

APPENDIX G

ESTIMATE OF U.S. CONSUMER SPENDING ON INFORMATION ACCESS/CONSUMPTION, 2009

(source: U.S. Statistic Abstract, 2012, accessed online)

(all figures in \$ billions / all figures exclude advertising)

Category	Year	Amount
Newspaper, general, subs and single copy	2009	\$8.1
Periodicals, subscription and single copy	2009	\$6.2
Online (consolidated)	2009	\$2.9
Books, print, adult trade only	2009	\$5.9
Online books, all	2009	\$1.3
Cable basic programming packages	2009	\$49.8
Cable premium programming packages	2009	\$13.3
Pay-per-view programming	2009	\$3.7
Internet access services (via cable)	2009	\$19.3
Internet access services (via phone/wireless)	2009	\$10.1
Internet Publisher/Broadcast consumer revs	2009	\$4.8
Motion picture/video distribution	2009	\$13.2
Record production/distribution (audio)	2009	\$8.7
TOTAL CONSUMER MEDIA SPEND, 2009:		\$147.3
TOTAL U.S. HOUSEHOLDS, 2009 est.		114 million
Average media spend/household: 2009		\$1,292.1

FOR COMPARISON ONLY:

Wireline phone companies (includes business)	2009	\$116.4
Wireless service providers (includes business)	2009	\$128.3
Web search portals	2009	\$18.7