CABLE INDUSTRY ECONOMIC IMPACT

U.S. jobs represent more than $89 billion in personal income.

As of 2012, the cable industry (directly and indirectly) accounts for nearly two million U.S. jobs.

$89 BILLION

$291 BILLION

Gross economic output attributable to the industry amounts to more than $291 billion.

CABLE CREATES JOBS

381,300

824,000

people directly employed by cable operators, program networks, and other linked suppliers with $33.1 billion in compensation.

new jobs were directly and indirectly attributed to the cable industry over the past decade.

235,100

54,000

people directly employed by cable operators with $19.9 billion in compensation.

people directly employed by cable program networks with $8.1 billion in compensation.

300 to 3,000+
cable employees found in every congressional district. CABLE IS LOCAL!
SUMMARY
The cable industry delivers entertainment, information and telecommunications services to tens of millions of American consumers and businesses. Through its aggressive re-investment of capital and efforts to deploy new and innovative services to consumers, the industry has fostered the development of a highly competitive market and has been a catalyst for broadband growth in the U.S. Through these investment and innovation initiatives, the industry has exerted a substantial impact on the United States economy. In addition, the subscription television program network industry has a substantial economic impact of its own – one that is both linked to and distinct from its role as a supplier to the cable industry.

BROADBAND
Made possible by an infrastructure investment of more than $200 billion over the past 15 years, the cable industry has led the development of broadband Internet service in the U.S., providing service to over 50 million customers as of year-end 2012. For most U.S. homes, cable companies provide the fastest broadband speeds, with standard cable broadband speeds ranging from 10 Mbps to 20 Mbps and more than 105 million U.S. homes with access to speeds of 50 Mbps or greater.

TELEVISION
The cable industry’s innovation has greatly improved the television services available to American consumers, delivering service to 56 million subscribers at the end of 2012. Nearly all digital cable customers have access to video-on-demand programming, with most programming available at no charge. Twenty-four million cable customers have digital video recording capability, and more than 30 million cable homes had HDTV-enabled set-top boxes as of year-end 2012.

TELECOMMUNICATIONS
Cable has fostered true competition in local telephone service, capturing roughly 26 million customers by the end of 2012. Cable operators now make up five of the top 10 residential phone companies in the country.

COMMUNITY
Throughout the nation, the cable industry significantly contributes to charities, non-profit organizations and state/municipal coffers. In 2012, franchise fees paid directly to municipalities totaled $2.2 billion, and sales and use taxes associated with cable service totaled $2.8 billion in state and local government revenues. And the industry’s public service announcements (including both cable operators and program networks) as well as cash and “in-kind” contributions to local and national non-profit organizations exceeded $1 billion in 2012.
DIRECT AND INDIRECT IMPACT

As of 2012, the cable industry (directly and indirectly) accounted for two million U.S. jobs representing $89 billion in personal income. Gross economic output attributable to the industry amounts to $291 billion. Since 2002, direct and indirect employment attributable to the cable industry has increased by 824,000 jobs.

**OPERATOR IMPACT**

$104 BILLION
Cable operator revenues in 2012 totaled $104 billion, providing direct employment to 235,100 people. Compensation to cable industry employees totaled $19.9 billion.

50 STATES
Cable industry employees can be found in all 50 states, as well as the District of Columbia and U.S. territories.

235,100 JOBS
In 2012, 235,100 people directly employed by cable operators with $19.9 billion in compensation.

Considering only employment increases attributable directly to cable operators, growth since 2002 totals over 59,000 jobs – or 1.3 percent of all net new jobs created in the U.S. during the last decade. The industry’s addition of 6,100 jobs over the last five years is particularly impressive in light of the U.S. economy’s net loss of jobs in the same time frame.

**PROGRAMMER IMPACT**

$70 BILLION
Program network revenues in 2012 totaled $70 billion, providing direct employment to 54,000 people—an increase of 7,500 jobs since 2007. Compensation to program network industry employees totaled $8.1 billion.

$28.3 BILLION
As a measure of the industry’s commitment to programming quality, the annual spending on programming by basic networks grew from $1.4 billion in 1990 to $28.3 billion in 2012. Spending has tripled in the last 10 years. The top 10 cable networks spent an average of nearly $1.1 billion per network during 2012, compared with $732 million in 2007 and just $267 million in 1997.

213,000 NEW JOBS
As of 2012, the program network industry (directly and indirectly) accounted for 980,000 U.S. jobs representing $36 billion in personal income. The programming industry’s direct and indirect employment impact has increased by 213,000 jobs in the last five years. Gross economic output attributable to the industry amounts to over $123 billion.

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1 The total impacts reported here accurately reflect the economic impacts of the program network industry. However, since the program network industry is a supplier to the cable industry, a portion of the program network industry’s total impacts are also subsumed in the total impacts estimated for the cable industry. As such, the total impacts for the two industries as presented in this report are not additive.