

# TEXAS INDUSTRY PROFILE

Broadcasting (except internet)  
NAICS 515 (Private Industry Only)

## Industry Description

Industries in the Broadcasting (except Internet) subsector include establishments that create content or acquire the right to distribute content and subsequently broadcast the content. The industry groups (Radio and Television Broadcasting and Cable and Other Subscription Programming) are based on differences in the methods of communication and the nature of services provided. The Radio and Television Broadcasting industry group includes establishments that operate broadcasting studios and facilities for over the air or satellite delivery of radio and television programs of entertainment, news, talk, and the like. These establishments are often engaged in the production and purchase of programs and generating revenues from the sale of air time to advertisers and from donations, subsidies, and/or the sale of programs. The Cable and Other Subscription Programming industry group includes establishments operating studios and facilities for the broadcasting of programs that are typically narrowcast in nature (limited format, such as news, sports, education, and youth-oriented programming) on a subscription or fee basis. \*NAICS 5151 (Radio and Television Broadcasting) 5152 (Cable and Other Subscription Programming).

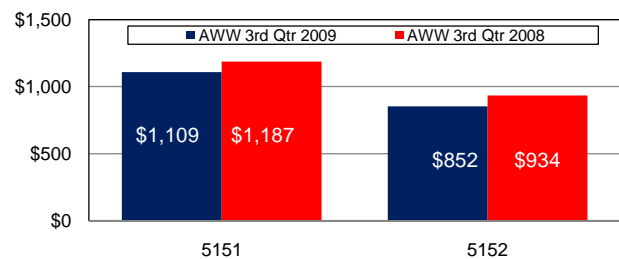
## Total Nonagricultural Annual Employment Growth Rate 1999-2009

**Data Not Available. This detailed industry not independently published through the CES program.**

## Size Class Data for Broadcasting (except internet)

Size Class	Units	Employment	% of NAICS
0-4 employees	188	431	2.5%
5-9 employees	77	503	2.9%
10-19 employees	80	1,082	6.3%
20-49 employees	52	1,591	9.3%
50-99 employees	45	3,289	19.2%
100-249 employees	32	5,257	30.8%
250-499 employees	14	4,934	28.9%
500+ employees	N/A	N/A	N/A
<b>Total</b>	<b>488</b>	<b>17,087</b>	<b>100.0%</b>

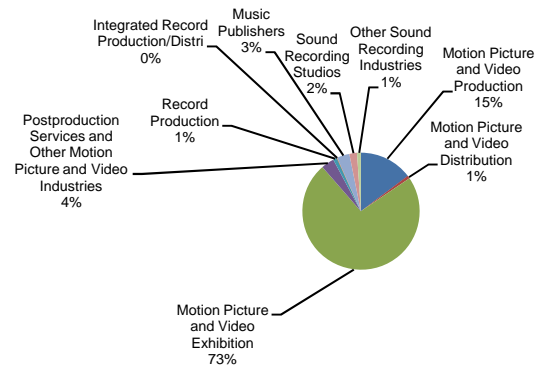
## Average Weekly Wage



## Total Nonagricultural Employment Levels for Broadcasting (except internet)

**Data Not Available. This detailed industry not independently published through the CES program.**

## Component Breakout 3rd Quarter 2009



## Percentage of Broadcasting (except internet) in TX Nonagricultural Employment

**Data Not Available. This detailed industry not independently published through the CES program.**

## Historical Covered Employment for Broadcasting (except internet) 3rd Qtr

NAICS*	2009	2008	Numerical	Percent
5151	14,839	16,554	-1,715	-10.4%
5152	6,797	6,944	-147	-2.1%