

US PPIs for Broadcasting NAICS 516110, 516120, and 516210

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Producer Price Index

U.S. Bureau of Labor Statistics

40th Voorburg Group Meeting

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Agenda

- «🎤» Definition of the Industry
- «🎤» Measurement of SPPI
- «🎤» Evaluation of Measurement



ISIC 60 – Programming, broadcasting, news agency and other content

NAICS 516110 Radio Broadcasting Stations

- Broadcast aural programs by radio to the public
- Operate radio broadcasting studios and facilities for programming and transmission to the public
- Programming may originate in their own studio, from an affiliated network, or from external sources



NAICS 516120 Television Broadcasting Stations

- Broadcast images together with sound
- Operate TV broadcasting studios and facilities for programming and transmission to the public
- Programming may originate in their own studio, from an affiliated network, or from external sources



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

- Provide media streaming distribution services
- Operate social network sites
- Operate media broadcasting and cable television networks
- Supply information, such as news reports, articles, pictures, and features, to the news media
- Distribute textual, audio, and/or video content of general or specific interest

2022 NAICS Revision



Changes to all broadcasting industry definitions



Internet broadcasting combined with Cable and other subscription programming



Revised NAICS definitions more closely aligned to ISIC

Measurement of SPPI



Product Structures



Sampling Design



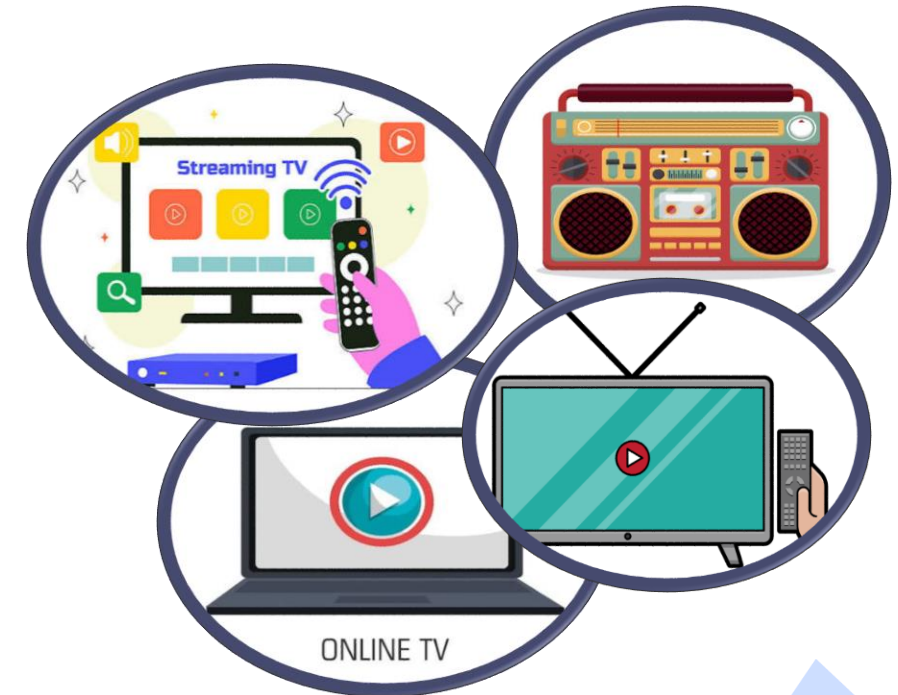
Pricing Methods

Product Structures based on 2022 NAICS

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
516210	Media streaming distribution services, social networks, and other media networks and content providers
516210P	Primary services
5162101	Cable networks
51621011	Cable network advertising services
51621012	Cable network programming services
5162103	Radio network and national syndication services
516210SM1	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

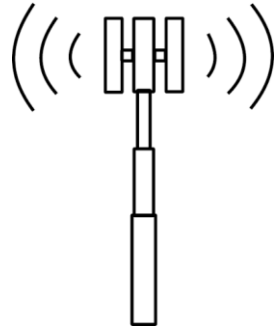


Sampling Design: Networks, Syndicators, Local

- For networks and syndicators, pricing data for programming and advertising can be obtained at headquarters level
- Pricing data for local broadcasting services can be obtained at individual stations
- A firm's probability of selection is proportionate to its size
- Revenue is used for size measure with audience size as proxy

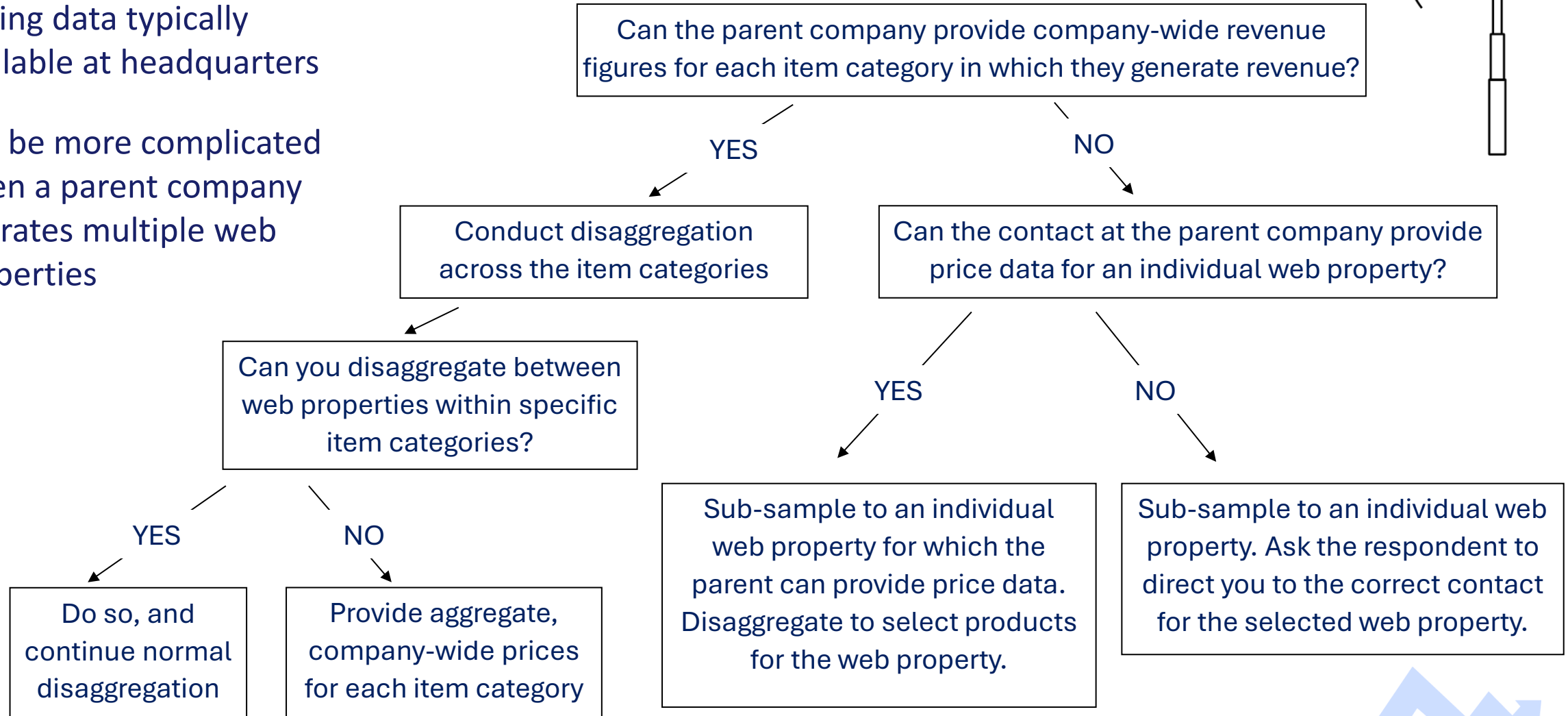


Sampling Design: Internet broadcasting



 Pricing data typically available at headquarters

 Can be more complicated when a parent company operates multiple web properties





Pricing Methods: Advertising Services



Radio and TV

- Monthly average spot rate
- Specific type of ad (local, regional, national)
- Specific amount of time
- During specific time period (daypart)

Example: Local 30 second ad aired weekdays from 6:00am – 10:00am

Internet

- Average price per click, per thousand impressions, or per action/acquisition
- Specific time frame (days 1-21 of current month, entire previous month)

Example: Average price per 1000 impressions for a banner ad sold by a third party

Pricing Methods: Programming Services

Radio and TV Programming

Agreements between radio and TV networks, and affiliated radio and TV stations are transacted on a flat fee per year basis – actual transaction price

Cable networks and broadcast television stations sell programming to MVPDs on a monthly fee per subscriber basis – average price



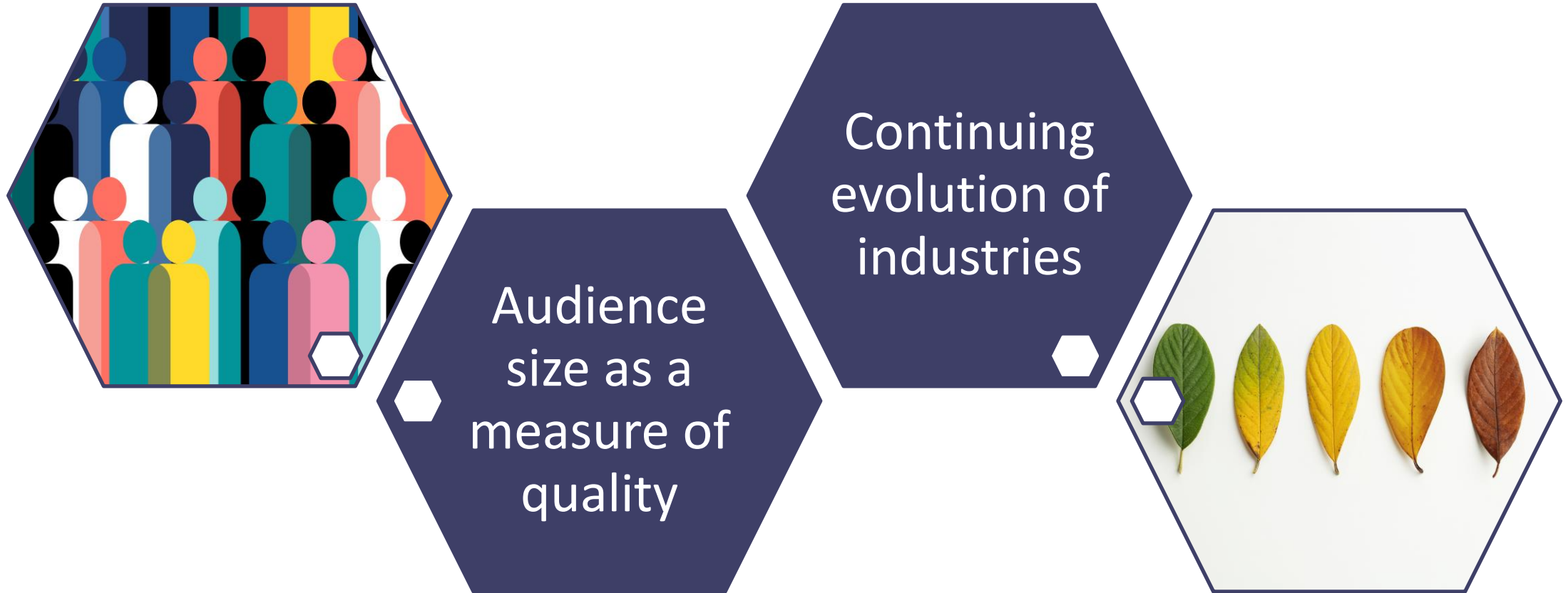
Internet and Streaming Content

Streamers and vMVPDs receive a monthly fee per subscriber for a specific type of subscription package – average price

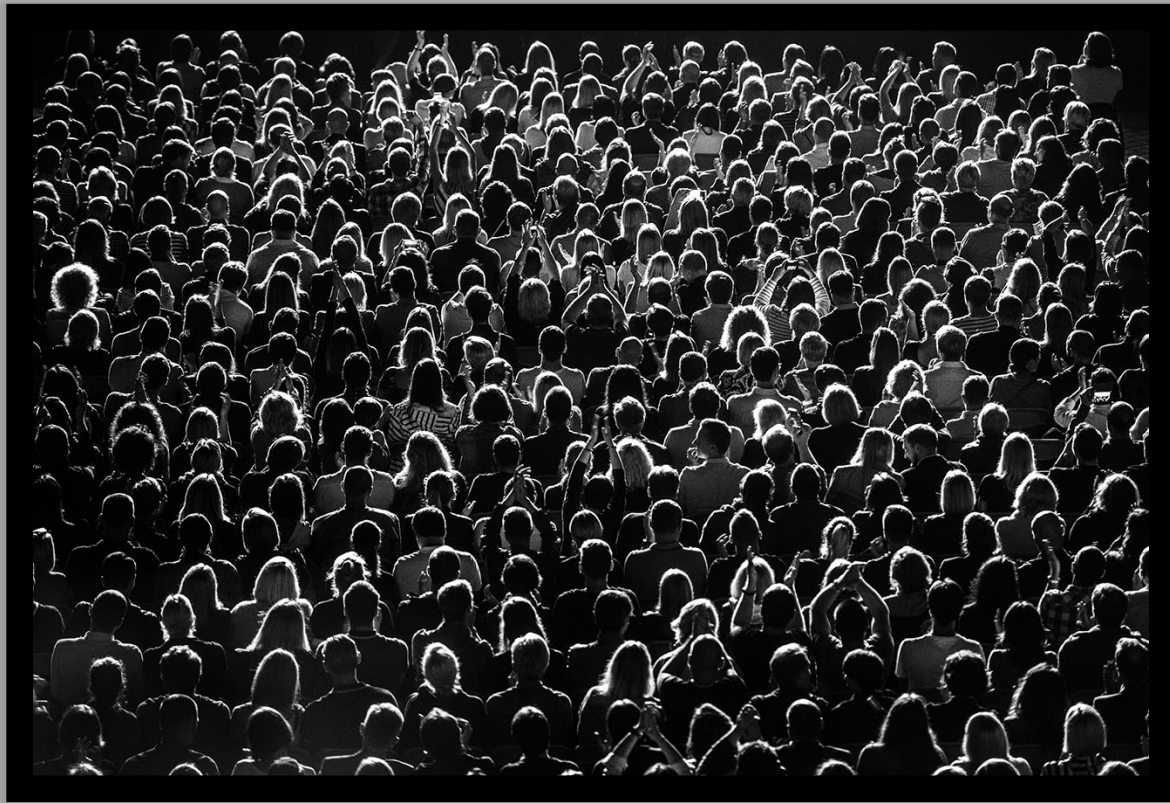
May also receive fees on a transaction basis for one-time access to content or pay-per-view charges – actual transaction price

Licensing agreements are transacted on a flat fee basis – actual transaction price

Evaluation of Measurement



Audience Size



- Do changes in audience size reflect changes in the quality of the advertising services provided?
 - ▶ If yes, consider collecting unit value prices on a per audience basis
- U.S. does not quality adjust for audience size
 - ▶ Unit values prices are on a per advertisement basis
- Future opportunity to develop more standardized quality adjustments for media streaming services

Evolution of online broadcasting

Technology changes continue to enable new ways to broadcast content and reach wider audiences, resulting in frequent classification changes

NAICS 2017

NAICS 519130

Internet Publishing and
Broadcasting and Web
Search Portals

NAICS 2022

NAICS 516210

Media Streaming
Distribution Services,
Social Networks, and
Other Media Networks
and Content Providers

NAICS 2027

NAICS 516213

Media Streaming
Distribution Services
and Broadcasting
Networks

Contact Information

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