

Table 3.0.1. Information Sector (NAICS 51) – Estimated Revenue for Employer Firms: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
						2008/2007	2007/2006	2006/2005
51	Information	1,156,755	1,114,129	1,052,274	999,741	3.8	5.9	5.3
511	Publishing industries (except Internet)	300,365	295,768	280,794	267,801	1.6	5.3	4.9
5111	Newspaper, periodical, book, and directory publishers	148,657	152,972	150,112	147,945	-2.8	1.9	1.5
51111	Newspaper publishers	43,918	47,914	49,239	49,594	-8.3	-2.7	-0.7
51112	Periodical publishers	47,505	48,692	46,827	44,241	-2.4	4.0	5.8
51113	Book publishers	30,284	29,344	28,240	27,909	3.2	3.9	1.2
51114	Directory and mailing list publishers	20,098	19,764	18,886	19,413	1.7	4.6	-2.7
51119	Other publishers	6,852	7,258	6,920	6,788	-5.6	4.9	1.9
511191	Greeting card publishers	4,468	4,805	4,630	4,550	-7.0	3.8	1.8
511199	All other publishers	2,384	2,453	2,290	2,238	-2.8	7.1	2.3
5112	Software publishers	151,708	142,796	130,682	119,856	6.2	9.3	9.0
512	Motion picture and sound recording industries	101,792	100,534	97,199	93,719	1.3	3.4	3.7
5121	Motion picture and video industries	80,668	80,518	76,352	74,795	0.2	5.5	2.1
5121x	Motion picture and video production and distribution ¹	64,577	64,520	60,755	59,760	0.1	6.2	1.7
51213	Motion picture and video exhibition	11,453	11,322	11,185	10,789	1.2	1.2	3.7
512131	Motion picture theaters (except drive-ins)	11,240	11,104	10,974	10,669	1.2	1.2	2.9
512132	Drive-in motion picture theaters	\$	\$	\$	120	\$	\$	\$
51219	Postproduction services and other motion picture and video industries	4,638	4,676	4,412	4,246	-0.8	6.0	3.9
512191	Teleproduction and other postproduction services	3,657	3,695	3,501	3,385	-1.0	5.5	3.4
512199	Other motion picture and video industries	981	981	911	861	Z	7.7	5.8
5122	Sound recording industries	21,124	20,016	20,847	18,924	5.5	-4.0	10.2
51221	Record production	301	317	285	410	-5.0	11.2	-30.5
51222	Integrated record production and distribution	14,931	13,612	14,406	12,856	9.7	-5.5	12.1
51223	Music publishers	4,231	4,367	4,567	4,280	-3.1	-4.4	6.7
51224	Sound recording studios	949	1,007	938	804	-5.8	7.4	16.7
51229	Other sound recording industries	712	713	651	574	-0.1	9.5	13.4
515	Broadcasting (except Internet)	100,298	96,453	93,075	87,709	4.0	3.6	6.1
5151	Radio and television broadcasting	55,247	55,546	55,078	52,309	-0.5	0.8	5.3
51511	Radio broadcasting	18,027	18,673	18,106	17,060	-3.5	3.1	6.1
515111	Radio networks	5,315	5,046	4,477	3,348	5.3	12.7	33.7
515112	Radio stations	12,712	13,627	13,629	13,712	-6.7	Z	-0.6
51512	Television broadcasting	37,220	36,873	36,972	35,249	0.9	-0.3	4.9
5152	Cable and other subscription programming	45,051	40,907	37,997	35,400	10.1	7.7	7.3
516	Internet publishing and broadcasting	19,979	16,683	12,908	10,391	19.8	29.2	24.2
517	Telecommunications	515,515	493,609	462,866	445,296	4.4	6.6	3.9
5171	Wired telecommunications carriers	194,765	196,981	195,632	205,652	-1.1	0.7	-4.9
5172	Wireless telecommunications carriers (except satellite)	184,804	173,833	157,491	140,030	6.3	10.4	12.5
517211	Paging	1,245	1,309	1,682	1,995	-4.9	-22.2	-15.7
517212	Cellular and other wireless telecommunications	183,559	172,524	155,809	138,035	6.4	10.7	12.9
5173	Telecommunications resellers	11,619	12,256	11,802	11,135	-5.2	3.8	6.0
5174	Satellite telecommunications	6,925	6,296	6,217	5,823	10.0	1.3	6.8
5175	Cable and other program distribution	115,184	102,164	89,713	80,555	12.7	13.9	11.4

See footnotes at end of table.

Table 3.0.1. Information Sector (NAICS 51) – Estimated Revenue for Employer Firms: 2005 Through 2008—Con.

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
						2008/2007	2007/2006	2006/2005
5179	Other telecommunications	2,218	2,079	2,011	2,101	6.7	3.4	-4.3
518	Internet service providers, web search portals, and data processing services	110,836	103,462	98,142	87,891	7.1	5.4	11.7
5181	Internet service providers and web search portals	33,173	30,874	28,061	25,520	7.4	10.0	10.0
518111	Internet service providers	18,803	18,792	18,404	18,528	0.1	2.1	-0.7
518112	Web search portals	14,370	12,082	9,657	6,992	18.9	25.1	38.1
5182	Data processing, hosting, and related services	77,663	72,588	70,081	62,371	7.0	3.6	12.4
519	Other information services	7,970	7,620	7,290	6,934	4.6	4.5	5.1
51911	News syndicates	2,366	2,392	2,198	2,092	-1.1	8.8	5.1
51912	Libraries and archives	2,328	2,194	2,040	1,948	6.1	7.5	4.7
51919	All other information services	3,276	3,034	3,052	2,894	8.0	-0.6	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.

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
						2008/2007	2007/2006	2006/2005
51	Information	50,998	51,801	43,447	42,960	-1.6	19.2	1.1
511	Publishing industries (except Internet)	27,387	27,191	21,177	19,550	0.7	28.4	8.3
5111	Newspaper, periodical, book, and directory publishers	6,434	8,398	5,563	4,929	-23.4	51.0	12.9
51111	Newspaper publishers	107	108	95	96	-0.9	13.7	-1.0
51112	Periodical publishers	4,830	6,878	4,218	3,731	-29.8	63.1	13.1
51113	Book publishers	895	838	738	651	6.8	13.6	13.4
51114	Directory and mailing list publishers	457	432	389	353	5.8	11.1	10.2
51119	Other publishers	145	142	123	98	2.1	15.4	25.5
511191	Greeting card publishers	30	42	37	43	-28.6	13.5	-14.0
511199	All other publishers	115	100	86	55	15.0	16.3	56.4
5112	Software publishers	20,953	18,793	15,614	14,621	11.5	20.4	6.8
512	Motion picture and sound recording industries	15,475	14,624	13,614	13,738	5.8	7.4	-0.9
5121	Motion picture and video industries	15,311	14,487	13,473	13,598	5.7	7.5	-0.9
5121x	Motion picture and video production and distribution ¹	15,221	14,398	13,389	13,482	5.7	7.5	-0.7
51213	Motion picture and video exhibition	ZZ	ZZ	ZZ	ZZ	NA	NA	NA
512131	Motion picture theaters (except drive-ins)	ZZ	ZZ	ZZ	ZZ	NA	NA	NA
512132	Drive-in motion picture theaters	ZZ	ZZ	ZZ	ZZ	NA	NA	NA
51219	Postproduction services and other motion picture and video industries	S	S	84	116	S	S	-27.6
512191	Teleproduction and other postproduction services	13	16	8	8	-18.8	100.0	Z
512199	Other motion picture and video industries	S	S	76	108	S	S	-29.6
5122	Sound recording industries	S	137	141	140	S	-2.8	0.7
51221	Record production	S	S	S	S	S	S	S
51222	Integrated record production and distribution	S	65	S	68	S	S	S
51223	Music publishers	S	63	63	63	S	Z	Z
51224	Sound recording studios	S	2	4	3	S	-50.0	33.3
51229	Other sound recording industries	S	S	S	S	S	S	S
515	Broadcasting (except Internet)	S	372	261	305	S	42.5	-14.4
5151	Radio and television broadcasting	S	37	S	S	S	S	S
51511	Radio broadcasting	S	S	18	S	S	S	S
515111	Radio networks	S	S	16	S	S	S	S
515112	Radio stations	S	S	S	ZZ	S	S	S
51512	Television broadcasting	S	S	S	S	S	S	S
5152	Cable and other subscription programming	S	335	231	293	S	45.0	-21.2
516	Internet publishing and broadcasting	S	204	121	84	S	68.6	44.0
517	Telecommunications	S	3,294	S	4,645	S	S	S
5171	Wired telecommunications carriers	S	1,408	S	2,784	S	S	S
5172	Wireless telecommunications carriers (except satellite)	S	533	S	502	S	S	S
517211	Paging	S	S	S	S	S	S	S
517212	Cellular and other wireless telecommunications	S	521	408	492	S	27.7	-17.1
5173	Telecommunications resellers	S	146	S	S	S	S	S
5174	Satellite telecommunications	S	D	840	D	D	D	D
5175	Cable and other program distribution	S	D	204	D	D	D	D

See footnotes at end of table.

Table 3.0.2. Information Sector (NAICS 51) – Estimated Export Revenue for Employer Firms: 2005 Through 2008—Con.

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
						2008/2007	2007/2006	2006/2005
5179	Other telecommunications	S	S	122	S	S	S	S
518	Internet service providers, web search portals, and data processing services	S	S	4,232	3,563	S	S	18.8
5181	Internet service providers and web search portals	S	S	2,426	1,619	S	S	49.8
518111	Internet service providers	S	D	D	D	D	D	D
518112	Web search portals	S	D	D	D	D	D	D
5182	Data processing, hosting, and related services	S	1,819	1,806	S	S	0.7	S
519	Other information services	S	891	1,204	1,075	S	-26.0	12.0
51911	News syndicates	S	227	225	232	S	0.9	-3.0
51912	Libraries and archives	S	14	14	14	S	Z	Z
51919	All other information services	S	650	965	829	S	-32.6	16.4

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.

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	43,918	47,914	49,239	49,594	-8.3	-2.7	-0.7
Sources of Revenue							
General newspapers	35,949	39,239	40,730	41,270	-8.4	-3.7	-1.3
Subscriptions and sales	8,184	8,308	8,673	8,692	-1.5	-4.2	-0.2
Advertising space	27,765	30,931	32,056	32,578	-10.2	-3.5	-1.6
Specialized newspapers	2,361	2,449	2,270	2,505	-3.6	7.9	-9.4
Subscriptions and sales	S	S	S	S	S	S	S
Advertising space	2,007	2,080	1,930	2,225	-3.5	7.8	-13.3
Other operating revenue	5,609	6,226	6,239	5,818	-9.9	-0.2	7.2
Printing services	1,126	1,231	1,317	1,394	-8.5	-6.5	-5.5
Distribution services	1,620	1,925	2,035	2,105	-15.8	-5.4	-3.3
All other operating revenue	2,863	3,069	2,887	2,318	-6.7	6.3	24.5
Breakdown of Revenue by Media Type							
Print newspapers	35,841	39,538	40,953	41,654	-9.4	-3.5	-1.7
Online newspapers	2,017	1,645	1,418	1,526	22.6	16.0	-7.1
Other media newspapers	451	504	629	595	-10.5	-19.9	5.7
Breakdown of Revenue by Advertising Revenue							
Classified advertising	8,373	10,362	11,175	11,590	-19.2	-7.3	-3.6
All other advertising	21,399	22,649	22,811	23,213	-5.5	-0.7	-1.7
Inventories at End of Year							
Total	600	648	699	696	-7.4	-7.3	0.4
Finished goods	60	81	78	32	-25.9	3.8	143.8
Work-in-process	S	S	S	S	S	S	S
Materials, supplies, fuel, etc.	539	566	620	663	-4.8	-8.7	-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/services/sas/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: 2005 Through 2008

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Kind of business	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	47,505	48,692	46,827	44,241	-2.4	4.0	5.8
Sources of Revenue							
General interest periodicals	22,152	23,847	23,627	21,985	-7.1	0.9	7.5
Subscriptions and sales	7,109	7,730	7,722	7,372	-8.0	0.1	4.7
Advertising space	15,042	16,116	15,905	14,612	-6.7	1.3	8.8
Professional and academic periodicals	7,376	8,119	7,829	7,793	-9.2	3.7	0.5
Subscriptions and sales	3,671	4,335	4,330	4,260	-15.3	0.1	1.6
Advertising space	3,705	3,784	3,499	3,533	-2.1	8.1	-1.0
Other periodicals	3,918	4,178	3,839	3,751	-6.2	8.8	2.3
Subscriptions and sales	1,723	1,869	2,074	2,046	-7.8	-9.9	1.4
Advertising space	2,196	2,309	1,764	1,705	-4.9	30.9	3.5
Other operating revenue	14,059	12,548	11,533	10,713	12.0	8.8	7.7
Printing services for others	1,269	1,273	1,260	1,303	-0.3	1.0	-3.3
Licensing of rights to content	477	485	454	394	-1.6	6.8	15.2
All other operating revenue	12,314	10,789	9,819	9,016	14.1	9.9	8.9
Breakdown of Revenue by Media Type							
Print periodicals	28,913	32,209	31,567	30,671	-10.2	2.0	2.9
Online periodicals	3,507	2,993	3,080	2,307	17.2	-2.8	33.5
Other media periodicals	1,026	942	646	550	8.9	45.8	17.5
Inventories at End of Year							
Total	1,080	1,122	1,092	1,156	-3.7	2.7	-5.5
Finished goods	540	586	562	604	-7.8	4.3	-7.0
Work-in-process	117	129	115	111	-9.3	12.2	3.6
Materials, supplies, fuel, etc.	423	407	416	441	3.9	-2.2	-5.7

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/services/sas/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: 2005 Through 2008

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Kind of business	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	30,284	29,344	28,240	27,909	3.2	3.9	1.2
Sources of Revenue							
Books	25,888	24,990	24,504	24,270	3.6	2.0	1.0
Textbooks	11,982	10,985	10,346	9,999	9.1	6.2	3.5
Children's books	3,320	3,114	3,097	3,072	6.6	0.5	0.8
General reference books	903	958	1,081	1,273	-5.7	-11.4	-15.1
Professional, technical, and scholarly books	3,195	2,920	3,256	3,166	9.4	-10.3	2.8
Adult trade books	6,488	7,013	6,725	6,760	-7.5	4.3	-0.5
All other operating revenue	4,396	4,353	3,736	3,639	1.0	16.5	2.7
Breakdown of Revenue by Media Type							
Print books	23,769	23,096	22,948	22,775	2.9	0.6	0.8
Online books	1,084	936	775	S	15.8	20.8	S
Other media books	1,035	958	782	733	8.0	22.5	6.7
Inventories at End of Year							
Total	4,593	4,631	4,210	4,303	-0.8	10.0	-2.2
Finished goods	4,048	4,058	3,688	3,741	-0.2	10.0	-1.4
Work-in-process	S	S	353	392	S	S	-9.9
Materials, supplies, fuel, etc.	177	186	169	169	-4.8	10.1	Z

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

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	20,098	19,764	18,886	19,413	1.7	4.6	-2.7
Sources of Revenue							
Directories	12,866	13,403	13,520	13,789	-4.0	-0.9	-2.0
Subscriptions and sales	381	367	365	361	3.8	0.5	1.1
Advertising space	12,485	13,036	13,154	13,428	-4.2	-0.9	-2.0
Databases, and other collections of information	4,502	4,097	3,297	3,426	9.9	24.3	-3.8
Subscriptions and sales	3,227	3,147	2,598	2,736	2.5	21.1	-5.0
Advertising space	1,275	949	698	690	34.4	36.0	1.2
Other operating revenue	2,730	2,264	2,070	2,198	20.6	9.4	-5.8
Rental or sale of mailing lists	740	730	556	582	1.4	31.3	-4.5
All other operating revenue	1,990	S	1,514	1,616	S	S	-6.3
Breakdown of Revenue by Media Type							
Print directories, databases, and other collections of information	12,422	12,854	12,993	13,063	-3.4	-1.1	-0.5
Online directories, databases, and other collections of information	4,186	3,700	3,000	3,319	13.1	23.3	-9.6
Other media directories, databases, and other collections of information	760	946	824	833	-19.7	14.8	-1.1
Inventories at End of Year							
Total	205	212	207	262	-3.3	2.4	-21.0
Finished goods	129	133	131	177	-3.0	1.5	-26.0
Work-in-process	35	37	S	37	-5.4	S	S
Materials, supplies, fuel, etc.	40	42	42	S	-4.8	Z	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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	4,468	4,805	4,630	4,550	-7.0	3.8	1.8
Sources of Revenue							
Greeting cards	3,028	3,201	2,907	2,941	-5.4	10.1	-1.2
All other operating revenue ¹	1,440	1,604	1,723	1,609	-10.2	-6.9	7.1
Inventories at End of Year							
Total	572	602	501	512	-5.0	20.2	-2.1
Finished goods	448	472	371	378	-5.1	27.2	-1.9
Work-in-process	27	32	38	45	-15.6	-15.8	-15.6
Materials, supplies, fuel, etc.	97	98	92	89	-1.0	6.5	3.4

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	151,708	142,796	130,682	119,856	6.2	9.3	9.0
System software publishing	54,777	51,327	46,248	44,120	6.7	11.0	4.8
Operating systems software	19,288	18,589	16,189	16,367	3.8	14.8	-1.1
Network software	15,403	14,504	13,459	12,549	6.2	7.8	7.3
Database management software	10,712	9,773	8,646	7,164	9.6	13.0	20.7
Development tools and programming languages software	3,194	3,126	3,209	3,347	2.2	-2.6	-4.1
Other systems software	6,180	5,336	4,745	4,693	15.8	12.5	1.1
Application software publishing	50,987	49,593	45,750	43,414	2.8	8.4	5.4
General business productivity and home use applications	23,418	22,236	20,281	20,810	5.3	9.6	-2.5
Cross-industry application software	13,508	13,554	13,349	11,635	-0.3	1.5	14.7
Vertical market application software	7,653	7,724	7,099	6,916	-0.9	8.8	2.6
Utilities application software	1,648	1,528	1,433	1,177	7.9	6.6	21.8
Other application software	4,760	4,552	3,588	2,875	4.6	26.9	24.8
Other services	45,944	41,876	38,684	32,322	9.7	8.3	19.7
Custom application design and development	5,518	4,268	4,925	4,935	29.3	-13.3	-0.2
Information technology technical consulting services	5,937	6,348	5,664	4,564	-6.5	12.1	24.1
Application service provisioning	S	S	S	S	S	S	S
Resale of computer hardware and software	5,003	4,179	3,256	2,240	19.7	28.3	45.4
Information technology related training services	1,943	1,793	1,740	1,518	8.4	3.0	14.6
All other operating revenue	24,367	22,883	S	S	6.5	S	S
Breakdown of Revenue by Software Sales Type							
System software	54,777	51,327	46,248	44,120	6.7	11.0	4.8
Personal computer software	19,144	18,158	15,135	14,986	5.4	20.0	1.0
Enterprise or network software	18,916	18,466	18,214	16,428	2.4	1.4	10.9
Mainframe computer software	11,038	10,132	9,683	9,087	8.9	4.6	6.6
Other system software	5,679	4,572	3,216	3,618	24.2	42.2	-11.1
Application software	50,987	49,593	45,750	43,414	2.8	8.4	5.4
Personal computer software	22,357	21,564	S	21,396	3.7	S	S
Enterprise or network software	20,156	19,683	16,979	15,099	2.4	15.9	12.5
Mainframe computer software	2,386	2,738	2,670	2,721	-12.9	2.5	-1.9
Other application software	S	5,609	5,352	4,197	S	4.8	27.5
Inventories at End of Year							
Total	2,651	2,739	2,322	1,958	-3.2	18.0	18.6
Finished goods	1,892	S	1,527	S	S	S	S
Work-in-process	S	152	144	S	S	5.6	S
Materials, supplies, fuel, etc	722	687	650	S	5.1	5.7	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/services/sas/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: 2005 Through 2008

Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
MOTION PICTURE AND SOUND RECORDING INDUSTRIES (NAICS 512)							
Operating revenue							
Total	101,792	100,534	97,199	93,719	1.3	3.4	3.7
Inventories at End of Year							
Total	22,428	21,929	25,212	23,440	2.3	-13.0	7.6
Finished goods	18,222	17,415	19,606	17,574	4.6	-11.2	11.6
Work-in-process	3,956	4,290	5,350	5,640	-7.8	-19.8	-5.1
Materials, supplies, fuel, etc.	252	225	255	226	12.0	-11.8	12.8
MOTION PICTURE AND VIDEO INDUSTRIES (NAICS 5121)							
Operating revenue							
Total	80,668	80,518	76,352	74,795	0.2	5.5	2.1
Inventories at End of Year							
Total	21,741	21,313	24,663	22,929	2.0	-13.6	7.6
Finished goods	17,710	16,949	19,134	17,129	4.5	-11.4	11.7
Work-in-process	3,841	4,195	5,327	5,625	-8.4	-21.3	-5.3
Materials, supplies, fuel, etc.	191	169	202	174	13.0	-16.3	16.1
SOUND RECORDING INDUSTRIES (NAICS 5122)							
Operating revenue							
Total	21,124	20,016	20,847	18,924	5.5	-4.0	10.2
Inventories at End of Year							
Total	687	616	549	511	11.5	12.2	7.4
Finished goods	512	466	472	445	9.9	-1.3	6.1
Work-in-process	115	95	S	15	21.1	S	S
Materials, supplies, fuel, etc.	61	56	53	S	8.9	5.7	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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	64,577	64,520	60,755	59,760	0.1	6.2	1.7
Sources of Revenue							
Domestic licensing of rights to motion picture films	14,295	15,592	16,120	16,412	-8.3	-3.3	-1.8
Domestic licensing of rights to television programs	9,443	10,162	8,747	9,350	-7.1	16.2	-6.4
International licensing of rights to motion picture films	8,877	9,135	8,370	6,864	-2.8	9.1	21.9
International licensing of rights to television programs	3,428	3,177	3,068	2,949	7.9	3.6	4.0
Audiovisual works speculatively produced for outright sale	S	S	S	S	S	S	S
Contract production of audiovisual works	5,377	4,774	4,722	4,377	12.6	1.1	7.9
Domestic licensing of rights to others to distribute audiovisual works	S	S	S	2,221	S	S	S
International licensing of rights to others to distribute audiovisual works	S	S	S	1,001	S	S	S
Sale of audiovisual works for the wholesale, retail, and rental markets	10,059	10,081	8,061	7,855	-0.2	25.1	2.6
Other production services	4,654	3,773	4,558	4,883	23.4	-17.2	-6.7
Merchandise licensing	499	S	469	355	S	S	32.1
All other operating revenue	4,097	3,581	3,123	3,202	14.4	14.7	-2.5

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	11,453	11,322	11,185	10,789	1.2	1.2	3.7
Sources of Revenue							
Feature film exhibition revenue	7,617	7,528	7,355	7,178	1.2	2.4	2.5
Admissions to domestic feature films	7,557	7,474	7,312	6,996	1.1	2.2	4.5
Admissions to foreign feature films	60	55	S	182	9.1	S	S
Other revenue	3,836	3,793	3,830	3,611	1.1	-1.0	6.1
Food and beverage sales	3,332	3,311	3,222	3,049	0.6	2.8	5.7
Rental of retail space	S	S	S	S	S	S	S
Advertising services	176	178	260	217	-1.1	-31.5	19.8
Coin-operated games and rides	38	44	52	41	-13.6	-15.4	26.8
All other operating revenue	207	174	221	236	19.0	-21.3	-6.4

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

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	4,638	4,676	4,412	4,246	-0.8	6.0	3.9
Sources of Revenue							
Audiovisual postproduction services	2,840	2,902	2,807	2,672	-2.1	3.4	5.1
Motion picture film laboratory services	449	461	S	463	-2.6	S	S
Duplication and copying services	454	417	414	388	8.9	0.7	6.7
All other operating revenue	895	896	735	723	-0.1	21.9	1.7

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

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	14,931	13,612	14,406	12,856	9.7	-5.5	12.1
Sources of Revenue							
Licensing revenue	2,233	1,947	2,048	S	14.7	-4.9	S
Licensing of rights to use musical compositions	1,354	S	1,409	S	S	S	S
Licensing of rights to use musical recordings	879	621	638	528	41.5	-2.7	20.8
Other operating revenue	12,698	11,665	12,358	S	8.9	-5.6	S
Sales of recordings	11,814	11,180	S	S	5.7	S	S
All other operating revenue	884	485	269	224	82.3	80.3	20.1

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	4,231	4,367	4,567	4,280	-3.1	-4.4	6.7
Sources of Revenue							
Licensing revenue	2,712	S	2,437	2,332	S	S	4.5
Licensing of rights to use musical compositions	2,650	S	2,391	2,274	S	S	5.1
Licensing of rights to use musical recordings	S	S	S	S	S	S	S
Other operating revenue	1,518	1,881	2,130	1,948	-19.3	-11.7	9.3
Administration of copyrights for others.....	123	93	S	86	32.3	S	S
Sales of recordings	41	41	39	34	Z	5.1	14.7
Print music.....	1,221	1,630	1,894	1,748	-25.1	-13.9	8.4
All other operating revenue	133	116	105	80	14.7	10.5	31.3

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

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	949	1,007	938	804	-5.8	7.4	16.7
Sources of Revenue							
Studio recording	624	632	595	533	-1.3	6.2	11.6
Sound recording studio rental and leasing	47	46	46	39	2.2	Z	17.9
All other operating revenue	S	S	S	232	S	S	S

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

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	5,315	5,046	4,477	3,348	5.3	12.7	33.7
Sources of Revenue							
Air time	1,333	1,305	1,238	1,188	2.1	5.4	4.2
National/regional air time	739	674	648	638	9.6	4.0	1.6
Local air time	594	631	590	550	-5.9	6.9	7.3
Other operating revenue	3,982	3,742	3,239	2,160	6.4	15.5	50.0
Network compensation	213	178	140	121	19.7	27.1	15.7
Public and non-commercial programming services	472	457	428	374	3.3	6.8	14.4
All other operating revenue	3,297	3,107	2,671	1,665	6.1	16.3	60.4

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	12,712	13,627	13,629	13,712	-6.7	Z	-0.6
Sources of Revenue							
Air time	11,066	11,927	11,985	12,037	-7.2	-0.5	-0.4
National/regional air time	2,940	2,952	2,858	2,712	-0.4	3.3	5.4
Local air time	8,126	8,976	9,127	9,325	-9.5	-1.7	-2.1
Other operating revenue	1,646	1,700	1,644	1,675	-3.2	3.4	-1.9
Network compensation	329	279	263	239	17.9	6.1	10.0
Public and non-commercial programming services	S	S	S	S	S	S	S
All other operating revenue	699	820	841	831	-14.8	-2.5	1.2

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

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	37,220	36,873	36,972	35,249	0.9	-0.3	4.9
Sources of Revenue							
Air time	29,133	29,662	29,971	29,106	-1.8	-1.0	3.0
National/regional air time	17,960	18,088	18,443	18,233	-0.7	-1.9	1.2
Local air time	11,173	11,574	11,528	10,873	-3.5	0.4	6.0
Other operating revenue	8,087	7,211	7,001	6,143	12.1	3.0	14.0
Network compensation	1,442	1,524	1,574	1,659	-5.4	-3.2	-5.1
Public and non-commercial programming services	2,181	2,066	2,118	1,767	5.6	-2.5	19.9
All other operating revenue	4,464	3,620	3,309	2,717	23.3	9.4	21.8

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	45,051	40,907	37,997	35,400	10.1	7.7	7.3
Sources of Revenue							
Licensing of rights to broadcast speciality programming protected by copyright	23,777	21,450	19,679	18,254	10.8	9.0	7.8
Air time	18,164	16,947	15,900	15,223	7.2	6.6	4.4
All other operating revenue	3,110	2,510	2,417	1,923	23.9	3.8	25.7

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	19,979	16,683	12,908	10,391	19.8	29.2	24.2
Sources of Revenue							
Publishing and broadcasting of content on the Internet	10,437	8,728	7,069	6,084	19.6	23.5	16.2
Online advertising space	4,604	3,676	2,874	1,994	25.2	27.9	44.1
Licensing of rights to use intellectual property	585	569	521	432	2.8	9.2	20.6
All other operating revenue	4,355	S	S	1,881	S	S	S
Breakdown of Revenue by Type of Customer							
Government	S	S	S	S	S	S	S
Business firms and not-for-profit organizations	14,269	11,313	8,844	7,329	26.1	27.9	20.7
Household consumers and individual users	4,503	4,312	3,361	2,467	4.4	28.3	36.2

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

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	194,765	196,981	195,632	205,652	-1.1	0.7	-4.9
Sources of Revenue							
Fixed services	89,192	92,545	89,575	93,910	-3.6	3.3	-4.6
Fixed local	56,325	59,159	56,375	56,905	-4.8	4.9	-0.9
Fixed long-distance	31,086	31,420	31,357	33,830	-1.1	0.2	-7.3
Fixed all distance (no distinction between local or long distance)	1,782	1,966	1,843	3,176	-9.4	6.7	-42.0
Other telecommunications services	92,489	91,042	90,874	96,340	1.6	0.2	-5.7
Carrier services	24,861	26,749	29,450	34,572	-7.1	-9.2	-14.8
Private network services	23,905	23,736	23,643	26,852	0.7	0.4	-12.0
Subscriber line charges	5,375	6,167	7,909	8,438	-12.8	-22.0	-6.3
Internet access services	23,692	21,143	17,516	16,448	12.1	20.7	6.5
Internet telephony	2,440	2,145	1,894	1,217	13.8	13.3	55.6
Telecommunication network installation services	7,477	6,494	6,137	S	15.1	5.8	S
Reselling services for telecommunications equipment, retail	3,514	3,459	3,352	3,529	1.6	3.2	-5.0
Rental of telecommunications equipment	287	342	S	259	-16.1	S	S
Repair and maintenance services for telecommunications equipment	938	807	761	835	16.2	6.0	-8.9
All other operating revenue	13,084	13,395	15,183	15,401	-2.3	-11.8	-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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	194,765	196,981	195,632	205,652	-1.1	0.7	-4.9
Breakdown of Revenue by Type of Customer							
Fixed local telephony	56,325	59,159	56,375	56,905	-4.8	4.9	-0.9
Government	1,280	1,224	2,039	1,799	4.6	-40.0	13.3
Business firms and not-for-profit organizations	23,872	24,720	20,009	21,971	-3.4	23.5	-8.9
Houshold consumers and individual users	31,174	33,215	34,328	33,134	-6.1	-3.2	3.6
Fixed long-distance telephony	31,086	31,420	31,357	33,830	-1.1	0.2	-7.3
Government	543	S	635	686	S	S	-7.4
Business firms and not-for-profit organizations	20,619	19,948	18,894	18,610	3.4	5.6	1.5
Houshold consumers and individual users	9,924	11,052	11,828	14,534	-10.2	-6.6	-18.6
Subscriber line charges	5,375	6,167	7,909	8,438	-12.8	-22.0	-6.3
Government	S	S	S	S	S	S	S
Business firms and not-for-profit organizations	1,285	1,678	2,513	2,747	-23.4	-33.2	-8.5
Houshold consumers and individual users	3,984	4,407	5,306	5,608	-9.6	-16.9	-5.4
Fixed long-distance telephony	31,086	31,420	31,357	33,830	-1.1	0.2	-7.3
Intrastate	9,593	11,620	10,885	12,275	-17.4	6.8	-11.3
Interstate	16,563	14,811	16,698	16,466	11.8	-11.3	1.4
International	4,930	4,989	3,774	5,089	-1.2	32.2	-25.8

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	1,245	1,309	1,682	1,995	-4.9	-22.2	-15.7
Sources of Revenue							
Messaging (paging) services	916	975	1,277	1,588	-6.1	-23.6	-19.6
All other operating revenue	329	334	405	406	-1.5	-17.5	-0.2

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	183,559	172,524	155,809	138,035	6.4	10.7	12.9
Sources of Revenue							
Mobile services	138,504	132,870	123,414	111,663	4.2	7.7	10.5
Mobile telephony	58,128	54,194	53,804	57,097	7.3	0.7	-5.8
Mobile long-distance	4,757	5,312	4,808	4,398	-10.4	10.5	9.3
Mobile all distance	55,963	57,755	S	42,292	-3.1	S	S
Other mobile services	19,656	S	S	7,875	S	S	S
Other telecommunications services	17,127	14,822	11,963	9,508	15.6	23.9	25.8
Internet access services	6,863	4,541	2,509	1,124	51.1	81.0	123.2
Installation services for telecommunication networks	301	181	146	S	66.3	24.0	S
Reselling services for telecommunications equipment, retail	8,512	8,689	8,082	7,377	-2.0	7.5	9.6
Rental of telecommunications equipment	71	70	110	S	1.4	-36.4	S
Repair and maintenance services for telecommunications equipment	1,380	S	S	732	S	S	S
All other operating revenue	27,928	24,832	20,433	16,865	12.5	21.5	21.2

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

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	11,619	12,256	11,802	11,135	-5.2	3.8	6.0
Sources of Revenue							
Fixed local	1,742	S	1,564	1,488	S	S	5.1
Fixed long distance	1,554	1,722	1,730	1,910	-9.8	-0.5	-9.4
Mobile telephony	S	2,044	2,010	S	S	1.7	S
Carrier services	2,917	3,002	2,909	2,527	-2.8	3.2	15.1
All other operating revenue	S	S	S	3,175	S	S	S

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

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	6,925	6,296	6,217	5,823	10.0	1.3	6.8
Sources of Revenue							
Carrier services	1,325	1,283	S	S	3.3	S	S
Private network services	1,870	2,123	2,122	S	-11.9	Z	S
All other operating revenue	3,730	2,890	2,780	2,578	29.1	4.0	7.8

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	115,184	102,164	89,713	80,555	12.7	13.9	11.4
Sources of Revenue							
Multichannel programming distribution services	68,384	61,939	56,730	52,676	10.4	9.2	7.7
Basic programming package	51,022	46,751	43,394	40,440	9.1	7.7	7.3
Premium programming package	13,411	11,550	10,221	9,604	16.1	13.0	6.4
Pay-per-view	3,951	3,638	3,115	2,633	8.6	16.8	18.3
Other revenue	46,800	40,224	32,983	27,878	16.3	22.0	18.3
Air time	4,338	4,005	3,933	3,539	8.3	1.8	11.1
Rental and reselling services for program distribution equipment	4,443	3,834	3,067	2,426	15.9	25.0	26.4
Installation services for connections to program distribution networks	998	933	721	637	7.0	29.4	13.2
Internet access services	18,361	15,989	13,415	11,246	14.8	19.2	19.3
Internet telephony	5,448	3,493	1,599	523	56.0	118.4	205.7
Fixed local telephony	2,662	S	1,931	1,554	S	S	24.3
Fixed long-distance telephony	184	S	420	646	S	S	-35.0
All other operating revenue	10,367	9,376	7,898	7,308	10.6	18.7	8.1

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	115,184	102,164	89,713	80,555	12.7	13.9	11.4
Breakdown of Revenue by Type of Customer							
Government	630	517	463	494	21.9	11.7	-6.3
Business firms and not-for-profit organizations	8,856	8,686	6,937	6,581	2.0	25.2	5.4
Houshold consumers and individual users	105,698	92,961	82,313	73,479	13.7	12.9	12.0

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	18,803	18,792	18,404	18,528	0.1	2.1	-0.7
Sources of Revenue							
Internet access service	9,858	11,121	12,235	13,573	-11.4	-9.1	-9.9
Online advertising space	4,105	3,087	2,304	1,730	33.0	34.0	33.2
Internet backbone services	S	405	306	S	S	32.4	S
Internet telephony	S	181	S	S	S	S	S
Web site hosting services	875	1,028	1,164	883	-14.9	-11.7	31.8
Information technology design and development services	S	S	S	S	S	S	S
All other operating revenue	S	2,707	S	1,833	S	S	S

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

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	14,370	12,082	9,657	6,992	18.9	25.1	38.1
Sources of Revenue							
Online advertising space	10,267	8,559	6,399	4,725	20.0	33.8	35.4
Information search services on a contract or fee basis	S	S	2,144	S	S	S	S
Web site hosting services	S	S	74	S	S	S	S
All other operating revenue	1,509	S	1,039	S	S	S	S

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

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	77,663	72,588	70,081	62,371	7.0	3.6	12.4
Sources of Revenue							
Data processing, IT infrastructure provisioning, and hosting services	39,784	36,969	36,824	32,045	7.6	0.4	14.9
Business process management services	19,933	18,313	19,691	17,308	8.8	-7.0	13.8
Data management services	7,357	7,091	7,036	6,194	3.8	0.8	13.6
Application service provisioning	7,844	6,810	6,338	5,248	15.2	7.4	20.8
Web site hosting services	S	S	2,529	2,564	S	S	-1.4
Collocation services	S	S	S	S	S	S	S
Other operating revenue	37,879	35,619	33,256	30,326	6.3	7.1	9.7
IT design and development services	S	6,337	6,309	6,607	S	0.4	-4.5
IT technical support services	1,726	1,406	1,419	1,328	22.8	-0.9	6.9
IT technical consulting services	1,930	1,882	1,550	1,226	2.6	21.4	26.4
Information and document transformation services	4,028	3,508	3,397	3,117	14.8	3.3	9.0
Software publishing	2,740	2,229	1,961	1,693	22.9	13.7	15.8
Reselling services for computer hardware and software, retail	S	2,155	2,081	1,265	S	3.6	64.5
All other operating revenue	19,208	18,101	16,538	15,091	6.1	9.5	9.6

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

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
NEWS SYNDICATES (NAICS 51911)							
Operating Revenue							
Total	2,366	2,392	2,198	2,092	-1.1	8.8	5.1
Sources of Revenue							
Licensing of rights to use syndicated media content	1,132	1,127	1,029	1,029	0.4	9.5	Z
All other operating revenue	1,234	1,265	1,169	1,063	-2.5	8.2	10.0
LIBRARIES AND ARCHIVES (NAICS 51912)							
Operating Revenue							
Total	2,328	2,194	2,040	1,948	6.1	7.5	4.7
Sources of Revenue							
Contributions, gifts, and grants received	928	873	905	874	6.3	-3.5	3.5
Investment and property income	142	162	129	100	-12.3	25.6	29.0
All other revenue	1,258	1,159	1,007	975	8.5	15.1	3.3

Z Absolute value is less than 0.05.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <www.census.gov/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
Operating Revenue							
Total	3,276	3,034	3,052	2,894	8.0	-0.6	5.5
Sources of Revenue							
Information search and retrieval services	S	228	386	483	S	-40.9	-20.1
Information services	2,532	2,305	2,194	1,971	9.8	5.1	11.3
Media monitoring and analysis	D	D	D	155	D	D	D
Advertising	D	D	D	S	D	D	D
All other operating revenue	252	245	246	229	2.9	-0.4	7.4

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
						2008/2007	2007/2006	2006/2005
51	Information	903,956	871,037	836,377	808,219	3.8	4.1	3.5
511	Publishing industries (except Internet)	215,845	212,752	204,111	196,425	1.5	4.2	3.9
5111	Newspaper, periodical, book, and directory publishers	113,355	115,998	113,668	109,839	-2.3	2.0	3.5
51111	Newspaper publishers	40,389	41,893	43,689	40,782	-3.6	-4.1	7.1
51112	Periodical publishers	35,704	38,061	36,461	35,229	-6.2	4.4	3.5
51113	Book publishers	18,657	16,985	16,131	17,044	9.8	5.3	-5.4
51114	Directory and mailing list publishers	14,109	14,304	12,804	12,346	-1.4	11.7	3.7
51119	Other publishers	4,496	4,755	4,583	4,438	-5.4	3.8	3.3
511191	Greeting card publishers	2,613	2,940	2,816	2,763	-11.1	4.4	1.9
511199	All other publishers	1,883	1,815	1,767	1,675	3.7	2.7	5.5
5112	Software publishers	102,490	96,754	90,443	86,586	5.9	7.0	4.5
512	Motion picture and sound recording industries	81,826	78,314	74,044	72,446	4.5	5.8	2.2
5121	Motion picture and video industries	65,895	62,979	57,701	57,535	4.6	9.1	0.3
5121x	Motion picture and video production and distribution ¹	53,632	50,764	45,383	45,216	5.6	11.9	0.4
51213	Motion picture and video exhibition	8,350	8,338	8,454	8,501	0.1	-1.4	-0.6
512131	Motion picture theaters (except drive-ins)	8,234	8,226	8,343	8,422	0.1	-1.4	-0.9
512132	Drive-in motion picture theaters	116	112	S	79	3.6	S	S
51219	Postproduction services and other motion picture and video industries	3,913	3,877	3,864	3,818	0.9	0.3	1.2
512191	Teleproduction and other postproduction services	3,226	3,204	3,044	3,048	0.7	5.3	-0.1
512199	Other motion picture and video industries	687	673	820	770	2.1	-17.9	6.5
5122	Sound recording industries	15,931	15,335	16,343	14,911	3.9	-6.2	9.6
51221	Record production	244	304	313	296	-19.7	-2.9	5.7
51222	Integrated record production and distribution	11,822	10,920	12,151	10,993	8.3	-10.1	10.5
51223	Music publishers	2,343	2,628	2,551	2,444	-10.8	3.0	4.4
51224	Sound recording studios	883	888	801	687	-0.6	10.9	16.6
51229	Other sound recording industries	639	595	527	491	7.4	12.9	7.3
515	Broadcasting (except Internet)	74,508	72,521	69,464	66,801	2.7	4.4	4.0
5151	Radio and television broadcasting	45,886	46,034	44,874	43,546	-0.3	2.6	3.0
51511	Radio broadcasting	15,638	16,361	16,393	15,013	-4.4	-0.2	9.2
515111	Radio networks	5,818	6,221	6,491	4,864	-6.5	-4.2	33.4
515112	Radio stations	9,820	10,140	9,902	10,149	-3.2	2.4	-2.4
51512	Television broadcasting	30,248	29,673	28,481	28,533	1.9	4.2	-0.2
5152	Cable and other subscription programming	28,622	26,487	24,590	23,255	8.1	7.7	5.7
516	Internet publishing and broadcasting	18,785	15,604	11,310	9,085	20.4	38.0	24.5
517	Telecommunications	414,212	402,804	393,106	386,415	2.8	2.5	1.7
5171	Wired telecommunications carriers	162,181	165,524	173,546	181,350	-2.0	-4.6	-4.3
5172	Wireless telecommunications carriers (except satellite)	143,284	137,485	131,114	122,559	4.2	4.9	7.0
517211	Paging	913	946	1,314	1,766	-3.5	-28.0	-25.6
517212	Cellular and other wireless telecommunications	142,371	136,539	129,800	120,793	4.3	5.2	7.5
5173	Telecommunications resellers	6,636	7,215	7,191	7,373	-8.0	0.3	-2.5
5174	Satellite telecommunications	4,727	4,452	4,333	4,084	6.2	2.7	6.1
5175	Cable and other program distribution	95,426	86,294	75,205	69,564	10.6	14.7	8.1

See footnotes at end of table.

Table 3.6.1. Information Sector (NAICS 51) – Estimated Total Expenses for Employer Firms: 2005 Through 2008—Con.

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
						2008/2007	2007/2006	2006/2005
5179	Other telecommunications	S	1,834	1,717	1,485	S	6.8	15.6
518	Internet service providers, web search portals, and data processing services	92,587	83,283	78,678	71,772	11.2	5.9	9.6
5181	Internet service providers and web search portals	20,449	19,204	19,247	17,541	6.5	-0.2	9.7
518111	Internet service providers	13,505	13,102	14,336	14,297	3.1	-8.6	0.3
518112	Web search portals	6,944	6,102	4,911	3,244	13.8	24.3	51.4
5182	Data processing, hosting, and related services	72,138	64,079	59,431	54,231	12.6	7.8	9.6
519	Other information services	6,193	5,759	5,664	5,275	7.5	1.7	7.4
51911	News syndicates	1,874	1,863	1,795	1,773	0.6	3.8	1.2
51912	Libraries and archives	2,043	1,914	1,781	1,706	6.7	7.5	4.4
51919	All other information services	2,276	1,982	2,088	1,796	14.8	-5.1	16.3

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.

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
NEWSPAPER PUBLISHERS (NAICS 51111)							
Operating Expenses							
Total	40,389	41,893	43,689	40,782	-3.6	-4.1	7.1
Personnel costs.....	19,266	19,840	20,098	19,457	-2.9	-1.3	3.3
Gross annual payroll.....	15,576	15,769	15,751	15,443	-1.2	0.1	2.0
Employer's cost for fringe benefits.....	3,374	3,817	4,059	3,746	-11.6	-6.0	8.4
Temporary staff and leased employee expense.....	315	254	287	269	24.0	-11.5	6.7
Expensed materials, parts and supplies (not for resale).....	2,494	3,169	4,085	4,186	-21.3	-22.4	-2.4
Expensed equipment.....	104	82	85	82	26.8	-3.5	3.7
Expensed purchase of other materials, parts, and supplies.....	2,390	3,087	4,000	4,104	-22.6	-22.8	-2.5
Expensed purchased services.....	3,689	3,733	3,961	3,681	-1.2	-5.8	7.6
Expensed purchases of software.....	106	113	109	101	-6.2	3.7	7.9
Purchased electricity and fuels (except motor fuels).....	366	388	414	379	-5.7	-6.3	9.2
Lease and rental payments.....	624	683	712	682	-8.6	-4.1	4.4
Purchased repair and maintenance.....	375	413	399	394	-9.2	3.5	1.3
Purchased advertising and promotional services.....	776	689	739	741	12.6	-6.8	-0.3
Purchased printing services.....	1,443	1,446	1,589	1,383	-0.2	-9.0	14.9
Other operating expenses.....	14,940	15,152	15,545	13,458	-1.4	-2.5	15.5
Depreciation and amortization charges.....	2,832	2,371	2,138	1,959	19.4	10.9	9.1
Governmental taxes and license fees.....	289	343	387	362	-15.7	-11.4	6.9
All other operating expenses.....	11,819	12,438	13,020	11,138	-5.0	-4.5	16.9
PERIODICAL PUBLISHERS (NAICS 51112)							
Operating Expenses							
Total	35,704	38,061	36,461	35,229	-6.2	4.4	3.5
Personnel costs.....	15,150	14,758	14,610	13,747	2.7	1.0	6.3
Gross annual payroll.....	12,092	12,014	11,798	11,048	0.6	1.8	6.8
Employer's cost for fringe benefits.....	2,562	2,296	2,382	2,253	11.6	-3.6	5.7
Temporary staff and leased employee expense.....	496	447	430	446	11.0	4.0	-3.6
Expensed materials, parts and supplies (not for resale).....	1,191	1,178	1,272	1,336	1.1	-7.4	-4.8
Expensed equipment.....	128	131	152	129	-2.3	-13.8	17.8
Expensed purchase of other materials, parts, and supplies.....	1,063	1,047	1,120	1,207	1.5	-6.5	-7.2
Expensed purchased services.....	7,009	7,818	7,621	6,852	-10.3	2.6	11.2
Expensed purchases of software.....	150	150	163	158	Z	-8.0	3.2
Purchased electricity and fuels (except motor fuels).....	150	123	139	126	22.0	-11.5	10.3
Lease and rental payments.....	1,217	1,246	1,102	1,111	-2.3	13.1	-0.8
Purchased repair and maintenance.....	307	293	229	218	4.8	27.9	5.0
Purchased advertising and promotional services.....	1,893	2,133	1,888	1,730	-11.3	13.0	9.1
Purchased printing services.....	3,292	3,873	4,100	3,509	-15.0	-5.5	16.8
Other operating expenses.....	12,353	14,307	12,958	13,292	-13.7	10.4	-2.5
Depreciation and amortization charges.....	1,537	1,485	1,599	1,641	3.5	-7.1	-2.6
Governmental taxes and license fees.....	196	177	144	137	10.7	22.9	5.1
All other operating expenses.....	10,620	12,646	11,214	11,514	-16.0	12.8	-2.6

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: 2005 Through 2008—Con.

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
BOOK PUBLISHERS (NAICS 51113)							
Operating Expenses							
Total	18,657	16,985	16,131	17,044	9.8	5.3	-5.4
Personnel costs.....	7,345	6,855	6,762	6,929	7.1	1.4	-2.4
Gross annual payroll.....	5,697	5,401	5,431	5,601	5.5	-0.6	-3.0
Employer's cost for fringe benefits.....	1,348	1,167	1,078	1,115	15.5	8.3	-3.3
Temporary staff and leased employee expense.....	299	287	253	S	4.2	13.4	S
Expensed materials, parts and supplies (not for resale).....	652	611	510	511	6.7	19.8	-0.2
Expensed equipment.....	313	317	227	215	-1.3	39.6	5.6
Expensed purchase of other materials, parts, and supplies.....	339	294	283	296	15.3	3.9	-4.4
Expensed purchased services.....	3,616	3,235	3,105	3,222	11.8	4.2	-3.6
Expensed purchases of software.....	92	57	111	S	61.4	-48.6	S
Purchased electricity and fuels (except motor fuels).....	81	69	65	62	17.4	6.2	4.8
Lease and rental payments.....	642	601	529	541	6.8	13.6	-2.2
Purchased repair and maintenance.....	111	100	97	109	11.0	3.1	-11.0
Purchased advertising and promotional services.....	1,157	984	916	924	17.6	7.4	-0.9
Purchased printing services.....	1,533	1,424	1,388	1,478	7.7	2.6	-6.1
Other operating expenses.....	7,044	6,283	5,754	6,383	12.1	9.2	-9.9
Depreciation and amortization charges.....	1,767	1,153	1,126	970	53.3	2.4	16.1
Governmental taxes and license fees.....	84	73	72	78	15.1	1.4	-7.7
All other operating expenses.....	5,193	5,057	4,556	5,334	2.7	11.0	-14.6
DIRECTORY AND MAILING LIST PUBLISHERS (NAICS 51114)							
Operating Expenses							
Total	14,109	14,304	12,804	12,346	-1.4	11.7	3.7
Personnel costs.....	5,408	5,309	5,302	5,162	1.9	0.1	2.7
Gross annual payroll.....	4,319	4,139	4,187	4,131	4.3	-1.1	1.4
Employer's cost for fringe benefits.....	883	979	944	842	-9.8	3.7	12.1
Temporary staff and leased employee expense.....	207	191	171	189	8.4	11.7	-9.5
Expensed materials, parts and supplies (not for resale).....	944	1,185	859	745	-20.3	38.0	15.3
Expensed equipment.....	23	24	27	30	-4.2	-11.1	-10.0
Expensed purchase of other materials, parts, and supplies.....	921	1,161	832	715	-20.7	39.5	16.4
Expensed purchased services.....	1,960	2,043	1,975	1,888	-4.1	3.4	4.6
Expensed purchases of software.....	69	66	56	48	4.5	17.9	16.7
Purchased electricity and fuels (except motor fuels).....	22	22	23	21	Z	-4.3	9.5
Lease and rental payments.....	325	323	266	268	0.6	21.4	-0.7
Purchased repair and maintenance.....	47	48	42	48	-2.1	14.3	-12.5
Purchased advertising and promotional services.....	636	622	516	465	2.3	20.5	11.0
Purchased printing services.....	861	962	1,072	1,037	-10.5	-10.3	3.4
Other operating expenses.....	5,796	5,767	4,668	4,550	0.5	23.5	2.6
Depreciation and amortization charges.....	1,656	1,519	751	647	9.0	102.3	16.1
Governmental taxes and license fees.....	61	48	46	59	27.1	4.3	-22.0
All other operating expenses.....	4,080	4,200	3,871	3,844	-2.9	8.5	0.7

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: 2005 Through 2008—Con.

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
GREETING CARD PUBLISHERS (NAICS 511191)							
Operating Expenses							
Total	2,613	2,940	2,816	2,763	-11.1	4.4	1.9
Personnel costs.....	930	1,073	1,055	996	-13.3	1.7	5.9
Gross annual payroll.....	793	895	885	825	-11.4	1.1	7.3
Employer's cost for fringe benefits.....	122	145	138	141	-15.9	5.1	-2.1
Temporary staff and leased employee expense.....	15	33	32	30	-54.5	3.1	6.7
Expensed materials, parts and supplies (not for resale).....	73	100	117	114	-27.0	-14.5	2.6
Expensed equipment.....	11	2	29	26	450.0	-93.1	11.5
Expensed purchase of other materials, parts, and supplies.....	63	98	88	88	-35.7	11.4	Z
Expensed purchased services.....	361	334	372	351	8.1	-10.2	6.0
Expensed purchases of software.....	8	13	10	10	-38.5	30.0	Z
Purchased electricity and fuels (except motor fuels).....	32	32	33	32	Z	-3.0	3.1
Lease and rental payments.....	51	39	49	49	30.8	-20.4	Z
Purchased repair and maintenance.....	33	35	36	32	-5.7	-2.8	12.5
Purchased advertising and promotional services.....	144	168	192	182	-14.3	-12.5	5.5
Purchased printing services.....	94	48	52	47	95.8	-7.7	10.6
Other operating expenses.....	1,248	1,432	1,272	1,302	-12.8	12.6	-2.3
Depreciation and amortization charges.....	115	90	103	95	27.8	-12.6	8.4
Governmental taxes and license fees.....	35	44	44	44	-20.5	Z	Z
All other operating expenses.....	1,098	1,298	1,124	1,163	-15.4	15.5	-3.4
SOFTWARE PUBLISHERS (NAICS 5112)							
Operating Expenses							
Total	102,490	96,754	90,443	86,586	5.9	7.0	4.5
Personnel costs.....	57,520	56,596	52,054	49,452	1.6	8.7	5.3
Gross annual payroll.....	45,252	45,129	41,919	40,472	0.3	7.7	3.6
Employer's cost for fringe benefits.....	9,386	8,637	7,329	6,510	8.7	17.8	12.6
Temporary staff and leased employee expense.....	2,883	2,829	2,806	2,470	1.9	0.8	13.6
Expensed materials, parts and supplies (not for resale).....	1,339	1,693	1,840	1,744	-20.9	-8.0	5.5
Expensed equipment.....	631	656	680	787	-3.8	-3.5	-13.6
Expensed purchase of other materials, parts, and supplies.....	707	1,037	1,159	957	-31.8	-10.5	21.1
Expensed purchased services.....	13,573	11,380	10,784	10,564	19.3	5.5	2.1
Expensed purchases of software.....	1,297	1,181	1,169	S	9.8	1.0	S
Purchased electricity and fuels (except motor fuels).....	315	288	310	256	9.4	-7.1	21.1
Lease and rental payments.....	2,320	2,186	2,173	2,379	6.1	0.6	-8.7
Purchased repair and maintenance.....	690	738	485	442	-6.5	52.2	9.7
Purchased advertising and promotional services.....	8,831	6,782	6,414	6,100	30.2	5.7	5.1
Purchased software reproduction.....	S	S	S	S	S	S	S
Other operating expenses.....	30,058	27,086	25,766	24,826	11.0	5.1	3.8
Depreciation and amortization charges.....	5,973	4,623	4,291	4,432	29.2	7.7	-3.2
Governmental taxes and license fees.....	848	864	826	349	-1.9	4.6	136.7
All other operating expenses.....	23,237	21,599	20,648	20,045	7.6	4.6	3.0

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
MOTION PICTURE AND VIDEO PRODUCTION AND DISTRIBUTION (NAICS 5121X)							
Operating Expenses							
Total	53,632	50,764	45,383	45,216	5.6	11.9	0.4
Personnel costs.....	14,228	13,137	11,328	12,496	8.3	16.0	-9.3
Gross annual payroll.....	12,584	11,479	9,833	11,076	9.6	16.7	-11.2
Employer's cost for fringe benefits.....	1,160	995	947	907	16.6	5.1	4.4
Temporary staff and leased employee expense.....	484	663	548	514	-27.0	21.0	6.6
Expensed materials, parts and supplies (not for resale).....	S	705	741	704	S	-4.9	5.3
Expensed equipment.....	195	153	120	105	27.5	27.5	14.3
Expensed purchase of other materials, parts, and supplies.....	S	552	621	599	S	-11.1	3.7
Expensed purchased services.....	7,393	7,106	6,959	6,176	4.0	2.1	12.7
Expensed purchases of software.....	65	97	51	76	-33.0	90.2	-32.9
Purchased electricity and fuels (except motor fuels).....	80	67	59	59	19.4	13.6	Z
Lease and rental payments.....	975	807	910	796	20.8	-11.3	14.3
Purchased repair and maintenance.....	226	148	121	122	52.7	22.3	-0.8
Purchased advertising and promotional services.....	6,047	5,987	5,818	5,122	1.0	2.9	13.6
Other operating expenses.....	30,871	29,817	26,356	25,841	3.5	13.1	2.0
Depreciation and amortization charges.....	3,840	4,001	3,561	2,814	-4.0	12.4	26.5
Governmental taxes and license fees.....	S	264	S	232	S	S	S
All other operating expenses.....	26,587	25,552	22,569	22,795	4.1	13.2	-1.0
MOTION PICTURE AND VIDEO EXHIBITION (NAICS 51213)							
Operating Expenses							
Total	8,350	8,338	8,454	8,501	0.1	-1.4	-0.6
Personnel costs.....	1,667	1,655	1,752	1,663	0.7	-5.5	5.4
Gross annual payroll.....	1,471	1,462	1,583	1,461	0.6	-7.6	8.4
Employer's cost for fringe benefits.....	153	152	137	163	0.7	10.9	-16.0
Temporary staff and leased employee expense.....	42	42	31	39	Z	35.5	-20.5
Expensed materials, parts and supplies (not for resale).....	228	185	185	177	23.2	Z	4.5
Expensed equipment.....	17	20	26	17	-15.0	-23.1	52.9
Expensed purchase of other materials, parts, and supplies.....	211	165	160	161	27.9	3.1	-0.6
Expensed purchased services.....	2,243	2,200	2,240	2,057	2.0	-1.8	8.9
Expensed purchases of software.....	6	7	7	4	-14.3	Z	75.0
Purchased electricity and fuels (except motor fuels).....	374	320	380	314	16.9	-15.8	21.0
Lease and rental payments.....	1,484	1,497	1,435	1,310	-0.9	4.3	9.5
Purchased repair and maintenance.....	245	236	246	228	3.8	-4.1	7.9
Purchased advertising and promotional services.....	135	138	172	201	-2.2	-19.8	-14.4
Other operating expenses.....	4,212	4,298	4,277	4,603	-2.0	0.5	-7.1
Depreciation and amortization charges.....	877	849	884	860	3.3	-4.0	2.8
Governmental taxes and license fees.....	352	339	256	227	3.8	32.4	12.8
All other operating expenses.....	2,982	3,111	3,137	3,516	-4.1	-0.8	-10.8

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: 2005 Through 2008—Con.

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
POSTPRODUCTION SERVICES AND OTHER MOTION PICTURE AND VIDEO INDUSTRIES (NAICS 51219)							
Operating Expenses							
Total	3,913	3,877	3,864	3,818	0.9	0.3	1.2
Personnel costs.....	2,122	2,125	2,116	2,032	-0.1	0.4	4.1
Gross annual payroll.....	1,774	1,746	1,746	1,672	1.6	Z	4.4
Employer's cost for fringe benefits.....	274	295	295	280	-7.1	Z	5.4
Temporary staff and leased employee expense.....	74	84	75	79	-11.9	12.0	-5.1
Expensed materials, parts and supplies (not for resale).....	345	324	297	329	6.5	9.1	-9.7
Expensed equipment.....	46	36	36	35	27.8	Z	2.9
Expensed purchase of other materials, parts, and supplies.....	299	288	261	295	3.8	10.3	-11.5
Expensed purchased services.....	375	380	349	322	-1.3	8.9	8.4
Expensed purchases of software.....	12	11	11	10	9.1	Z	10.0
Purchased electricity and fuels (except motor fuels).....	46	48	42	37	-4.2	14.3	13.5
Lease and rental payments.....	239	244	232	202	-2.0	5.2	14.9
Purchased repair and maintenance.....	46	49	39	49	-6.1	25.6	-20.4
Purchased advertising and promotional services.....	33	29	25	25	13.8	16.0	Z
Other operating expenses.....	1,072	1,048	1,102	1,134	2.3	-4.9	-2.8
Depreciation and amortization charges.....	287	275	243	287	4.4	13.2	-15.3
Governmental taxes and license fees.....	44	47	42	38	-6.4	11.9	10.5
All other operating expenses.....	741	726	817	809	2.1	-11.1	1.0
INTEGRATED RECORD PRODUCTION AND DISTRIBUTION SERVICES (NAICS 51222)							
Operating Expenses							
Total	11,822	10,920	12,151	10,993	8.3	-10.1	10.5
Personnel costs.....	2,817	2,495	2,748	2,332	12.9	-9.2	17.8
Gross annual payroll.....	2,417	2,151	2,372	1,995	12.4	-9.3	18.9
Employer's cost for fringe benefits.....	368	312	342	304	17.9	-8.8	12.5
Temporary staff and leased employee expense.....	32	32	35	32	Z	-8.6	9.4
Expensed materials, parts and supplies (not for resale).....	93	92	102	111	1.1	-9.8	-8.1
Expensed equipment.....	21	24	24	26	-12.5	Z	-7.7
Expensed purchase of other materials, parts, and supplies.....	72	68	78	85	5.9	-12.8	-8.2
Expensed purchased services.....	1,482	1,386	1,638	1,477	6.9	-15.4	10.9
Expensed purchases of software.....	91	45	50	S	102.2	-10.0	S
Purchased electricity and fuels (except motor fuels).....	15	13	15	13	15.4	-13.3	15.4
Lease and rental payments.....	291	234	S	257	24.4	S	S
Purchased repair and maintenance.....	S	51	S	40	S	S	S
Purchased advertising and promotional services.....	1,026	1,043	1,226	1,113	-1.6	-14.9	10.2
Other operating expenses.....	7,430	6,948	7,662	S	6.9	-9.3	S
Depreciation and amortization charges.....	916	782	860	S	17.1	-9.1	S
Governmental taxes and license fees.....	71	59	S	59	20.3	S	S
All other operating expenses.....	6,443	6,107	6,731	S	5.5	-9.3	S

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: 2005 Through 2008—Con.

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
MUSIC PUBLISHERS (NAICS 51223)							
Operating Expenses							
Total	2,343	2,628	2,551	2,444	-10.8	3.0	4.4
Personnel costs.....	662	672	603	542	-1.5	11.4	11.3
Gross annual payroll.....	526	538	524	467	-2.2	2.7	12.2
Employer's cost for fringe benefits.....	109	92	73	68	18.5	26.0	7.4
Temporary staff and leased employee expense.....	27	42	6	8	-35.7	600.0	-25.0
Expensed materials, parts and supplies (not for resale).....	22	23	28	S	-4.3	-17.9	S
Expensed equipment.....	7	4	6	S	75.0	-33.3	S
Expensed purchase of other materials, parts, and supplies.....	15	19	22	S	-21.1	-13.6	S
Expensed purchased services.....	223	348	376	S	-35.9	-7.4	S
Expensed purchases of software.....	4	4	5	S	Z	-20.0	S
Purchased electricity and fuels (except motor fuels).....	14	14	12	S	Z	16.7	S
Lease and rental payments.....	45	58	45	40	-22.4	28.9	12.5
Purchased repair and maintenance.....	14	17	17	S	-17.6	Z	S
Purchased advertising and promotional services.....	146	255	298	S	-42.7	-14.4	S
Other operating expenses.....	1,436	1,585	1,544	S	-9.4	2.7	S
Depreciation and amortization charges.....	77	S	100	S	S	S	S
Governmental taxes and license fees.....	14	16	17	S	-12.5	-5.9	S
All other operating expenses.....	1,345	1,493	1,427	S	-9.9	4.6	S
SOUND RECORDING STUDIOS (NAICS 51224)							
Operating Expenses							
Total	883	888	801	687	-0.6	10.9	16.6
Personnel costs.....	395	385	345	299	2.6	11.6	15.4
Gross annual payroll.....	329	320	287	251	2.8	11.5	14.3
Employer's cost for fringe benefits.....	41	47	36	28	-12.8	30.6	28.6
Temporary staff and leased employee expense.....	25	19	22	20	31.6	-13.6	10.0
Expensed materials, parts and supplies (not for resale).....	S	65	73	60	S	-11.0	21.7
Expensed equipment.....	21	22	21	16	-4.5	4.8	31.3
Expensed purchase of other materials, parts, and supplies.....	S	S	S	S	S	S	S
Expensed purchased services.....	156	134	118	106	16.4	13.6	11.3
Expensed purchases of software.....	6	5	S	S	20.0	S	S
Purchased electricity and fuels (except motor fuels).....	14	13	12	11	7.7	8.3	9.1
Lease and rental payments.....	88	85	76	68	3.5	11.8	11.8
Purchased repair and maintenance.....	11	12	10	10	-8.3	20.0	Z
Purchased advertising and promotional services.....	S	19	14	12	S	35.7	16.7
Other operating expenses.....	253	304	264	222	-16.8	15.2	18.9
Depreciation and amortization charges.....	44	42	42	40	4.8	Z	5.0
Governmental taxes and license fees.....	15	15	S	13	Z	S	S
All other operating expenses.....	195	247	206	168	-21.1	19.9	22.6

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
RADIO NETWORKS (NAICS 515111)							
Operating Expenses							
Total	5,818	6,221	6,491	4,864	-6.5	-4.2	33.4
Personnel costs.....	1,160	1,210	1,595	1,011	-4.1	-24.1	57.8
Gross annual payroll.....	943	989	1,204	865	-4.7	-17.9	39.2
Employer's cost for fringe benefits.....	161	170	242	104	-5.3	-29.8	132.7
Temporary staff and leased employee expense.....	56	51	148	42	9.8	-65.5	252.4
Expensed materials, parts and supplies (not for resale).....	28	48	32	35	-41.7	50.0	-8.6
Expensed equipment.....	12	S	9	8	S	S	12.5
Expensed purchase of other materials, parts, and supplies.....	16	37	23	27	-56.8	60.9	-14.8
Expensed purchased services.....	S	S	537	603	S	S	-10.9
Expensed purchases of software.....	27	26	18	20	3.8	44.4	-10.0
Purchased electricity and fuels (except motor fuels).....	25	24	22	13	4.2	9.1	69.2
Lease and rental payments.....	111	127	82	65	-12.6	54.9	26.2
Purchased repair and maintenance.....	26	28	27	18	-7.1	3.7	50.0
Purchased advertising and promotional services.....	S	S	388	487	S	S	-20.3
Other operating expenses.....	4,114	4,369	4,327	3,216	-5.8	1.0	34.5
Depreciation and amortization charges.....	S	S	455	408	S	S	11.5
Governmental taxes and license fees.....	18	19	27	17	-5.3	-29.6	58.8
Broadcast rights and music license fees.....	533	576	577	401	-7.5	-0.2	43.9
Network compensation fees (networks only).....	212	192	213	143	10.4	-9.9	49.0
All other operating expenses.....	2,887	3,074	3,055	2,247	-6.1	0.6	36.0
RADIO STATIONS (NAICS 515112)							
Operating Expenses							
Total	9,820	10,140	9,902	10,149	-3.2	2.4	-2.4
Personnel costs.....	4,642	5,350	5,089	5,117	-13.2	5.1	-0.5
Gross annual payroll.....	3,926	4,527	4,366	4,405	-13.3	3.7	-0.9
Employer's cost for fringe benefits.....	560	650	633	611	-13.8	2.7	3.6
Temporary staff and leased employee expense.....	156	173	90	100	-9.8	92.2	-10.0
Expensed materials, parts and supplies (not for resale).....	90	106	117	123	-15.1	-9.4	-4.9
Expensed equipment.....	32	35	37	41	-8.6	-5.4	-9.8
Expensed purchase of other materials, parts, and supplies.....	58	72	80	82	-19.4	-10.0	-2.4
Expensed purchased services.....	1,027	1,148	1,073	1,045	-10.5	7.0	2.7
Expensed purchases of software.....	40	41	S	S	-2.4	S	S
Purchased electricity and fuels (except motor fuels).....	177	163	163	144	8.6	Z	13.2
Lease and rental payments.....	355	362	330	342	-1.9	9.7	-3.5
Purchased repair and maintenance.....	70	91	79	85	-23.1	15.2	-7.1
Purchased advertising and promotional services.....	385	492	446	429	-21.7	10.3	4.0
Other operating expenses.....	4,062	3,535	3,624	3,865	14.9	-2.5	-6.2
Depreciation and amortization charges.....	565	473	486	491	19.5	-2.7	-1.0
Governmental taxes and license fees.....	370	394	414	489	-6.1	-4.8	-15.3
Broadcast rights and music license fees.....	794	793	711	586	0.1	11.5	21.3
Network compensation fees (networks only).....	67	63	S	S	6.3	S	S
All other operating expenses.....	2,266	1,811	1,966	2,218	25.1	-7.9	-11.4

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: 2005 Through 2008—Con.

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
TELEVISION BROADCASTING (NAICS 51512)							
Operating Expenses							
Total	30,248	29,673	28,481	28,533	1.9	4.2	-0.2
Personnel costs.....	8,901	8,817	8,316	7,796	1.0	6.0	6.7
Gross annual payroll.....	7,521	7,402	7,044	6,646	1.6	5.1	6.0
Employer's cost for fringe benefits.....	1,245	1,254	1,153	1,049	-0.7	8.8	9.9
Temporary staff and leased employee expense.....	135	161	119	100	-16.1	35.3	19.0
Expensed materials, parts and supplies (not for resale).....	263	207	228	241	27.1	-9.2	-5.4
Expensed equipment.....	84	68	66	66	23.5	3.0	Z
Expensed purchase of other materials, parts, and supplies.....	179	139	162	175	28.8	-14.2	-7.4
Expensed purchased services.....	2,034	2,016	1,890	1,889	0.9	6.7	0.1
Expensed purchases of software.....	162	88	69	43	84.1	27.5	60.5
Purchased electricity and fuels (except motor fuels).....	297	305	285	255	-2.6	7.0	11.8
Lease and rental payments.....	539	500	447	415	7.8	11.9	7.7
Purchased repair and maintenance.....	208	209	190	177	-0.5	10.0	7.3
Purchased advertising and promotional services.....	827	914	899	999	-9.5	1.7	-10.0
Other operating expenses.....	19,049	18,632	18,046	18,607	2.2	3.2	-3.0
Depreciation and amortization charges.....	1,799	1,630	1,543	1,526	10.4	5.6	1.1
Governmental taxes and license fees.....	152	129	158	168	17.8	-18.4	-6.0
Broadcast rights and music license fees.....	10,714	11,229	10,765	10,937	-4.6	4.3	-1.6
Network compensation fees (networks only).....	405	343	518	668	18.1	-33.8	-22.5
All other operating expenses.....	5,978	5,303	5,063	5,308	12.7	4.7	-4.6
CABLE AND OTHER SUBSCRIPTION PROGRAMMING (NAICS 5152)							
Operating Expenses							
Total	28,622	26,487	24,590	23,255	8.1	7.7	5.7
Personnel costs.....	5,400	5,096	4,415	4,575	6.0	15.4	-3.5
Gross annual payroll.....	4,122	3,820	3,461	3,688	7.9	10.4	-6.2
Employer's cost for fringe benefits.....	796	796	566	575	Z	40.6	-1.6
Temporary staff and leased employee expense.....	482	480	388	311	0.4	23.7	24.8
Expensed materials, parts and supplies (not for resale).....	159	125	128	135	27.2	-2.3	-5.2
Expensed equipment.....	73	61	46	52	19.7	32.6	-11.5
Expensed purchase of other materials, parts, and supplies.....	85	64	82	83	32.8	-22.0	-1.2
Expensed purchased services.....	2,800	2,243	2,593	2,186	24.8	-13.5	18.6
Expensed purchases of software.....	143	45	37	30	217.8	21.6	23.3
Purchased electricity and fuels (except motor fuels).....	64	36	36	37	77.8	Z	-2.7
Lease and rental payments.....	505	430	460	522	17.4	-6.5	-11.9
Purchased repair and maintenance.....	108	59	75	80	83.1	-21.3	-6.3
Purchased advertising and promotional services.....	1,980	1,673	1,985	1,516	18.4	-15.7	30.9
Other operating expenses.....	20,263	19,024	17,454	16,359	6.5	9.0	6.7
Depreciation and amortization charges.....	3,023	2,635	2,483	S	14.7	6.1	S
Governmental taxes and license fees.....	61	60	74	107	1.7	-18.9	-30.8
Program and production costs.....	13,139	12,568	11,330	10,501	4.5	10.9	7.9
All other operating expenses.....	4,040	3,762	3,566	3,269	7.4	5.5	9.1

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: 2005 Through 2008—Con.

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
INTERNET PUBLISHING AND BROADCASTING (NAICS 516)							
Operating Expenses							
Total	18,785	15,604	11,310	9,085	20.4	38.0	24.5
Personnel costs.....	7,623	6,319	4,917	3,949	20.6	28.5	24.5
Gross annual payroll.....	5,658	4,654	3,935	3,153	21.6	18.3	24.8
Employer's cost for fringe benefits.....	S	1,029	711	561	S	44.7	26.7
Temporary staff and leased employee expense.....	S	S	270	235	S	S	14.9
Expensed materials, parts and supplies (not for resale).....	S	S	361	316	S	S	14.2
Expensed equipment.....	S	S	139	133	S	S	4.5
Expensed purchase of other materials, parts, and supplies.....	S	S	222	182	S	S	22.0
Expensed purchased services.....	3,245	S	1,997	1,544	S	S	29.3
Expensed purchases of software.....	319	S	276	194	S	S	42.3
Purchased electricity and fuels (except motor fuels).....	S	S	23	16	S	S	43.8
Lease and rental payments.....	624	S	383	343	S	S	11.7
Purchased repair and maintenance.....	S	S	108	100	S	S	8.0
Purchased advertising and promotional services.....	2,100	1,594	1,208	891	31.7	32.0	35.6
Other operating expenses.....	7,380	S	4,035	3,275	S	S	23.2
Depreciation and amortization charges.....	S	S	909	792	S	S	14.8
Governmental taxes and license fees.....	94	96	74	62	-2.1	29.7	19.4
All other operating expenses.....	S	S	3,052	S	S	S	S

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

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at www.census.gov/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
WIRED TELECOMMUNICATIONS CARRIERS (NAICS 5171)							
Operating Expenses							
Total	162,181	165,524	173,546	181,350	-2.0	-4.6	-4.3
Personnel costs.....	55,279	56,967	61,583	61,562	-3.0	-7.5	Z
Gross annual payroll.....	40,435	40,699	44,001	41,837	-0.6	-7.5	5.2
Employer's cost for fringe benefits.....	12,652	14,130	15,662	16,653	-10.5	-9.8	-6.0
Temporary staff and leased employee expense.....	2,192	2,139	1,920	3,072	2.5	11.4	-37.5
Expensed materials, parts and supplies (not for resale).....	5,220	6,880	6,286	S	-24.1	9.4	S
Expensed equipment.....	311	241	315	402	29.0	-23.5	-21.6
Expensed purchase of other materials, parts, and supplies.....	4,909	6,639	5,971	S	-26.1	11.2	S
Expensed purchased services.....	10,779	10,077	11,393	11,474	7.0	-11.6	-0.7
Expensed purchases of software.....	1,776	1,101	1,642	1,579	61.3	-32.9	4.0
Purchased electricity and fuels (except motor fuels).....	1,580	1,503	1,729	1,707	5.1	-13.1	1.3
Lease and rental payments.....	3,183	3,317	3,632	3,648	-4.0	-8.7	-0.4
Purchased repair and maintenance.....	1,270	1,332	1,566	2,249	-4.7	-14.9	-30.4
Purchased advertising and promotional services.....	2,970	2,823	2,824	2,290	5.2	Z	23.3
Other operating expenses.....	90,903	91,600	94,285	102,204	-0.8	-2.8	-7.7
Depreciation and amortization charges.....	35,082	35,496	35,857	35,628	-1.2	-1.0	0.6
Governmental taxes and license fees.....	4,775	4,681	5,453	5,102	2.0	-14.2	6.9
Access charges.....	23,092	24,138	27,644	35,844	-4.3	-12.7	-22.9
Universal service contributions (USC).....	3,316	3,079	3,520	4,960	7.7	-12.5	-29.0
All other operating expenses.....	24,638	24,206	21,811	20,670	1.8	11.0	5.5
PAGING (NAICS 517211)							
Operating Expenses							
Total	913	946	1,314	1,766	-3.5	-28.0	-25.6
Personnel costs.....	360	378	415	570	-4.8	-8.9	-27.2
Gross annual payroll.....	270	284	300	419	-4.9	-5.3	-28.4
Employer's cost for fringe benefits.....	56	61	66	84	-8.2	-7.6	-21.4
Temporary staff and leased employee expense.....	34	33	49	66	3.0	-32.7	-25.8
Expensed materials, parts and supplies (not for resale).....	43	51	S	108	-15.7	S	S
Expensed equipment.....	3	4	6	8	-25.0	-33.3	-25.0
Expensed purchase of other materials, parts, and supplies.....	40	47	S	100	-14.9	S	S
Expensed purchased services.....	187	204	277	341	-8.3	-26.4	-18.8
Expensed purchases of software.....	3	2	2	7	50.0	Z	-71.4
Purchased electricity and fuels (except motor fuels).....	9	10	14	14	-10.0	-28.6	Z
Lease and rental payments.....	149	167	214	263	-10.8	-22.0	-18.6
Purchased repair and maintenance.....	18	15	33	42	20.0	-54.5	-21.4
Purchased advertising and promotional services.....	S	10	14	15	S	-28.6	-6.7
Other operating expenses.....	324	313	523	747	3.5	-40.2	-30.0
Depreciation and amortization charges.....	103	101	193	266	2.0	-47.7	-27.4
Governmental taxes and license fees.....	18	18	27	42	Z	-33.3	-35.7
Access charges.....	44	27	95	106	63.0	-71.6	-10.4
All other operating expenses.....	160	167	207	333	-4.2	-19.3	-37.8

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: 2005 Through 2008—Con.

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
CELLULAR AND OTHER WIRELESS TELECOMMUNICATIONS (NAICS 517212)							
Operating Expenses							
Total	142,371	136,539	129,800	120,793	4.3	5.2	7.5
Personnel costs.....	27,541	28,011	27,350	23,318	-1.7	2.4	17.3
Gross annual payroll.....	20,821	18,040	17,910	16,808	15.4	0.7	6.6
Employer's cost for fringe benefits.....	4,412	5,764	4,791	3,663	-23.5	20.3	30.8
Temporary staff and leased employee expense.....	S	4,207	4,649	2,847	S	-9.5	63.3
Expensed materials, parts and supplies (not for resale).....	16,093	13,871	12,105	10,058	16.0	14.6	20.4
Expensed equipment.....	D	D	854	757	D	D	12.8
Expensed purchase of other materials, parts, and supplies.....	D	D	11,252	9,302	D	D	21.0
Expensed purchased services.....	22,588	21,838	20,754	16,477	3.4	5.2	26.0
Expensed purchases of software.....	1,952	1,963	1,888	1,095	-0.6	4.0	72.4
Purchased electricity and fuels (except motor fuels).....	938	S	861	862	S	S	-0.1
Lease and rental payments.....	7,718	7,120	6,925	5,494	8.4	2.8	26.0
Purchased repair and maintenance.....	1,625	S	S	1,128	S	S	S
Purchased advertising and promotional services.....	10,355	10,226	9,406	7,898	1.3	8.7	19.1
Other operating expenses.....	76,149	72,818	69,590	70,939	4.6	4.6	-1.9
Depreciation and amortization charges.....	26,897	27,602	27,489	22,356	-2.6	0.4	23.0
Governmental taxes and license fees.....	1,995	1,802	1,637	1,353	10.7	10.1	21.0
Access charges.....	10,108	S	S	6,231	S	S	S
Universal service contributions (USC) and other similar charges.....	3,983	3,807	3,529	2,516	4.6	7.9	40.3
All other operating expenses.....	33,165	29,525	26,454	38,484	12.3	11.6	-31.3
TELECOMMUNICATIONS RESELLERS (NAICS 5173)							
Operating Expenses							
Total	6,636	7,215	7,191	7,373	-8.0	0.3	-2.5
Personnel costs.....	1,771	1,715	1,647	1,603	3.3	4.1	2.7
Gross annual payroll.....	1,433	1,352	1,252	1,280	6.0	8.0	-2.2
Employer's cost for fringe benefits.....	181	177	176	179	2.3	0.6	-1.7
Temporary staff and leased employee expense.....	S	S	S	S	S	S	S
Expensed materials, parts and supplies (not for resale).....	239	S	S	260	S	S	S
Expensed equipment.....	52	S	S	S	S	S	S
Expensed purchase of other materials, parts, and supplies.....	187	260	158	191	-28.1	64.6	-17.3
Expensed purchased services.....	S	653	650	633	S	0.5	2.7
Expensed purchases of software.....	S	S	48	54	S	S	-11.1
Purchased electricity and fuels (except motor fuels).....	23	S	S	S	S	S	S
Lease and rental payments.....	149	183	156	155	-18.6	17.3	0.6
Purchased repair and maintenance.....	S	S	S	S	S	S	S
Purchased advertising and promotional services.....	S	337	338	311	S	-0.3	8.7
Other operating expenses.....	4,082	4,510	4,661	4,877	-9.5	-3.2	-4.4
Depreciation and amortization charges.....	412	S	440	413	S	S	6.5
Governmental taxes and license fees.....	54	87	140	S	-37.9	-37.9	S
Access charges.....	2,207	2,229	2,386	S	-1.0	-6.6	S
All other operating expenses.....	1,408	1,699	1,695	1,849	-17.1	0.2	-8.3

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: 2005 Through 2008—Con.

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
SATELLITE TELECOMMUNICATIONS (NAICS 5174)							
Operating Expenses							
Total	4,727	4,452	4,333	4,084	6.2	2.7	6.1
Personnel costs.....	1,209	1,172	1,133	1,104	3.2	3.4	2.6
Gross annual payroll.....	948	977	911	858	-3.0	7.2	6.2
Employer's cost for fringe benefits.....	206	165	198	S	24.8	-16.7	S
Temporary staff and leased employee expense.....	55	30	S	57	83.3	S	S
Expensed materials, parts and supplies (not for resale).....	404	423	476	335	-4.5	-11.1	42.1
Expensed equipment.....	26	26	S	S	Z	S	S
Expensed purchase of other materials, parts, and supplies.....	378	397	451	317	-4.8	-12.0	42.3
Expensed purchased services.....	277	264	279	S	4.9	-5.4	S
Expensed purchases of software.....	18	S	S	19	S	S	S
Purchased electricity and fuels (except motor fuels).....	25	23	21	S	8.7	9.5	S
Lease and rental payments.....	140	S	S	S	S	S	S
Purchased repair and maintenance.....	44	44	50	51	Z	-12.0	-2.0
Purchased advertising and promotional services.....	49	49	55	S	Z	-10.9	S
Other operating expenses.....	2,837	2,593	2,445	S	9.4	6.1	S
Depreciation and amortization charges.....	791	782	728	S	1.2	7.4	S
Governmental taxes and license fees.....	32	31	29	S	3.2	6.9	S
Access charges.....	S	320	420	487	S	-23.8	-13.8
All other operating expenses.....	1,650	1,459	1,269	S	13.1	15.0	S

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: 2005 Through 2008—Con.

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
CABLE AND OTHER PROGRAM DISTRIBUTION (NAICS 5175)							
Operating Expenses							
Total	95,426	86,294	75,205	69,564	10.6	14.7	8.1
Personnel costs.....	19,467	16,705	15,579	13,673	16.5	7.2	13.9
Gross annual payroll.....	14,413	12,340	11,883	10,366	16.8	3.8	14.6
Employer's cost for fringe benefits.....	3,565	3,130	2,676	2,436	13.9	17.0	9.9
Temporary staff and leased employee expense.....	1,488	1,235	1,020	870	20.5	21.1	17.2
Expensed materials, parts and supplies (not for resale).....	791	831	893	729	-4.8	-6.9	22.5
Expensed equipment.....	79	86	81	77	-8.1	6.2	5.2
Expensed purchase of other materials, parts, and supplies.....	712	745	813	652	-4.4	-8.4	24.7
Expensed purchased services.....	6,623	5,277	4,639	4,256	25.5	13.8	9.0
Expensed purchases of software.....	312	272	231	254	14.7	17.7	-9.1
Purchased electricity and fuels (except motor fuels).....	755	605	631	541	24.8	-4.1	16.6
Lease and rental payments.....	1,046	755	821	784	38.5	-8.0	4.7
Purchased repair and maintenance.....	969	1,026	814	791	-5.6	26.0	2.9
Purchased advertising and promotional services.....	3,541	2,618	2,142	1,887	35.3	22.2	13.5
Other operating expenses.....	68,544	63,481	54,094	50,906	8.0	17.4	6.3
Depreciation and amortization charges.....	19,049	17,552	14,866	14,362	8.5	18.1	3.5
Governmental taxes and license fees.....	2,376	2,321	2,077	1,948	2.4	11.7	6.6
Program and production costs.....	29,809	27,821	24,199	22,843	7.1	15.0	5.9
All other operating expenses.....	17,311	15,786	12,951	11,753	9.7	21.9	10.2

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.

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
INTERNET SERVICE PROVIDERS (NAICS 518111)							
Operating Expenses							
Total	13,505	13,102	14,336	14,297	3.1	-8.6	0.3
Personnel costs.....	5,259	5,372	5,423	5,001	-2.1	-0.9	8.4
Gross annual payroll.....	4,117	4,316	4,336	3,777	-4.6	-0.5	14.8
Employer's cost for fringe benefits.....	S	638	699	708	S	-8.7	-1.3
Temporary staff and leased employee expense.....	476	418	387	516	13.9	8.0	-25.0
Expensed materials, parts and supplies (not for resale).....	S	S	S	S	S	S	S
Expensed equipment.....	S	55	79	75	S	-30.4	5.3
Expensed purchase of other materials, parts, and supplies.....	S	S	S	S	S	S	S
Expensed purchased services.....	1,303	1,516	2,554	3,318	-14.1	-40.6	-23.0
Expensed purchases of software.....	S	99	71	63	S	39.4	12.7
Purchased electricity and fuels (except motor fuels).....	57	62	82	88	-8.1	-24.4	-6.8
Lease and rental payments.....	S	360	466	503	S	-22.7	-7.4
Purchased repair and maintenance.....	67	67	81	82	Z	-17.3	-1.2
Purchased advertising and promotional services.....	705	927	1,854	2,581	-23.9	-50.0	-28.2
Other operating expenses.....	6,456	5,837	5,806	5,559	10.6	0.5	4.4
Depreciation and amortization charges.....	1,287	1,162	1,295	1,268	10.8	-10.3	2.1
Governmental taxes and license fees.....	177	S	S	93	S	S	S
All other operating expenses.....	4,991	4,609	4,447	4,197	8.3	3.6	6.0
WEB SEARCH PORTALS (NAICS 518112)							
Operating Expenses							
Total	6,944	6,102	4,911	3,244	13.8	24.3	51.4
Personnel costs.....	2,459	2,163	1,962	1,248	13.7	10.2	57.2
Gross annual payroll.....	1,902	1,594	1,151	790	19.3	38.5	45.7
Employer's cost for fringe benefits.....	336	342	614	338	-1.8	-44.3	81.7
Temporary staff and leased employee expense.....	220	227	197	120	-3.1	15.2	64.2
Expensed materials, parts and supplies (not for resale).....	87	107	64	62	-18.7	67.2	3.2
Expensed equipment.....	S	88	33	47	S	166.7	-29.8
Expensed purchase of other materials, parts, and supplies.....	26	19	31	15	36.8	-38.7	106.7
Expensed purchased services.....	1,260	871	715	474	44.7	21.8	50.8
Expensed purchases of software.....	68	66	59	29	3.0	11.9	103.4
Purchased electricity and fuels (except motor fuels).....	D	10	15	9	D	-33.3	66.7
Lease and rental payments.....	201	141	105	71	42.6	34.3	47.9
Purchased repair and maintenance.....	86	65	31	16	32.3	109.7	93.8
Purchased advertising and promotional services.....	D	S	504	349	D	S	44.4
Other operating expenses.....	S	2,961	2,169	S	S	36.5	S
Depreciation and amortization charges.....	443	404	378	S	9.7	6.9	S
Governmental taxes and license fees.....	38	29	23	22	31.0	26.1	4.5
All other operating expenses.....	S	2,527	1,768	S	S	42.9	S

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: 2005 Through 2008—Con.

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
DATA PROCESSING, HOSTING, AND RELATED SERVICES (NAICS 5182)							
Operating Expenses							
Total	72,138	64,079	59,431	54,231	12.6	7.8	9.6
Personnel costs.....	35,910	31,539	30,059	27,014	13.9	4.9	11.3
Gross annual payroll.....	28,317	24,793	23,154	20,984	14.2	7.1	10.3
Employer's cost for fringe benefits.....	4,518	4,030	3,933	3,723	12.1	2.5	5.6
Temporary staff and leased employee expense.....	3,075	2,717	2,971	2,307	13.2	-8.5	28.8
Expensed materials, parts and supplies (not for resale).....	2,859	3,044	2,614	2,329	-6.1	16.4	12.2
Expensed equipment.....	936	754	811	750	24.1	-7.0	8.1
Expensed purchase of other materials, parts, and supplies.....	1,923	2,291	1,803	1,578	-16.1	27.1	14.3
Expensed purchased services.....	9,077	7,804	7,573	7,546	16.3	3.1	0.4
Expensed purchases of software.....	1,722	1,270	1,298	1,660	35.6	-2.2	-21.8
Purchased electricity and fuels (except motor fuels).....	754	S	545	455	S	S	19.8
Lease and rental payments.....	3,102	2,859	3,093	2,958	8.5	-7.6	4.6
Purchased repair and maintenance.....	1,473	1,304	1,388	1,268	13.0	-6.1	9.5
Purchased advertising and promotional services.....	2,026	1,742	1,248	1,204	16.3	39.6	3.7
Other operating expenses.....	24,292	21,692	19,185	17,342	12.0	13.1	10.6
Depreciation and amortization charges.....	4,935	4,312	4,034	3,761	14.4	6.9	7.3
Governmental taxes and license fees.....	385	378	371	375	1.9	1.9	-1.1
All other operating expenses.....	18,971	17,002	14,781	13,206	11.6	15.0	11.9
NEWS SYNDICATES (NAICS 51911)							
Operating Expenses							
Total	1,874	1,863	1,795	1,773	0.6	3.8	1.2
Personnel costs.....	938	1,062	1,024	1,001	-11.7	3.7	2.3
Gross annual payroll.....	740	866	836	812	-14.5	3.6	3.0
Employer's cost for fringe benefits.....	187	186	180	181	0.5	3.3	-0.6
Temporary staff and leased employee expense.....	10	9	8	9	11.1	12.5	-11.1
Expensed materials, parts and supplies (not for resale).....	78	77	87	88	1.3	-11.5	-1.1
Expensed equipment.....	62	65	76	78	-4.6	-14.5	-2.6
Expensed purchase of other materials, parts, and supplies.....	S	12	11	9	S	9.1	22.2
Expensed purchased services.....	275	157	164	165	75.2	-4.3	-0.6
Expensed purchases of software.....	D	16	15	15	D	6.7	Z
Purchased electricity and fuels (except motor fuels).....	D	5	7	8	D	-28.6	-12.5
Lease and rental payments.....	94	91	90	90	3.3	1.1	Z
Purchased repair and maintenance.....	25	25	24	25	Z	4.2	-4.0
Purchased advertising and promotional services.....	22	21	28	27	4.8	-25.0	3.7
Other operating expenses.....	583	567	519	519	2.8	9.2	Z
Depreciation and amortization charges.....	118	112	91	93	5.4	23.1	-2.2
Governmental taxes and license fees.....	S	S	S	16	S	S	S
All other operating expenses.....	450	437	413	410	3.0	5.8	0.7

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: 2005 Through 2008—Con.

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
LIBRARIES AND ARCHIVES (NAICS 51912)							
Operating Expenses							
Total	2,043	1,914	1,781	1,706	6.7	7.5	4.4
Personnel costs.....	1,076	1,019	949	952	5.6	7.4	-0.3
Gross annual payroll.....	816	768	725	742	6.3	5.9	-2.3
Employer's cost for fringe benefits.....	251	242	211	198	3.7	14.7	6.6
Temporary staff and leased employee expense.....	9	9	S	S	Z	S	S
Expensed materials, parts and supplies (not for resale).....	218	190	156	136	14.7	21.8	14.7
Expensed equipment.....	26	20	23	22	30.0	-13.0	4.5
Expensed purchase of other materials, parts, and supplies.....	192	170	133	114	12.9	27.8	16.7
Expensed purchased services.....	266	245	212	198	8.6	15.6	7.1
Expensed purchases of software.....	16	16	17	18	Z	-5.9	-5.6
Purchased electricity and fuels (except motor fuels).....	48	44	47	40	9.1	-6.4	17.5
Lease and rental payments.....	140	133	81	79	5.3	64.2	2.5
Purchased repair and maintenance.....	44	36	50	47	22.2	-28.0	6.4
Purchased advertising and promotional services.....	17	16	S	S	6.3	S	S
Other operating expenses.....	483	460	463	420	5.0	-0.6	10.2
Depreciation and amortization charges.....	88	84	74	67	4.8	13.5	10.4
Governmental taxes and license fees.....	6	4	S	S	50.0	S	S
All other operating expenses.....	389	372	381	345	4.6	-2.4	10.4
ALL OTHER INFORMATION SERVICES (NAICS 51919)							
Operating Expenses							
Total	2,276	1,982	2,088	1,796	14.8	-5.1	16.3
Personnel costs.....	1,160	1,040	1,094	958	11.5	-4.9	14.2
Gross annual payroll.....	965	841	883	761	14.7	-4.8	16.0
Employer's cost for fringe benefits.....	160	180	190	176	-11.1	-5.3	8.0
Temporary staff and leased employee expense.....	35	19	21	21	84.2	-9.5	Z
Expensed materials, parts and supplies (not for resale).....	53	21	28	32	152.4	-25.0	-12.5
Expensed equipment.....	28	5	4	14	460.0	25.0	-71.4
Expensed purchase of other materials, parts, and supplies.....	24	16	24	17	50.0	-33.3	41.2
Expensed purchased services.....	303	231	211	226	31.2	9.5	-6.6
Expensed purchases of software.....	9	8	8	11	12.5	Z	-27.3
Purchased electricity and fuels (except motor fuels).....	6	6	6	7	Z	Z	-14.3
Lease and rental payments.....	106	70	73	92	51.4	-4.1	-20.7
Purchased repair and maintenance.....	30	28	26	30	7.1	7.7	-13.3
Purchased advertising and promotional services.....	S	S	S	85	S	S	S
Other operating expenses.....	760	690	754	580	10.1	-8.5	30.0
Depreciation and amortization charges.....	262	225	200	164	16.4	12.5	22.0
Governmental taxes and license fees.....	90	77	70	6	16.9	10.0	1066.7
All other operating expenses.....	408	388	484	410	5.2	-19.8	18.0

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.

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/services/sas/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: 2005 Through 2008

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
PUBLISHING INDUSTRIES (EXCEPT INTERNET) (NAICS 511)							
Operating Expenses							
Total	215,845	212,752	204,111	196,425	1.5	4.2	3.9
Personnel costs.....	106,334	105,147	100,574	96,410	1.1	4.5	4.3
Gross annual payroll.....	84,326	83,945	80,554	78,075	0.5	4.2	3.2
Employer's cost for fringe benefits.....	17,766	17,138	16,015	14,692	3.7	7.0	9.0
Temporary staff and leased employee expense.....	4,242	4,064	4,005	3,644	4.4	1.5	9.9
Expensed materials, parts and supplies (not for resale).....	6,792	8,023	8,776	8,732	-15.3	-8.6	0.5
Expensed equipment.....	1,217	1,220	1,208	1,276	-0.2	1.0	-5.3
Expensed purchase of other materials, parts, and supplies.....	5,576	6,803	7,568	7,455	-18.0	-10.1	1.5
Expensed purchased services.....	30,618	28,858	28,153	26,872	6.1	2.5	4.8
Expensed purchases of software.....	1,730	1,586	1,625	1,541	9.1	-2.4	5.5
Purchased electricity and fuels (except motor fuels).....	979	934	995	887	4.8	-6.1	12.2
Lease and rental payments.....	5,227	5,131	4,877	5,076	1.9	5.2	-3.9
Purchased repair and maintenance.....	1,578	1,645	1,309	1,260	-4.1	25.7	3.9
Purchased advertising and promotional services.....	13,541	11,464	10,766	10,217	18.1	6.5	5.4
Purchased printing services.....	7,443	7,894	8,349	7,613	-5.7	-5.4	9.7
Purchased software reproduction.....	S	S	S	S	S	S	S
Other operating expenses.....	72,102	70,724	66,607	64,411	1.9	6.2	3.4
Depreciation and amortization charges.....	13,948	11,309	10,114	9,822	23.3	11.8	3.0
Governmental taxes and license fees.....	1,527	1,565	1,536	1,045	-2.4	1.9	47.0
All other operating expenses.....	56,627	57,851	54,957	53,543	-2.1	5.3	2.6
MOTION PICTURE AND SOUND RECORDING INDUSTRIES (NAICS 512)							
Operating Expenses							
Total	81,826	78,314	74,044	72,446	4.5	5.8	2.2
Personnel costs.....	22,229	20,786	19,217	19,640	6.9	8.2	-2.2
Gross annual payroll.....	19,389	17,966	16,623	17,154	7.9	8.1	-3.1
Employer's cost for fringe benefits.....	2,145	1,929	1,865	1,780	11.2	3.4	4.8
Temporary staff and leased employee expense.....	696	891	729	706	-21.9	22.2	3.3
Expensed materials, parts and supplies (not for resale).....	1,944	1,434	1,459	1,442	35.6	-1.7	1.2
Expensed equipment.....	319	271	246	218	17.7	10.2	12.8
Expensed purchase of other materials, parts, and supplies.....	1,625	1,163	1,213	1,224	39.7	-4.1	-0.9
Expensed purchased services.....	11,972	11,664	11,783	10,554	2.6	-1.0	11.6
Expensed purchases of software.....	190	176	134	157	8.0	31.3	-14.6
Purchased electricity and fuels (except motor fuels).....	545	478	523	447	14.0	-8.6	17.0
Lease and rental payments.....	3,164	2,960	3,015	2,700	6.9	-1.8	11.7
Purchased repair and maintenance.....	604	516	505	468	17.1	2.2	7.9
Purchased advertising and promotional services.....	7,468	7,534	7,605	6,781	-0.9	-0.9	12.2
Other operating expenses.....	45,679	44,431	41,586	40,811	2.8	6.8	1.9
Depreciation and amortization charges.....	6,106	6,094	5,746	4,899	0.2	6.1	17.3
Governmental taxes and license fees.....	947	747	635	595	26.8	17.6	6.7
All other operating expenses.....	38,625	37,591	35,204	35,318	2.8	6.8	-0.3

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: 2005 Through 2008—Con.

[Estimates are based on data from the 2008 Service Annual Survey and administrative data. Estimates for 2007 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	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
BROADCASTING (EXCEPT INTERNET) (NAICS 515)							
Operating Expenses							
Total	74,508	72,521	69,464	66,801	2.7	4.4	4.0
Personnel costs.....	20,104	20,473	19,415	18,498	-1.8	5.4	5.0
Gross annual payroll.....	16,512	16,738	16,075	15,605	-1.4	4.1	3.0
Employer's cost for fringe benefits.....	2,763	2,870	2,595	2,340	-3.7	10.6	10.9
Temporary staff and leased employee expense.....	828	865	745	553	-4.3	16.1	34.7
Expensed materials, parts and supplies (not for resale).....	540	487	505	534	10.9	-3.6	-5.4
Expensed equipment.....	202	176	158	167	14.8	11.4	-5.4
Expensed purchase of other materials, parts, and supplies.....	338	311	348	366	8.7	-10.6	-4.9
Expensed purchased services.....	6,377	6,001	6,093	5,723	6.3	-1.5	6.5
Expensed purchases of software.....	372	200	179	139	86.0	11.7	28.8
Purchased electricity and fuels (except motor fuels).....	564	527	507	449	7.0	3.9	12.9
Lease and rental payments.....	1,510	1,418	1,318	1,344	6.5	7.6	-1.9
Purchased repair and maintenance.....	412	386	371	360	6.7	4.0	3.1
Purchased advertising and promotional services.....	3,519	3,469	3,718	3,431	1.4	-6.7	8.4
Other operating expenses.....	47,487	45,560	43,451	42,046	4.2	4.9	3.3
Depreciation and amortization charges.....	5,850	5,245	4,967	4,907	11.5	5.6	1.2
Governmental taxes and license fees.....	602	602	672	780	Z	-10.4	-13.8
Broadcast rights and music license fees.....	12,042	12,599	12,053	11,924	-4.4	4.5	1.1
Network compensation fees (networks only).....	684	597	777	892	14.6	-23.2	-12.9
Program and production costs.....	13,139	12,568	11,330	10,501	4.5	10.9	7.9
All other operating expenses.....	15,171	13,949	13,651	13,042	8.8	2.2	4.7
INTERNET PUBLISHING AND BROADCASTING (NAICS 516)							
Operating Expenses							
Total	18,785	15,604	11,310	9,085	20.4	38.0	24.5
Personnel costs.....	7,623	6,319	4,917	3,949	20.6	28.5	24.5
Gross annual payroll.....	5,658	4,654	3,935	3,153	21.6	18.3	24.8
Employer's cost for fringe benefits.....	S	1,029	711	561	S	44.7	26.7
Temporary staff and leased employee expense.....	S	S	270	235	S	S	14.9
Expensed materials, parts and supplies (not for resale).....	S	S	361	316	S	S	14.2
Expensed equipment.....	S	S	139	133	S	S	4.5
Expensed purchase of other materials, parts, and supplies.....	S	S	222	182	S	S	22.0
Expensed purchased services.....	3,245	S	1,997	1,544	S	S	29.3
Expensed purchases of software.....	319	S	276	194	S	S	42.3
Purchased electricity and fuels (except motor fuels).....	S	S	23	16	S	S	43.8
Lease and rental payments.....	624	S	383	343	S	S	11.7
Purchased repair and maintenance.....	S	S	108	100	S	S	8.0
Purchased advertising and promotional services.....	2,100	1,594	1,208	891	31.7	32.0	35.6
Other operating expenses.....	7,380	S	4,035	3,275	S	S	23.2
Depreciation and amortization charges.....	S	S	909	792	S	S	14.8
Governmental taxes and license fees.....	94	96	74	62	-2.1	29.7	19.4
All other operating expenses.....	S	S	3,052	S	S	S	S

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: 2005 Through 2008—Con.

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Kind of business	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
TELECOMMUNICATIONS (NAICS 517)							
Operating Expenses							
Total	414,212	402,804	393,106	386,415	2.8	2.5	1.7
Personnel costs.....	106,419	105,716	108,476	102,323	0.7	-2.5	6.0
Gross annual payroll.....	78,954	74,299	76,864	71,963	6.3	-3.3	6.8
Employer's cost for fringe benefits.....	21,202	23,556	23,655	23,281	-10.0	-0.4	1.6
Temporary staff and leased employee expense.....	6,263	7,861	7,957	7,079	-20.3	-1.2	12.4
Expensed materials, parts and supplies (not for resale).....	22,842	22,434	20,140	17,629	1.8	11.4	14.2
Expensed equipment.....	1,390	1,214	1,376	1,338	14.5	-11.8	2.8
Expensed purchase of other materials, parts, and supplies.....	21,452	21,219	18,764	16,292	1.1	13.1	15.2
Expensed purchased services.....	41,100	38,417	38,150	33,592	7.0	0.7	13.6
Expensed purchases of software.....	4,098	3,392	3,831	3,012	20.8	-11.5	27.2
Purchased electricity and fuels (except motor fuels).....	3,333	3,057	3,305	3,186	9.0	-7.5	3.7
Lease and rental payments.....	12,441	11,746	11,975	10,563	5.9	-1.9	13.4
Purchased repair and maintenance.....	3,996	4,142	4,233	4,368	-3.5	-2.1	-3.1
Purchased advertising and promotional services.....	17,231	16,080	14,807	12,462	7.2	8.6	18.8
Other operating expenses.....	243,850	236,237	226,340	232,870	3.2	4.4	-2.8
Depreciation and amortization charges.....	82,733	82,435	79,923	74,074	0.4	3.1	7.9
Governmental taxes and license fees.....	9,276	8,963	9,387	8,638	3.5	-4.5	8.7
Program and production costs.....	29,809	27,821	24,199	22,843	7.1	15.0	5.9
Access charges.....	36,047	37,014	41,151	45,158	-2.6	-10.1	-8.9
Universal service contributions (USC) and other similar charges.....	7,299	6,886	7,049	7,476	6.0	-2.3	-5.7
All other operating expenses.....	78,686	73,119	64,630	74,682	7.6	13.1	-13.5
INTERNET SERVICE PROVIDERS, WEB SEARCH PORTALS, AND DATA PROCESSING SERVICES (NAICS 518)							
Operating Expenses							
Total	92,587	83,283	78,678	71,772	11.2	5.9	9.6
Personnel costs.....	43,628	39,074	37,444	33,263	11.7	4.4	12.6
Gross annual payroll.....	34,336	30,703	28,642	25,551	11.8	7.2	12.1
Employer's cost for fringe benefits.....	5,521	5,009	5,246	4,769	10.2	-4.5	10.0
Temporary staff and leased employee expense.....	3,771	3,362	3,556	2,943	12.2	-5.5	20.8
Expensed materials, parts and supplies (not for resale).....	3,434	3,529	3,231	2,810	-2.7	9.2	15.0
Expensed equipment.....	1,139	897	923	873	27.0	-2.8	5.7
Expensed purchase of other materials, parts, and supplies.....	2,295	2,632	2,308	1,937	-12.8	14.0	19.2
Expensed purchased services.....	11,639	10,191	10,842	11,338	14.2	-6.0	-4.4
Expensed purchases of software.....	1,897	1,435	1,428	1,752	32.2	0.5	-18.5
Purchased electricity and fuels (except motor fuels).....	992	700	642	552	41.7	9.0	16.3
Lease and rental payments.....	3,669	3,360	3,665	3,532	9.2	-8.3	3.8
Purchased repair and maintenance.....	1,626	1,437	1,501	1,367	13.2	-4.3	9.8
Purchased advertising and promotional services.....	3,455	3,259	3,606	4,135	6.0	-9.6	-12.8
Other operating expenses.....	33,886	30,489	27,160	24,361	11.1	12.3	11.5
Depreciation and amortization charges.....	6,665	5,878	5,706	5,267	13.4	3.0	8.3
Governmental taxes and license fees.....	601	473	458	491	27.1	3.3	-6.7
All other operating expenses.....	26,620	24,138	20,996	18,603	10.3	15.0	12.9

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: 2005 Through 2008—Con.

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Kind of business	2008	2007	2006	2005	Percent change		
					2008/2007	2007/2006	2006/2005
OTHER INFORMATION SERVICES (NAICS 519)							
Operating Expenses							
Total	6,193	5,759	5,664	5,275	7.5	1.7	7.4
Personnel costs.....	3,173	3,121	3,068	2,911	1.7	1.7	5.4
Gross annual payroll.....	2,521	2,476	2,445	2,314	1.8	1.3	5.7
Employer's cost for fringe benefits.....	599	608	581	555	-1.5	4.6	4.7
Temporary staff and leased employee expense.....	54	37	41	42	45.9	-9.8	-2.4
Expensed materials, parts and supplies (not for resale).....	349	288	272	255	21.2	5.9	6.7
Expensed equipment.....	116	90	103	115	28.9	-12.6	-10.4
Expensed purchase of other materials, parts, and supplies.....	232	198	169	140	17.2	17.2	20.7
Expensed purchased services.....	843	633	587	590	33.2	7.8	-0.5
Expensed purchases of software.....	40	40	41	44	Z	-2.4	-6.8
Purchased electricity and fuels (except motor fuels).....	173	55	61	55	214.5	-9.8	10.9
Lease and rental payments.....	340	293	245	261	16.0	19.6	-6.1
Purchased repair and maintenance.....	100	89	99	103	12.4	-10.1	-3.9
Purchased advertising and promotional services.....	S	156	142	127	S	9.9	11.8
Other operating expenses.....	1,827	1,717	1,736	1,518	6.4	-1.1	14.4
Depreciation and amortization charges.....	468	421	365	325	11.2	15.3	12.3
Governmental taxes and license fees.....	112	99	94	29	13.1	5.3	224.1
All other operating expenses.....	1,247	1,197	1,277	1,165	4.2	-6.3	9.6

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/services/sas/cv.html. Appendix A, Table A-3.6.7 provides estimated measures of sampling variability.