Purchased communication services.....	1,018	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	82	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	4,025	NA	NA	NA	NA	NA	NA
All other operating expenses.....	30,452	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.7. 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 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
BROADCASTING (EXCEPT INTERNET) (NAICS 515)							
Operating Expenses							
Total	72,926	69,710	67,015	63,123	4.6	4.0	6.2
Personnel costs.....	20,744	19,592	18,606	17,370	5.9	5.3	7.1
Gross annual payroll.....	16,900	16,169	15,658	14,673	4.5	3.3	6.7
Employer's cost for fringe benefits.....	2,975	2,655	2,384	2,184	12.1	11.4	9.2
Health insurance.....	1,258	NA	NA	NA	NA	NA	NA
Pension plans.....	590	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	262	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	328	NA	NA	NA	NA	NA	NA
Other.....	1,127	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	869	768	563	513	13.2	36.4	9.7
Expensed materials, parts and supplies (not for resale).....	747	682	664	757	9.5	2.7	-12.3
Expensed equipment.....	177	160	169	240	10.6	-5.3	-29.6
Expensed purchase of other materials, parts, and supplies.....	570	522	495	517	9.2	5.5	-4.3
Expensed purchased services.....	5,993	6,127	5,761	5,446	-2.2	6.4	5.8
Expensed purchases of software.....	187	177	152	130	5.6	16.4	16.9
Purchased electricity and fuels (except motor fuels).....	553	520	459	448	6.3	13.3	2.5
Purchased electricity.....	504	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	50	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	1,322	1,315	1,337	1,233	0.5	-1.6	8.4
Lease and rental payments for machinery, equipment, and other tangible items.....	416	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	907	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	411	389	377	392	5.7	3.2	-3.8
Purchased repairs and maintenance to machinery and equipment.....	270	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	140	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	3,520	3,725	3,436	3,243	-5.5	8.4	6.0
Other operating expenses.....	45,441	43,310	41,984	39,550	4.9	3.2	6.2
Depreciation and amortization charges.....	5,362	5,074	5,045	4,902	5.7	0.6	2.9
Governmental taxes and license fees.....	617	702	806	811	-12.1	-12.9	-0.6
Broadcast rights and music license fees.....	12,565	12,052	11,924	11,724	4.3	1.1	1.7
Network compensation fees (networks only).....	718	777	893	889	-7.6	-13.0	0.4
Program and production costs.....	12,394	11,227	10,452	10,063	10.4	7.4	3.9
All other operating expenses.....	13,784	13,478	12,865	11,161	2.3	4.8	15.3
Data processing and other purchased computer services.....	396	NA	NA	NA	NA	NA	NA
Purchased communication services.....	437	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	27	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	1,169	NA	NA	NA	NA	NA	NA
All other operating expenses.....	11,754	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.7. 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 2007¹—Con.

[Estimates are based on data from the 2007 Service Annual Survey and administrative data. Estimates for 2006 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	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
INTERNET PUBLISHING AND BROADCASTING (NAICS 516)							
Operating Expenses							
Total	13,784	11,272	9,084	7,056	22.3	24.1	28.7
Personnel costs.....	5,732	4,901	3,936	3,087	17.0	24.5	27.5
Gross annual payroll.....	4,447	3,917	3,138	2,394	13.5	24.8	31.1
Employer's cost for fringe benefits.....	968	712	562	479	36.0	26.7	17.3
Health insurance.....	330	NA	NA	NA	NA	NA	NA
Pension plans.....	S	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	S	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	S	NA	NA	NA	NA	NA	NA
Other.....	527	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	S	272	236	214	S	15.3	10.3
Expensed materials, parts and supplies (not for resale).....	S	327	317	239	S	3.2	32.6
Expensed equipment.....	S	140	134	104	S	4.5	28.8
Expensed purchase of other materials, parts, and supplies.....	S	187	183	135	S	2.2	35.6
Expensed purchased services.....	2,472	2,000	1,547	1,218	23.6	29.3	27.0
Expensed purchases of software.....	S	275	194	78	S	41.8	148.7
Purchased electricity and fuels (except motor fuels).....	22	23	16	14	-4.3	43.8	14.3
Purchased electricity.....	21	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	455	383	344	281	18.8	11.3	22.4
Lease and rental payments for machinery, equipment, and other tangible items.....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	378	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	S	107	100	105	S	7.0	-4.8
Purchased repairs and maintenance to machinery and equipment.....	S	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	S	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	1,607	1,211	893	741	32.7	35.6	20.5
Other operating expenses.....	5,190	4,044	3,285	2,512	28.3	23.1	30.8
Depreciation and amortization charges.....	S	910	792	767	S	14.9	3.3
Governmental taxes and license fees.....	90	73	62	53	23.3	17.7	17.0
All other operating expenses.....	4,076	3,061	S	1,692	33.2	S	S
Data processing and other purchased computer services.....	487	NA	NA	NA	NA	NA	NA
Purchased communication services.....	S	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	S	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	746	NA	NA	NA	NA	NA	NA
All other operating expenses.....	S	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.7. 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 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
TELECOMMUNICATIONS (NAICS 517)							
Operating Expenses							
Total	397,903	391,733	380,731	369,447	1.6	2.9	3.1
Personnel costs.....	101,867	104,211	100,302	96,149	-2.2	3.9	4.3
Gross annual payroll.....	73,462	75,800	70,415	66,289	-3.1	7.6	6.2
Employer's cost for fringe benefits.....	22,642	22,647	22,985	23,540	Z	-1.5	-2.4
Health insurance.....	12,972	NA	NA	NA	NA	NA	NA
Pension plans.....	4,601	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	2,876	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	1,725	NA	NA	NA	NA	NA	NA
Other.....	5,070	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	5,763	5,764	6,902	6,320	Z	-16.5	9.2
Expensed materials, parts and supplies (not for resale).....	22,400	20,188	17,850	17,352	11.0	13.1	2.9
Expensed equipment.....	1,121	1,280	1,294	1,458	-12.4	-1.1	-11.2
Expensed purchase of other materials, parts, and supplies.....	21,278	18,908	16,556	15,894	12.5	14.2	4.2
Expensed purchased services.....	35,584	34,733	33,697	33,167	2.5	3.1	1.6
Expensed purchases of software.....	2,783	3,118	2,973	2,835	-10.7	4.9	4.9
Purchased electricity and fuels (except motor fuels).....	3,047	3,405	3,178	2,977	-10.5	7.1	6.8
Purchased electricity.....	2,648	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	S	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	10,952	10,789	10,764	10,233	1.5	0.2	5.2
Lease and rental payments for machinery, equipment, and other tangible items.....	1,338	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	9,613	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	3,721	3,729	4,286	4,636	-0.2	-13.0	-7.5
Purchased repairs and maintenance to machinery and equipment.....	2,996	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	725	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	15,082	13,691	12,497	12,485	10.2	9.6	0.1
Other operating expenses.....	238,053	232,600	228,881	222,780	2.3	1.6	2.7
Depreciation and amortization charges.....	80,697	78,136	73,814	70,846	3.3	5.9	4.2
Governmental taxes and license fees.....	8,687	9,065	8,579	8,722	-4.2	5.7	-1.6
Program and production costs.....	27,643	24,015	22,696	20,870	15.1	5.8	8.7
Access charges.....	28,109	31,692	40,097	41,034	-11.3	-21.0	-2.3
Universal service contributions (USC) and other similar charges.....	5,851	5,818	6,765	5,199	0.6	-14.0	30.1
All other operating expenses.....	87,066	83,874	76,931	76,109	3.8	9.0	1.1
Data processing and other purchased computer services.....	1,643	NA	NA	NA	NA	NA	NA
Purchased communication services.....	2,138	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	289	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	13,909	NA	NA	NA	NA	NA	NA
All other operating expenses.....	69,087	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.7. 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 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
INTERNET SERVICE PROVIDERS, WEB SEARCH PORTALS, AND DATA PROCESSING SERVICES (NAICS 518)							
Operating Expenses							
Total	84,120	79,290	71,943	70,152	6.1	10.2	2.6
Personnel costs.....	39,158	37,948	33,516	31,728	3.2	13.2	5.6
Gross annual payroll.....	30,793	29,139	25,841	24,159	5.7	12.8	7.0
Employer's cost for fringe benefits.....	5,016	5,255	4,737	4,665	-4.5	10.9	1.5
Health insurance.....	2,338	NA	NA	NA	NA	NA	NA
Pension plans.....	697	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	123	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	574	NA	NA	NA	NA	NA	NA
Other.....	1,981	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	3,349	3,553	2,938	2,904	-5.7	20.9	1.2
Expensed materials, parts and supplies (not for resale).....	3,515	3,212	2,790	2,262	9.4	15.1	23.3
Expensed equipment.....	909	946	884	870	-3.9	7.0	1.6
Expensed purchase of other materials, parts, and supplies.....	2,606	2,266	1,906	1,392	15.0	18.9	36.9
Expensed purchased services.....	10,133	10,784	11,198	11,051	-6.0	-3.7	1.3
Expensed purchases of software.....	1,352	1,429	1,748	1,264	-5.4	-18.2	38.3
Purchased electricity and fuels (except motor fuels).....	757	638	544	S	18.7	17.3	S
Purchased electricity.....	737	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	20	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	3,372	3,638	3,496	3,325	-7.3	4.1	5.1
Lease and rental payments for machinery, equipment, and other tangible items.....	813	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	2,559	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	1,446	1,508	1,366	1,341	-4.1	10.4	1.9
Purchased repairs and maintenance to machinery and equipment.....	1,241	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	205	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	3,206	3,572	4,043	S	-10.2	-11.6	S
Other operating expenses.....	31,314	27,346	24,439	25,110	14.5	11.9	-2.7
Depreciation and amortization charges.....	5,747	5,651	5,227	5,357	1.7	8.1	-2.4
Governmental taxes and license fees.....	487	466	484	422	4.5	-3.7	14.7
All other operating expenses.....	25,080	21,229	18,728	19,332	18.1	13.4	-3.1
Data processing and other purchased computer services.....	2,016	NA	NA	NA	NA	NA	NA
Purchased communication services.....	2,628	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	89	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	3,818	NA	NA	NA	NA	NA	NA
All other operating expenses.....	16,529	NA	NA	NA	NA	NA	NA

See footnotes at end of table.

Table 3.6.7. 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 2007¹—Con.

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Kind of business	2007	2006	2005	2004	Percent change		
					2007/2006	2006/2005	2005/2004
OTHER INFORMATION SERVICES (NAICS 519)							
Operating Expenses							
Total	6,195	5,791	5,461	5,228	7.0	6.0	4.5
Personnel costs.....	3,306	3,084	2,981	2,850	7.2	3.5	4.6
Gross annual payroll.....	2,638	2,452	2,371	2,278	7.6	3.4	4.1
Employer's cost for fringe benefits.....	627	591	568	536	6.1	4.0	6.0
Health insurance.....	288	NA	NA	NA	NA	NA	NA
Pension plans.....	112	NA	NA	NA	NA	NA	NA
Defined benefit pension plans.....	75	NA	NA	NA	NA	NA	NA
Defined contribution plans.....	37	NA	NA	NA	NA	NA	NA
Other.....	227	NA	NA	NA	NA	NA	NA
Temporary staff and leased employee expense.....	41	41	42	35	Z	-2.4	20.0
Expensed materials, parts and supplies (not for resale).....	296	278	260	273	6.5	6.9	-4.8
Expensed equipment.....	95	108	118	133	-12.0	-8.5	-11.3
Expensed purchase of other materials, parts, and supplies.....	201	170	142	140	18.2	19.7	1.4
Expensed purchased services.....	770	681	663	604	13.1	2.7	9.8
Expensed purchases of software.....	45	40	43	44	12.5	-7.0	-2.3
Purchased electricity and fuels (except motor fuels).....	54	60	56	52	-10.0	7.1	7.7
Purchased electricity.....	44	NA	NA	NA	NA	NA	NA
Purchased fuels (except motor fuels).....	11	NA	NA	NA	NA	NA	NA
Lease and rental payments.....	303	251	265	265	20.7	-5.3	Z
Lease and rental payments for machinery, equipment, and other tangible items.....	88	NA	NA	NA	NA	NA	NA
Lease and rental payments for land, buildings, structures, store spaces, and offices...	215	NA	NA	NA	NA	NA	NA
Purchased repair and maintenance.....	92	101	104	97	-8.9	-2.9	7.2
Purchased repairs and maintenance to machinery and equipment.....	54	NA	NA	NA	NA	NA	NA
Purchased repairs and maintenance to buildings, structures, and offices.....	38	NA	NA	NA	NA	NA	NA
Purchased advertising and promotional services.....	S	S	S	146	S	S	S
Other operating expenses.....	1,823	1,749	1,558	1,501	4.2	12.3	3.8
Depreciation and amortization charges.....	435	375	332	346	16.0	13.0	-4.0
Governmental taxes and license fees.....	124	118	89	91	5.1	32.6	-2.2
All other operating expenses.....	1,264	1,257	1,137	1,064	0.6	10.6	6.9
Data processing and other purchased computer services.....	58	NA	NA	NA	NA	NA	NA
Purchased communication services.....	92	NA	NA	NA	NA	NA	NA
Water, sewer, refuse removal, and other utility payments.....	10	NA	NA	NA	NA	NA	NA
Purchased professional and technical services.....	273	NA	NA	NA	NA	NA	NA
All other operating expenses.....	830	NA	NA	NA	NA	NA	NA

NA Not available. 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.

¹Due to the addition of detailed expense data to the 2007 Service Annual Survey, the 2007 expenses may not be comparable to previously published estimates.

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-3.6.7 provides estimated measures of sampling variability.