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United States Producer Price Indexes for Broadcasting

NAICS 516110, 516120, and 516210

ISIC 60 Programming and Broadcasting Activities

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U.S. Bureau of Labor Statistics

1 DESCRIPTION AND CHARACTERISTICS OF THE INDUSTRY

1.1 DEFINITION OF THE INDUSTRY

The U.S. Bureau of Labor Statistics currently publishes Producer Price Indexes (PPIs) for three North American Industry Classification System (NAICS) broadcasting industries that correspond to ISIC 60**, Programming, broadcasting, news agency and other content:**

- NAICS 516110 - Radio Broadcasting Stations
- NAICS 516120 - Television Broadcasting Stations
- NAICS 516210 - Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers

This paper discusses the development and maintenance of these indexes, as well as recent changes to the industry definitions. This report will refer to the industries by their NAICS, which is the classification system used in the United States. In addition, the terms revenue, receipts, and turnover will be used interchangeably.

ISIC 60 and its NAICS counterparts 516110, 516120, and 516210 are defined in the tables below. All broadcasting industries had definitional changes for the 2022 NAICS revision. One major change from 2017 to 2022 was the shift of internet broadcasting from NAICS 519130 to NAICS 516210. As a result, the NAICS and ISIC classifications for broadcasting are more closely aligned and there are no notable differences between these industries' NAICS definitions and ISIC.

ISIC Rev. 5	NAICS 2022
601 – Radio Broadcasting and audio distribution activities	516110 – Radio Broadcasting Stations
This group includes: • broadcasting audio signals through radio broadcasting studios and facilities for transmission of aural programming to the public, to affiliates or to subscribers • third party on-demand audio streaming distribution services and downloads live podcast broadcasting and third party on-demand podcast streaming services and downloads • activities of radio networks, i.e. assembling and transmitting aural programming to the affiliates or subscribers via over-the-air broadcasts, cable or satellite • radio broadcasting activities over the Internet (Internet radio stations)	This industry is comprised of establishments primarily engaged in broadcasting aural programs by radio to the public. These establishments operate radio broadcasting studios and facilities for the programming and transmission of programs to the public. Programming may originate in their own studio, from an affiliated network, or from external sources.

ISIC Rev. 5	NAICS 2022
• audio book third party on-demand streaming distribution services and downloads	
602 – Television programming, broadcasting and video distribution activities	NAICS 516120 – Television Broadcasting Stations
This group includes: • the creation of a complete television channel programme • programming of video-on-demand channels third party on-demand video streaming distribution services and downloads broadcasting of live	This industry is comprised of establishments primarily engaged in broadcasting images together with sound. These establishments operate television broadcasting studios and facilities for the programming and transmission of programs to the public. Programming may originate in their own studio, from an affiliated network, or from external sources.
603 – News agency and other content distribution activities	NAICS 516210 – Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers
This group includes: • news syndicate and news agency activities furnishing news, pictures and features to the media, publishers and broadcasters • social network sites and other content distribution (sharing) platforms, including blog and wiki sites online gaming/video game sites provision of e-book for downloads not associated with publishing	This industry is comprised of establishments primarily providing media streaming distribution services, operating social network sites, operating media broadcasting and cable television networks, and supplying information, such as news reports, articles, pictures, and features, to the news media. These establishments distribute textual, audio, and/or video content of general or specific interest.

1.2 Market Conditions and Constraints

Industry Size and Concentration

The following table provides size statistics for the U.S. broadcasting industries based on the 2022 U.S. Economic Census.

NAICS Industry	Establishments	Firms	Turnover ($1,000s)
516110 - Radio Broadcasting Stations	3,964	2,616	$12,252,906
516120 - Television Broadcasting Stations	1,207	413	$32,446,252
516210 - Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	7,735	5,217	$300,837,239

The compositional changes associated with the 2022 NAICS revision significantly increased the number of establishments and firms in NAICS 516210 - leading to a major shift in turnover within the broadcasting industries compared to the 2017 Economic Census figures.

2017 Industry	Establishments	Firms	Turnover ($1,000s)
515110 - Radio Broadcasting	5,440	3,307	$20,627,053
515120 - Television Broadcasting	2,123	829	$56,242,118
515210 - Cable and Other Subscription Programming	706	378	$89,101,295

Concentration of the top firms, based on 2022 revenue, is shown for each industry in the table below.

Industry	4 largest firms	8 largest	20 largest	50 largest
516110 - Radio Broadcasting Stations	42.61%	52.01%	66.75%	76.29%
516120 - Television Broadcasting Stations	73.58%	85.70%	90.79%	96.14%
516210 - Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	NA	59.00%	79.14%	89.41%

Industry Regulation

These industries are regularly engaged in lawsuits focused on antitrust violations. A recent example includes a multichannel video programming distributor (MVPD) suing a group of media and broadcasting companies alleging violation of federal antitrust laws relating to retransmission fees.

Additionally, there are ongoing lawsuits regarding recent mergers among large media companies. In one such case, many state attorney generals filed an antitrust lawsuit claiming the merger of two large firms would result in a monopoly. These lawsuits can cause firms to increase their internal confidentiality restrictions which tends to discourage or preclude participation in the U.S. PPI survey.

Product Structure

The following table provides the broadcasting services as defined by the North American Product Classification System (NAPCS).

Industry	NAPCS Code	Title	2022 Turnover ($1,000s)
516110 516210	7013325000	Preproduction services for audiovisual works	Not available (disclosure)
516110	7013500000	Studio recording services for radio material	Not available (disclosure)
516120 516210	7012300000	Television air time for advertising	$69,403,021

516110 516210	7012325000	Radio air time for advertising	$12,835,679
516120 516210	7001075000	Public and noncommercial programming services, television	$4,422,045
516110 516210	7001085000	Public and noncommercial programming services, radio	$890,798
516	7001025000	Audio and video programming package, pay-per-view, on-demand, and streaming distribution services	$68,289,759
516120 516210	7013275000	Television air time for programs	$7,297,968
516110 516210	7013300000	Radio air time for programs	$6,368,404
516210	7012350000	Internet advertising	$97,944,601

The PPI includes basic and discretionary (premium) cable/ satellite programming packages in NAICS 517111, Wired Telecommunications Carriers. However, the provision of the programming that is included in those packages is included in NAICS 515610.

Production services are classified in NAICS 512110 Motion Picture and Video Production and NAICS 512290 Other Sound Recording Industries. The U.S. does not calculate price indexes for these production industries. However, if broadcasters provide advertisement production services along with the sale of spot advertising time, the services are considered a bundled service and are included in the price of advertising and reflected in the broadcasting indexes.

1.3 Specific Characteristics of the Industry

The composition of the broadcasting industries changed significantly following the 2022 NAICS revision. Specifically, NAICS 515210 - Cable and Other Subscription Programming was updated to 516210 - Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers. As a result, many establishments within sector 51 were reclassified into 516210. The following table notes the major changes between 2017 and 2022.

Service	NAICS 2017	NAICS 2022
Radio broadcasting networks	515110	516210
Television broadcasting networks	515120	516210
Internet broadcasters	519130	516210
Satellite radio networks	515110	516210
Social networks sites	519130	516210
Stand-alone streaming services	518210	516210

The primary output of these establishments is broadcasting a signal or content through radio, television, cable, satellite, or internet. The transacted service in these industries is access to an audience through the broadcast signal or internet site. Access is sold to advertisers through the sale of airtime or web site space. Output is also measured through the sale of programming, selling access to online content, and by charging royalty and licensing fees for allowing other websites to display content. When the broadcast is delivered free of charge to consumers, it does not qualify as measurable output according to the PPI definition because it does not generate revenue.

Programming services

Radio and television networks are establishments that own and broadcast exclusive programming content across owned stations or affiliates. Syndicators, on the other hand, sell already-made shows or independent content to individual television stations, radio stations, or streaming platforms. Both networks and syndicators transmit analog and/or digital signals that carry their programming to local affiliated radio and television stations, who in turn, broadcast these signals to an audience. In some cases, networks and syndicators receive fees from stations for the right to broadcast their programming. In other cases, networks and syndicators provide the programming and pay fees to radio and television stations in order to gain access to the audience in their local markets.

Cable television networks broadcast programming signals to multichannel video program distributors (MVPDs), which primarily include cable television systems, direct-to-home satellite systems, and larger telephone companies. Cable television networks typically receive fees on a per subscriber per month basis from these buyers in exchange for the programming content. MVPDs (classified in NAICS 517111, Wired Telecommunications Carriers) retransmit signals from the cable and television networks to viewers on a subscription basis.

Local television stations also grant consent to local MVPDs to retransmit the station's programming in exchange for per subscriber fees each month.

Internet broadcasters and social network sites publish and maintain websites that are generally freely available to the public; some sites, however, require a subscription or other content access fee. Additionally, some may offer users the option to pay a subscription fee to eliminate ads. For subscription and content access fees, the unit of measure is typically based a unit of time (e.g., per month, per year). Internet publishers can offer different types of subscription packages with different defined lengths, such as one year of access to premium online content.

Advertising services

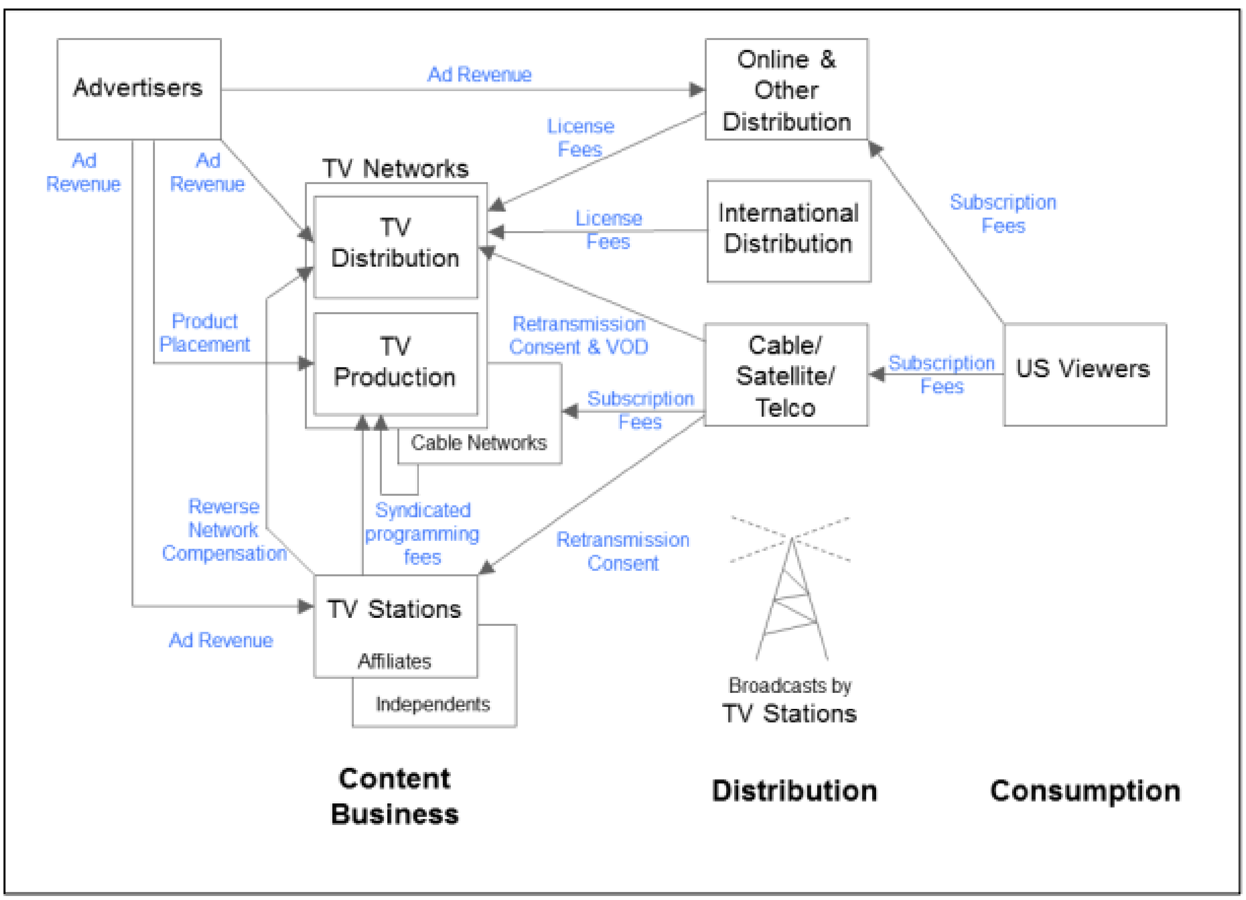
Most television and radio programming in the U.S. includes advertisements. Networks, syndicators, and local stations primarily sell advertising time in the form of advertising spots. Spots are typically sold in increments of 15, 30, or 60 seconds. Agreements between networks, radio syndicators, and their affiliated stations specify the amount of advertising time that is available for each party to sell. For example, an agreement may state that during an hour of programming the network may be allocated ten minutes of advertising time to sell while the station is allocated two minutes.

There are three types of advertising spots in the U.S.: local, regional, and national. Local spots are purchased by advertisers located within, or close to, the broadcast coverage area of the local radio or television station. Regional and national advertisers are establishments that, in addition to conducting business within the coverage area of the station, have operations in other parts of the country as well. Most local spots are sold by radio and television stations, and most regional and national spots are sold by networks (television, cable, radio) and radio syndicators.

Establishments also provide advertising time for program sponsorships, product placement, and infomercials. Program sponsorships are advertisements that are tied to a particular program, such as a sports event or other special programming. Advertisers typically buy spots or units for a program and are listed as sponsors during the broadcast. An advertiser may pay to be mentioned as the exclusive provider of a particular good or service to the broadcasting establishment. Product placements integrate an advertiser's product or service into programming in exchange for a fee. Infomercials are blocks of time that are purchased by advertisers to display their products. These could be 30-minute or 60-minute blocks that are usually shown late at night or early morning when the station does not normally have scheduled programming.

Internet broadcasters offer content through their website, providing advertising services through the sale of video, banner advertisements, and other types of ads that appear online.

FIGURE 1: Broadcasting Industry Structure



Source: Fitch Ratings, Credit Encyclo-Media, Volume VI, 2013-2014 at 76

2 MEASUREMENT OF SPPI

2.1 GENERAL FRAMEWORK

The System of National Accounts does not provide specific guidance on measuring the output of the broadcasting industries. The Bureau of Economic Analysis (BEA) includes both programming and advertising services in the U.S. industry accounts for broadcasting. For GDP-by-Industry, data for broadcasting is aggregated with telecommunications and is published at the 3-digit NAICS level, based on 1997 NAICS classifications. Data for the Benchmark Input-Output Accounts is published at the 6-digit NAICS level, based on 2012 classifications.

BEA uses the detailed broadcasting PPIs as deflators at separate commodity levels for programming and advertising to calculate real output in the industry accounts.

2.2 MEASUREMENT ISSUES

Product Structure

The following tables show the U.S. PPI structure for three broadcasting SPPIs: NAICS 516110, Radio broadcasting stations; NAICS 516120, Television broadcasting stations; and NAICS 516210, Media streaming distribution services, social media networks, and other media networks and content providers.

Index Codes	Index Title
516110	Radio broadcasting services
516110P	Primary services
5161101	Radio station services
516110101	Radio station advertising sales
51611010101	Radio station advertising sales, local
51611010102	Radio station advertising sales, national and regional
516110102	Other radio station services
516110SM	Other receipts

Index Codes	Index Title
516120	Television broadcasting stations
516120P	Primary services
5161203	Television station advertising sales
5161204	Other television station broadcasting services
516120SM	Other receipts

Index Codes	Index Title
516210	Media streaming distribution services, social networks, and other media networks and content providers
516210P	Primary services
5162101	Cable networks

Index Codes	Index Title
51621011	Cable network advertising services
51621012	Cable network programming services
5162103	Radio network and national syndication services
516210SM1	Other receipts

Service Definition

The U.S. broadcasting industries are defined as follows:

NAICS 516110 – Radio Broadcasting Stations

This industry comprises establishments primarily engaged in broadcasting aural programs by radio to the public. These establishments operate radio broadcasting studios and facilities for the programming and transmission of programs to the public. Programming may originate in their own studio, from an affiliated network, or from external sources.

This industry includes the following types of establishments:

- Radio broadcasting stations

NAICS 516120 – Television Broadcasting Stations

This industry comprises establishments primarily engaged in broadcasting images together with sound. These establishments operate television broadcasting studios and facilities for the programming and transmission of programs to the public. Programming may originate in their own studio, from an affiliated network, or from external sources.

This industry includes the following types of establishments:

- Television broadcasting stations

NAICS 516210 - Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers

This industry comprises establishments primarily providing media streaming distribution services, operating social network sites, operating media broadcasting and cable television networks, and supplying information, such as news reports, articles, pictures, and features, to the news media. These establishments distribute textual, audio, and/or video content of general or specific interest.

This industry includes the following types of establishments:

- Radio broadcasting networks
- Television broadcasting networks
- Cable television networks
- Internet broadcasters
- Satellite radio networks
- Satellite television networks
- Social networks sites
- Stand-alone streaming services (518210)
- Subscription Video on Demand (SVOD) services

- Virtual Multichannel Video Programming Distributors (vMVPDs)

Sampling Design
For networks and syndicators, monthly pricing data for both programming and advertising can be obtained at the headquarters level.

Although many radio and television stations are owned by large national media companies in the U.S., pricing data for local broadcasting services can be obtained at individual stations.

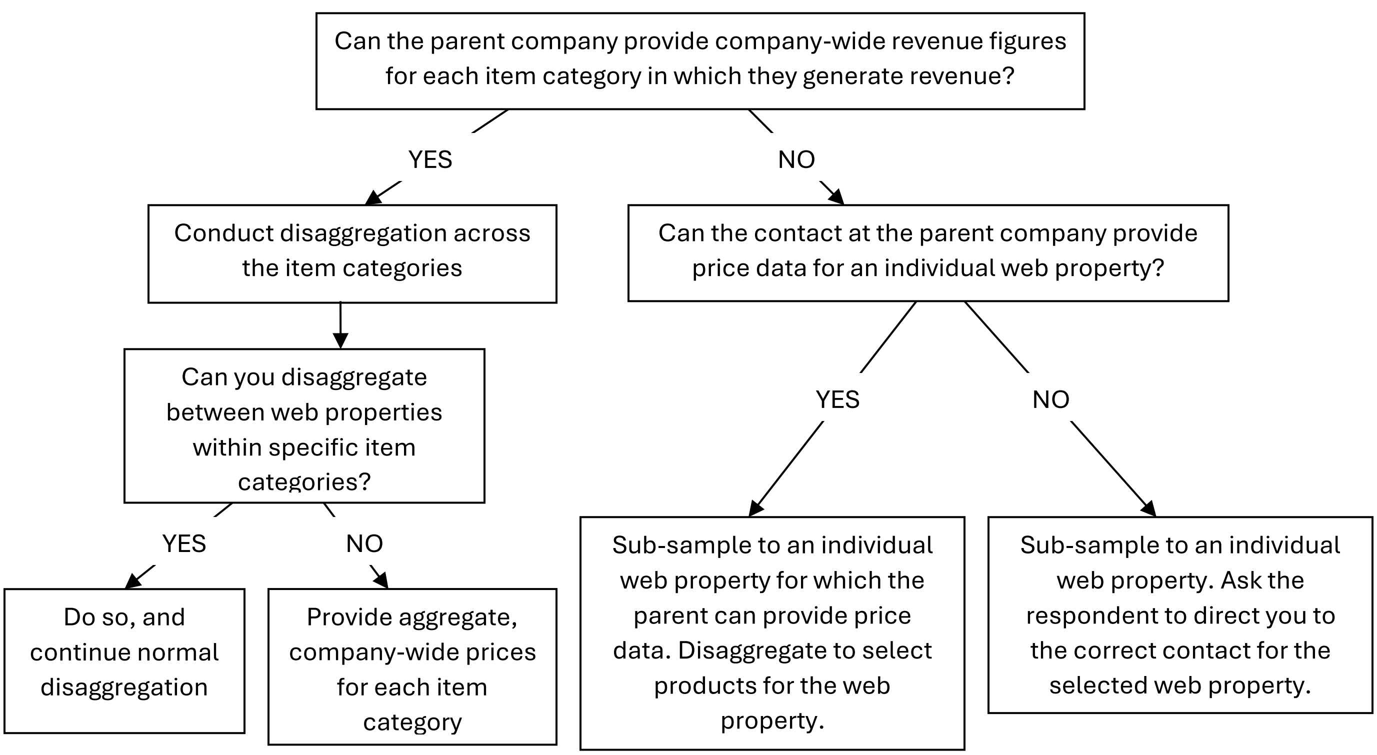
The sampling strategy for the broadcast industries reflects these recordkeeping practices. For all networks and syndicators, the national headquarters is the sample unit, whereas radio and television stations are sampled at the local station level.

A firm's probability of selection is proportionate to its size. Revenue is used as the size measure when it is available in the chosen sampling frame. If revenue is not available, audience size is used as a proxy.

For internet broadcasting, collection is typically performed at headquarters, however, the process can be considerably more complicated when the survey unit represents a parent company operating multiple web properties; or when the survey unit represents an individual web property and the respondent is unable to isolate pricing data for the web property.

Below is a flow chart outlining the collection and disaggregation process when the survey unit is a parent company.

FIGURE 2. Internet Broadcast Industry Collection and Disaggregation by BLS



If the parent company can provide company-wide revenue figures for each service category in which the company generates revenue, the left side of the preceding chart is followed to disaggregate across the categories. The next step is to determine if the parent company can disaggregate among individual web properties within a service category. If so, each price collected could represent transactions from a different web property. If the parent company cannot disaggregate across individual web properties within a service category, aggregated pricing data may be collected for the category. In this case, each price collected will represent transactions occurring across all web properties.

If the parent company cannot provide company-wide revenue figures for each service category in which the company generates revenue, the right side of the chart is followed. There may be instances in which a parent company has records available for some, but not all, of its web properties. If the parent company can provide price data for an individual web property, sub-sample from among the web properties for which the parent company can provide pricing data and then disaggregation occurs to select products for the web property. If the parent company cannot provide the necessary data, the respondent is asked for the contact information for the proper party. Note that the collected survey unit weight must reflect the activities of the individual web property for any sub-sampled units.

If the survey unit represents an individual web property, disaggregation occurs across the service categories. In instances when the sample unit represents an individual web property and the respondent is unable to isolate pricing data for the web property because the information is either combined with pricing data from affiliated properties or is maintained at a parent company, the BLS analyst will provide special collection guidance to the field economist.

Data Sources for Various Weights

Sampled transactions are weighted by a measure of their size and importance. In the first stage of PPI computation, price indexes are constructed for narrowly-defined groupings of goods or services. The individual transactions included in these indexes are weighted by the producing firm's turnover for the product line. In the second stage of PPI computation, indexes for individual goods and services are combined into aggregate indexes. Data for weighting together the product line indexes comes primarily from the Economic Censuses of the U.S. Census Bureau. These weights are updated every 5 years.

2.3 Description of Pricing Methods and Criteria for Choosing the Method

Pricing Methods

Agreements between radio and television networks, radio syndicators and affiliated radio and television stations that include compensation for programming typically are transacted on a flat fee basis per year. For cable networks and broadcast television stations that sell programming to MVPDs and other related types of buyers, the price of programming is measured as a monthly fee per subscriber.

Internet broadcasters such as streamers and vMVPDs capture fees charged for viewing or listening to content. These are also generally subscription fees based on a monthly fee per subscriber basis. They may also capture fees on a transaction basis for one-time access to specific content or pay-per-view charges. Licensing agreements where internet broadcasters lease the rights to their content are typically transacted on a flat fee basis.

The price of advertising for radio and television is measured as a monthly average spot rate for a specified type of advertisement (such as those mentioned above) aired during a specific time period, known as a daypart. A daypart may be, for example, weekdays from 6:00 AM to 10:00 AM. The most common unit of measure for advertising transactions collected in the U.S. is per 30 second advertisement.

Internet broadcasters have multiple ways to measure advertising services. Possible units of measure include per click, per thousand impressions, and per action/acquisition. They may charge advertisers each time an online advertisement is clicked upon or they may charge clients based on the number of thousands of impressions that are displayed for a particular advertisement.

Advertising services

The preferred price for all television and radio advertising services is an average spot rate, or unit value price. Advertising rates are highly negotiable, leading to a wide range of prices for the same type of transaction in a given month. A unit value price reflects discounting and competitive pricing more comprehensively than a single transaction price.

The average spot rate is calculated by dividing the total revenue received from the sale of spots of the same type and length (e.g. local 30-second spots, national 15-second spots) aired during a specific daypart by the number of spots of same type and length aired during that daypart. A monthly average is preferred, but the price can be calculated for any period, within the current month, that the establishment can provide data (week, day, etc.). The collected average reflects ads that were aired during the most recent period, and not those that were sold during the most recent period. In the U.S., most advertising time is sold several months in advance of when the ads are aired. The collected average also reflects the impact of any advertisements granted at a zero price.

Example of price calculation:

$$\text{Average spot rate} = \frac{\text{Revenue for local 30 second spots aired weekdays 6-10 AM}}{\text{Number of local 30 second spots aired weekdays 6-10 AM}}$$

Separate prices are calculated for infomercials, product placements, and program sponsorships.

If a local radio or TV station simulcasts programming via both analog and digital signals, different spots could be aired on different broadcasts even when the programming is the same. In these cases, the average price would also be restricted to the type of broadcast.

Since the average spot rate is calculated on a monthly basis, prices may not be available from establishments in the current month. In these cases, establishments report the previous month's price during the current month and it is not used in the current month calculation.

If the average spot rate is not available, an individual spot rate is provided. This is the actual rate received by the establishment for selling advertising services to a specific advertiser.

For internet advertising, the preferred methodology is a narrowly defined average price– specifying the total ad revenues earned during a set time frame by the total thousands of impressions (or clicks) that occurred during that time frame for a specified type of ad. However, it is acceptable to collect a broader average price based on the data the respondent can provide as a fallback.

An example of an ideal average price to collect for display advertising would be the average price per 1000 impressions for a specific type of ad sold by a third party (such as an ad network).

As a fallback, an average price based on the list price and average discount offered for a specified type of ad can be collected.

Programming services
For programming, establishments report contract prices that reflect actual transactions.

Programming compensation agreements between networks or syndicators and stations are typically priced as flat fees per year. Similarly, cable networks and television stations receive a monthly per subscriber fee from their affiliated distributors, such as MVPDs.

The preferred type of price for subscription services is an average price for a specific type of subscription package. Ideally, the average price should be isolated to a specific type of subscription (new or renewal) as well as a specific subscription duration (one month subscription, one year subscription, etc.).

Price Determining Characteristics
The price determining characteristics for the major service lines are noted below.

Advertising air time (Radio, Broadcast TV, and Cable TV)

- Audience size - may include rating points or other measure of audience size
- Audience quality – typically based on age demographics
- Cost per point (CPP) or Cost per thousand (CPM) - cost to reach a specified audience rating (CPP) or thousand listeners of a selected daypart (CPM)
- Daypart
- Day of week
- Spot/unit length – typically 30 or 60 seconds
- Quantity of spots/units purchased - package plans
- Type of programming
- Preemption status - guaranteed or preemptible
- Inclusion of production services

Affiliate and Programming services (TV and Cable networks)

- Number of Subscribers – prices are typically on a per subscriber basis.

- Length of Contract – commonly one year
- Retail rate charged by the local system or satellite company
- Time allotted for local advertising availabilities

Over-the-top programming and streaming services

- Subscription price
- Number of subscribers
- Subscription tier

Index Estimation Procedure, Including Estimation of Missing Prices

PPIs are calculated using the formula for a modified Laspeyres index. The Laspeyres index compares the base period turnover for a set of products or services to the current period turnover for the same set of products or services.

If no price report from a participating firm has been received in a particular month, the change in the price of the associated transaction is estimated by averaging the price changes for other transactions within the same detailed index line (i.e., for the same kind of services) for which price reports have been received.

Quality Adjustment

A primary concern for pricing advertising sales is the inconsistency in the size of viewing audiences over time. As stated above, most advertisers in the U.S. purchase spots from broadcasters weeks or months before the advertisements are actually aired. At the time of the sale, the seller projects the audience size they expect the advertisement to reach when it airs, based on their prediction about the popularity of the associated programming. These projections are difficult to make as audience sizes frequently vary due to changes in viewers' preferences and the periodic airing of specialty programming. It is particularly difficult to project audience sizes for episodes of new programs that have not yet aired. If the programming fails to meet the audience size projected at the time of the sale, the advertiser may be entitled to receive additional advertising time at no additional cost to make up for the shortfall. These additional advertisements are included in the average price calculation at a zero price. Since the provision of free advertising time regularly occurs in all periods, these zero price transactions do not typically cause significant volatility in collected average prices.

The U.S. currently does not quality adjust for changes in audience size. This is because there is no consistent relationship between audience size and the cost of providing the programming in which the advertisements are aired. Programs that are expensive for broadcasters to purchase or produce may draw a lot of viewers or listeners, while programs that cost little may prove to be very popular. In other words, changes in audience size are not necessarily tied to any changes in the inputs or technology used by the broadcaster to produce the programming, and as a result changes in audience size typically do not violate the fixed-input output price index (FIOPI) assumptions.

In recent years, the average audience size for many individual television stations, television networks, and cable networks has been falling as the number of competing cable networks and Internet content providers has increased. If quality adjustment methods were to be applied to reflect broadcasters' decreasing audience share, the rate of real price increases for the broadcasting PPIs could be much higher.

For internet broadcaster advertising, the difficulties are similar. Additionally, no known explicit quality adjustment method is available to adjust for price changes that may occur if the placement of one type of ad is substituted with the placement of another type of ad. For subscription services, quality adjustment can be made based on changes in duration of the length of the subscription but attempting to quality adjust based on changes in what is offered for the subscription is too varied to have any standard procedure.

Frequency of Collection
Firms report prices for the selected transactions, usually on a monthly basis, using a form provided by the U.S. PPI. Firms are asked to report their prices as of the Tuesday of the week containing the 13th of the month (average prices reported at this time are often for the entire prior month). If the firm fails to report or reports incomplete information, it is called by an economist who requests the needed information. Firms report prices through a secure web-based application. Firms continue to report until a new sample is selected for the industry – after 7 to 8 years, on average.

2.4 Evaluation of Comparability of Price Data with Output Data

Every five years, the U.S. Census Bureau publishes turnover (revenue) data for the broadcasting industries in the Economic Census. Turnover data that corresponds to the lowest level service line detail PPI for the broadcasting industries is currently available.

3 Evaluation of Measurement

The chosen methodology for the PPI for broadcasting and media streaming aligns with industry pricing and record keeping practices, which enables respondents to report prices with minimal burden. Most importantly, broadcasters in the U.S. regularly calculate unit value data to monitor their advertising business. The methodology also aligns with national accounting methods in the U.S., providing detailed data to BEA for producing estimates of real output.

An important question statistical agencies must consider when creating price indexes for broadcasting is whether changes in audience size reflect changes in the quality of the advertising services provided by broadcasters. If a statistical agency determines that audience size is quality determining, they may consider collecting unit value prices on a per audience size basis. In the U.S., broadcasters frequently calculate advertising rates on a per rating point basis, with a rating point representing a percentage of a viewing population that views the programming associated with the advertisement. The U.S. does not adjust for audience size, so unit values for advertising services are instead calculated on a per advertisement basis. As the online media streaming landscape continues to develop there may be opportunities to develop more standardized quality adjustments based on offerings by streaming providers.

The industries in this sector continue to evolve as technological change enables new ways to broadcast content and reach wider audiences. For example, broadcasting establishments that only offered content via the internet were previously classified in NAICS 519130 - Internet

Publishing and Broadcasting and Web Search Portals. However, given the wide adoption of internet-connected devices, the transmission method became less critical for classification purposes as the focus shifted to the underlying output - broadcasting content to sell ad time/space or a subscription-based service.

BLS will continue to adapt to the challenges presented by the ongoing definitional changes for NAICS. For example, there is another proposal for NAICS 2027 to split 516210 Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers to NAICS 516213 Media Streaming Distribution Services and Broadcasting Networks and NAICS 516214 Social Networks and Collaborative Media Sites.