

Table 3
Total U.S. Revenue of Mass Media Industries¹
1977-1998
(Current U.S. \$, Billions)

	1977	1987	1998	Change 1977-1988
Broadcast TV	7.6	22.6	39.2	416%
Cable/other multichannel TV	1.2	12.6	49.0	3983%
Home video rentals/sales	--	5.7	16.9	--
Movie theaters	2.4	4.3	7.0	190%
Radio	2.6	7.2	15.1	481%
Newspapers	13.5	37.4	54.0	300%
Magazines	4.0	10.5	20.4	410%
Books	5.1	11.7	23.0	351%
Records	3.5	5.0	13.7	291%
Internet ²	--	--	12.6	--
Total	39.9	117.0	250.9	529%
U.S. GDP	2031.4	4742.5	8759.9	337%
Total Media as a % of U.S. GDP	2.0%	2.5%	2.9%	

1. Author compiled data for 1977 and 1987 based on the following sources: CABLE ADVERTISING BUREAU, CABLE TV FACTS 5 (1988); BENJAMIN M. COMPAINE, WHO OWNS THE MEDIA?: CONCENTRATION OF OWNERSHIP IN THE MASS COMMUNICATIONS INDUSTRY 110 (1980); AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION, FACTS ABOUT NEWSPAPERS 7, 20 (1988); HAROLD L. VOGEL, ENTERTAINMENT INDUSTRY ECONOMICS: A GUIDE FOR FINANCIAL ANALYSIS 44, 142 (1986); TV AND CABLE FACTBOOK C-370 (1988); Montgomery Securities, *Broadcasting Industry Data*, May 9, 1980, at 27; Paul Kagan Associates, *Motion Picture Investor*, June 30, 1988, at 3; Paul Kagan Associates, *Pay TV Newsletter*, May 31 1988, at 4; Paul Kagan Associates, *The VCR Letter*, Mar. 8, 1988, at 2; U.S. Department of Commerce, *1988 U.S. Industrial Outlook*, Jan. 1988, at 29.7, 66.3. Conflicting sources interpolated in some cases.

Data for 1998 are from the following sources: NEWSPAPER ASSOCIATION OF AMERICA, FACTS ABOUT NEWSPAPERS 1999, *available in* (visited Apr. 1, 2000) <<http://www.naa.org/info/facts99/33.html>>; VIDEO SOFTWARE DEALERS ASSOCIATION, ANNUAL REPORT ON THE HOME VIDEO MARKET 4-5 (1999); *Internet Revenue to Outpace Other Media Widely Through 2003*, COMM. DAILY, Dec. 29, 1999, at 4-5; Robert Kilborn & Lance Carden, *Honey, Where's the Remote*, CHRISTIAN SCIENCE MONITOR, Dec. 10, 1999, at 24; *US Market Size for Internet Advertising Revenue in Dollars for 1998 and Forecast for 1999 through 2002*, INTERNET CAPITALIST, Sept. 24, 1999, at 9; *US Internet Service Provider Market Projected to Be \$37.4 Bil Industry in 2003, v. \$10.7 Bil in 1998 and \$15.1 Bil in 1999*, NEWBYTES NEWS NETWORK, Apr. 20, 1999; Association of American Publishers, *Book Sales Total \$23.03 Billion in 1998* (visited Apr. 1, 2000) <<http://www.publishers.org/home/stats/98pr.htm>>; Magazines Publishers of America, *Combined Circulation Revenue for All ABC Magazines, 1988-1988* (visited Apr. 1, 2000) <http://www.magazine.org/resources/fact_sheets/cs13_8_99.html>; National Cable Television Association, *Cable Television Industry Year-end Review of 1998* (visited Apr. 1, 2000) <http://www.ncta.com/yearend98_6.html>; Recording Industry Association of America, *U.S. Record Sales* (visited Apr. 1, 2000) <<http://www.riaa.com/stats/stusr.htm>>; Motion Picture Association of American, *1998 U.S. Economic Review* (visited Apr. 1, 2000) <<http://www.mpa.org/useconomicreview/1998/sld003.htm>>.

2. Internet includes advertising revenue and internet service provider revenue.