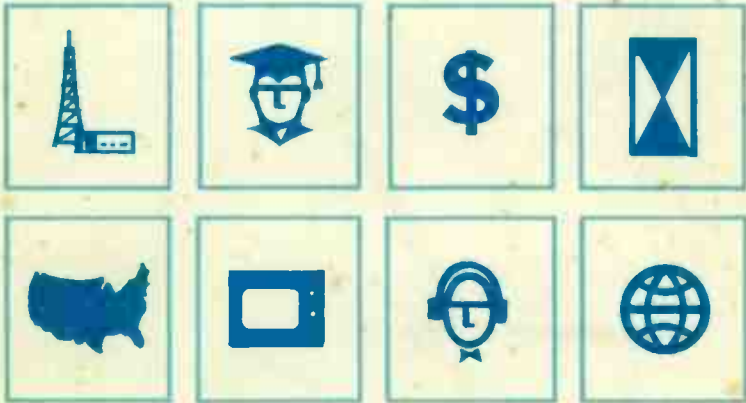


1966

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DIMENSIONS OF TELEVISION



*the scope of a great industry . . . a compilation
of data on television broadcasting*



NATIONAL ASSOCIATION OF BROADCASTERS
1771 N ST. N.W., WASHINGTON, D.C. 20036

NOTE: This revision has been compiled from currently available statistics on the dimensions of American television and some background material on the tv audience. For further information, address inquiries to the NAB librarian.

October, 1966

DIMENSIONS OF TELEVISION

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Commercial Television Stations on the Air: By States and Other Areas, 1966

(Stations operating as of August 1)

State or Other area	TV	State or Other area	TV
Alabama	15	New Jersey	4
Alaska	6	New Mexico	7
Arizona	9	New York	26
Arkansas	6	North Carolina	15
California	39	North Dakota	10
Colorado	11	Ohio	24
Connecticut	5	Oklahoma	11
Delaware	1	Oregon	12
Dist. of Columbia	6	Pennsylvania	22
Florida	19	Rhode Island	2
Georgia	12	South Carolina	10
Hawaii	10	South Dakota	9
Idaho	6	Tennessee	14
Illinois	22	Texas	48
Indiana	18	Utah	4
Iowa	11	Vermont	1
Kansas	11	Virginia	13
Kentucky	7	Washington	13
Louisiana	12	West Virginia	9
Maine	7	Wisconsin	15
Maryland	4	Wyoming	3
Massachusetts	10	Guam	1
Michigan	18	Puerto Rico	9
Minnesota	11	Virgin Islands	2
Mississippi	8		—
Missouri	18		
Montana	8		
Nebraska	14		
Nevada	5		
New Hampshire	1	Total	614

Source: FCC Reports

Growth of Commercial Television Broadcast Stations

1953-1966

Number of Commercial Stations in Operation as of January 1

<u>Year</u>	<u>Total</u>	<u>VHF</u>	<u>UHF</u>
1966	586	486	100
1965	572	481	91
1964	563	477	86
1963	564	474	90
1962	543	458	85
1961	530	454	76
1960	517	441	76
1959	509	432	77
1958	492	408	84
1957	471	380	91
1956	442	343	99
1955	411	294	117
1954	349	228	121
1953	125	119	6

Source: FCC Records & Financial Report

Growth of Non-Commercial Television Broadcast Stations

1954-1966

Number of Non-Commercial Stations in Operation as of January 1

<u>Year</u>	<u>Total</u>	<u>VHF</u>	<u>UHF</u>
1966	114	65	49
1965	99	60	39
1964	82	53	29
1963	76	50	26
1962	62	44	18
1961	52	37	15
1960	45	34	11
1959	35	28	7
1958	27	22	5
1957	22	17	5
1956	16	12	4
1955	10	8	2
1954	2	1	1

Source: FCC Records

Broadcast Revenues, Expenses, and Income of Television Networks and Stations

(Million dollars)

	<u>1965</u>	<u>1964</u>	<u>1963</u>	<u>1962</u>
Revenues	\$1,964.8	\$1,793.3	\$1,597.2	\$1,486.2
Expenses	1,516.9	1,377.7	1,254.0	1,174.6
Income (before Fed. Tax)	447.9	415.6	343.2	311.6

Source: FCC Financial Report

Revenues—Expenses—Profits for a Typical Television Station

1959—1965

<u>Year</u>	<u>Revenues</u>	<u>Expenses</u>	<u>Profits*</u>
1959	\$ 865,300	\$741,600	\$123,700
1960	904,500	765,300	139,200
1961	941,400	822,800	118,600
1962	1,016,700	844,900	171,800
1963	1,053,200	881,500	171,700
1964	1,266,600	1,037,300	229,300
1965	1,403,400	1,085,500	317,900

* (before Federal income tax)

Source: NAB Television Financial Report, 1966

Revenue and Expense for the Typical Television Station Nationwide, 1965

The typical PROFIT MARGIN was 22.65%

Revenue and Expense Items	Typical Dollar Figures	Typical Percent Figures
Total Broadcast Revenue ^a	\$1,403,400	
Total Time Sales	1,508,900	100.0%
From:		
Networks	380,200	25.2
National & Regional advertisers	695,600	46.1
Local advertisers	433,100	28.7
Total Broadcast Expense	\$1,085,500	100.0%
From:		
Technical	175,900	16.2
Program	409,200	37.7
Selling ^b	134,600	12.4
General and administrative	365,800	33.7
Selected Expense Items		
Total Salaries ^c	442,100	100.0%
From:		
Technical salaries	114,100	25.8
Program salaries	169,800	38.4
Selling salaries	72,900	16.5
General and administrative	85,300	19.3
Depreciation and Amortization	98,300	
Film Expense	99,700	
Profit (before Federal income tax)	\$ 317,900	

^a Time Sales plus incidental broadcast revenue minus agency and rep. commissions and payments to networks for sale of time.

^b Includes all promotion; excludes agency and rep. commissions.

^c Includes salaries, wages, and bonuses of officers and employees.

Source: NAB Financial Report, 1966

Television Time Sales

1963-1965

(These are billings after all frequency and promotional discounts but before payment of commissions to agencies, sales representatives, etc. Figures are those officially reported by the FCC.)

	<u>1963</u>	<u>1964</u>	<u>1965</u>
National Network	\$ 537,900,000	\$ 563,400,000	\$ 585,100,000
National Spot	600,700,000	689,500,000	764,500,000
Local	256,100,000	297,000,000	324,100,000
Totals	<u>\$1,394,700,000</u>	<u>\$1,549,900,000</u>	<u>\$1,673,700,000</u>

Source: FCC Financial Report

Total Television Sets in Use in the United States

(Estimates as of January 1)

1946	10,000
1947	16,000
1948	190,000
1949	1,000,000
1950	4,000,000
1951	10,600,000
1952	15,800,000
1953	21,200,000
1954	27,300,000
1955	32,500,000
1956	37,600,000
1957	42,700,000
1958	47,000,000
1959	50,000,000
1960	53,300,000
1961	55,600,000
1962	58,175,000
1963	61,200,000
1964	64,175,000
1965	67,050,000
1966	71,150,000

Source: NBC Corporate Planning

Television Set Production and Manufacturers' Value

<u>Year</u>	<u>Units</u>	<u>Manufacturers' Value</u>
1946	6,476	\$ 1,250,000
1947	178,571	50,000,000
1948	975,000	230,000,000
1949	3,000,000	580,000,000
1950	7,463,800	1,350,000,000
1951	5,384,798	956,986,300
1952	6,096,280	1,049,000,000
1953	7,215,827	1,230,298,000
1954	7,346,715	1,028,540,000
1955	7,756,521	1,071,020,000
1956	7,387,029	938,596,000
1957	6,399,345	832,747,000
1958	4,920,428	667,899,000
1959	6,349,380	814,943,000
1960	5,708,346	750,476,000
1961	6,177,797	759,498,000
1962	6,471,160	830,315,000
1963	7,130,351	841,096,000
1964	8,107,404	886,544,000
1965	8,382,098	881,029,000

Source: Electronic Industries Association

UHF Set Penetration

<u>Jan. 1</u>	<u>Total TV Homes (000)</u>	<u>Able To Receive UHF</u>	
		<u>%</u>	<u>UHF TV Homes (000)</u>
1954	26,000	8.3	2,160
1955	30,700	10.5	3,225
1956	34,900	11.4	3,980
1957	38,900	13.1	5,095
1958	41,924	9.2	3,855
1959	43,950	8.1	3,560
1960	45,750	8.0	3,660
1961	47,200	7.0	3,305
1962	48,855	7.1	3,470
1963	50,300	7.3	3,670
1964	51,600	9.6	4,950
1965	52,700	15.8	8,305
1966	54,200	27.6	14,975

1954-1963 Based on special ARB tabulations for NBC
(not necessarily Jan. 1 in all cases)

1964-1966 Based on industry trend data including ARF-Census Report August 1965

Source: NBC Estimates as prepared by NBC Corporate Planning, Sept. 20, 1966

Color Television Homes and Sets

<u>Jan. 1</u>	<u>Total Homes</u> (000)	<u>Color TV Homes</u> (000)	<u>Color TV Homes</u> <u>% Total Homes</u>	<u>Non-Home And Second Color Sets</u> (000)	<u>Total Color Sets In Use</u> (000)
1955	47,621	5	.01	*	5
1956	48,600	18	.04	*	18
1957	49,500	85	.17	*	85
1958	50,370	165	.33	*	165
1959	51,150	250	.49	*	250
1960	52,500	340	.65	*	340
1961	53,170	445	.84	*	445
1962	54,300	590	1.09	*	590
1963	55,100	950	1.72	*	950
1964	55,900	1,610	2.88	10	1,620
1965	56,900	2,810	4.94	50	2,860
1966	58,600	5,220	8.91	130	5,350

* The number of non-home color sets and second color sets in homes is insignificant during these years.

Source: NBC Corporate Planning, Sept. 20, 1966

Home Viewing

Hours Per Home Per Day

<u>Year</u>	<u>Viewing (Yearly Average)</u>
1965	5 hrs 30 min
1964	5 hrs 25 min
1963	5 hrs 12 min
1962	5 hrs 6 min
1961	5 hrs
1960	5 hrs 3 min
1959	5 hrs 6 min
1958	5 hrs 6 min
1957	5 hrs 12 min
1956	5 hrs
1955	4 hrs 54 min

Source: Based on A. C. Nielsen data

Television Markets

	<u>1963</u>	<u>1964</u>	<u>1965</u>
1-TV Station	120	112	111
2-TV Stations	60	59	57
3-Or More TV Stations	96	102	106
Total Markets	276	273	274

Source: FCC Financial Report

Total Employment for Networks and 588 TV Stations as of December 31, 1965

	<u>Full Time</u>	<u>Part Time</u>	<u>Total</u>
3 Networks and 15 owned and operated stations	12,585	2,145	14,730
All other TV stations			
473 VHF TV Stations	25,896	3,779	29,675
100 UHF TV Stations	2,825	523	3,348
Total 3 Networks and 588 TV Stations	41,306	6,447	47,753

TOTAL EMPLOYMENT

	<u>1963</u>	<u>1964</u>	<u>1965</u>
3 TV Networks	9,732	10,709	11,012
All TV Stations	33,906	35,035	36,741
Total	43,638	45,744	47,753

NOTE: 1963, 1964 and 1965 data are for 565, 575 and 588 Tv stations respectively.

Source: FCC Financial Report

Annual Volume of Television Advertising in the United States

1949-1965

(Millions of dollars)

<u>Year</u>	<u>Total</u>	<u>Network</u>	<u>Spot</u>	<u>Local</u>
1949	57.8	29.4	9.2	19.2
1950	170.8	85.0	30.8	55.0
1955	1,025.3	540.2	260.4	224.7
1956	1,206.7	625.1	329.0	252.6
1957	1,265.3	670.1	351.6	243.6
1958	1,354.3	708.9	397.0	248.4
1959	1,493.5	740.3	486.4	266.8
1960	1,590.1	782.9	526.7	280.5
1961	1,615.0	810.0	530.0	275.0
1962	1,897.0	975.5	611.0	310.5
1963	2,031.6	1,025.0	678.8	327.8
1964	2,289.0	1,132.0	779.8	377.2
1965	2,522.0	1,245.5	865.5	411.0

Source: As prepared by McCann-Erickson,
PRINTERS' INK GUIDE TO MARKETING FOR 1963, other issues of P.I.

Television Households—United States Summary

June 1955—August 1965

	August 1965	June 1955
Television Status of Households		
Total Households (000)	58,100	47,788
TV Households	53,675	32,106
Non-TV Households	4,425	15,682
Per Cent of Total Households		
TV Households	92.4	67.2
Non-TV Households	7.6	32.8
TV Households by Number of Sets		
Total TV Households (000)	53,675	32,106
One-Set Households	42,380	30,984
Multi-Set Households	11,295	1,122
Per Cent of TV Households		
One-Set	79.0	96.5
Multi-Set	21.0	3.5
Television Sets in Households		
Total TV Sets in Households (000)	66,405	33,269
In One-Set Households	42,380	30,984
In Multi-Set Households	24,025	2,285
Per Cent of TV Sets in Households		
In One-Set Households	63.8	93.1
In Multi-Set Households	36.2	6.9
Average (mean) Number of		
Sets per TV Household	1.24	1.04

Source: Estimates by ARF based on data from U. S. Bureau of the Census.

Television Households By Number, Color and UHF Sets

August 1965

	TV Households	Per Cent	Sets in TV Households	
	(000)		Total	Average (Mean)
Total U. S.				
All TV Households	53,675	100.0	66,405	1.24
One-set	42,380	79.0	42,380	1.00
Multi-set	11,295	21.0	24,025	2.13
Color	3,955	7.4	—	—
UHF	12,225	22.8	—	—
Inside SMSA *				
All TV Households	35,720	100.0	45,990	1.29
One-set	26,645	74.6	26,645	1.00
Multi set	9,075	25.4	19,345	2.13
Color	2,824	7.9	—	—
UHF	8,745	24.5	—	—
Outside SMSA				
All TV Households	17,955	100.0	20,415	1.14
One-set	15,735	87.6	15,735	1.00
Multi-set	2,220	12.4	4,680	2.11
Color	1,131	6.3	—	—
UHF	3,480	19.4	—	—

* SMSA (Standard Metropolitan Statistical Areas)

Source: Estimates by ARF based on data from U. S. Bureau of the Census.

Television Households by States

	<u>Total Households*</u>	<u>TV Households *</u>
Alabama	949,350	806,830
Alaska	65,080	52,710
Arizona	465,810	432,900
Arkansas	573,150	506,240
California	6,019,020	5,665,850
Colorado	611,130	577,860
Connecticut	846,140	816,110
Delaware	147,450	140,960
District of Columbia	267,280	248,570
Florida	1,870,770	1,742,400
Georgia	1,189,110	1,092,030
Hawaii	175,010	155,680
Idaho	210,580	198,920
Illinois	3,268,930	3,158,770
Indiana	1,465,340	1,412,740
Iowa	851,350	804,970
Kansas	691,050	644,170
Kentucky	888,580	773,970
Louisiana	978,140	893,160
Maine	294,620	282,070
Maryland	997,830	962,910
Massachusetts	1,602,140	1,548,610
Michigan	2,361,900	2,303,810
Minnesota	1,040,590	973,110
Mississippi	609,150	485,820
Missouri	1,416,280	1,312,230
Montana	212,880	195,030

* January, 1966

Source: SRDS, Spot Television Rates and Data

Television Households by States—(Continued)

	<u>Total Households*</u>	<u>TV Households*</u>
Nebraska	456,800	428,060
Nevada	142,760	133,620
New Hampshire	200,270	192,060
New Jersey	2,025,160	1,978,840
New Mexico	276,800	254,850
New York	5,671,670	5,450,200
North Carolina	1,303,470	1,198,000
North Dakota	180,320	167,470
Ohio	3,028,120	2,948,630
Oklahoma	793,760	736,230
Oregon	603,250	553,630
Pennsylvania	3,417,860	3,292,720
Rhode Island	278,210	270,200
South Carolina	650,150	589,430
South Dakota	205,670	189,640
Tennessee	1,086,130	962,540
Texas	3,086,060	2,846,820
Utah	276,410	263,220
Vermont	113,760	107,920
Virginia	1,219,320	1,132,780
Washington	970,390	904,650
West Virginia	497,490	462,940
Wisconsin	1,207,450	1,168,000
Wyoming	104,630	95,390

Overseas Television — Receivers by Countries

December 1965

Countries	Receivers in Use
Western Europe	
Austria	728,600
Belgium	1,461,300
Denmark	1,079,300
Finland	731,900
France	6,517,500
Germany (West)	11,379,000
Gibraltar	5,200
Iceland	10,000
Ireland	370,000
Italy	6,216,500
Luxembourg	31,000
Malta	29,500
Manaca	15,000
Netherlands	2,239,100
Norway	490,000
Portugal	181,800
Spain	1,750,000
Sweden	2,084,900
Switzerland	622,100
United Kingdom	15,000,000
TOTAL	50,942,700

Source: United States Information Agency, June, 1966

Overseas Television — Receivers by Countries

December 1965

Countries	Receivers in Use
Eastern Europe	
Albania	1,000
Bulgaria	187,800
Czechoslovakia	2,240,000
Germany (East)	3,216,400
Hungary	831,200
Poland	2,077,800
Rumania	450,000
USSR	14,000,000
Yugoslavia	577,200
TOTAL	23,581,400
Far East	
Australia	2,457,300
Communist China	100,000
Hong Kong	49,000
Indonesia	45,200
Japan	20,000,000
Korea (South)	50,600
Malaysia (including Siagapore)	114,300
New Zealand	412,900
Philippines	180,000
Ryukyu Islands (Okinawa)	120,000
Taiwan	63,000
Thailand	250,000
TOTAL	23,842,300

Source: United States Information Agency, June, 1966

Overseas Television — Receivers in Use

December 1965

Countries	Receivers in Use
Latin America & Caribbean	
Argentina	1,500,000
Barbados	4,500
Bermuda	14,000
Brazil	2,500,000
Chile	50,000
Colombia	400,000
Costa Rica	40,000
Cuba	500,000
Dominican Republic	52,500
Ecuador	34,700
El Salvador	30,000
French Antilles	6,300
Guatemala	46,200
Haiti	5,500
Honduras	8,000
Jamaica	22,100
Mexico	1,215,100
Netherlands Antilles	25,000
Nicaragua	10,000
Panama	75,000
Paraguay	3,100
Peru	220,000
Surinam	5,600
Trinidad and Tobago	20,100
Uruguay	185,000
Venezuela	550,000
Total	7,584,200

Source: United States Information Agency, June, 1966

Overseas Television — Receivers in Use

December 1965

Countries	Receivers in Use
Africa	
Algeria	150,000
Congo (Brazzaville)	400
Congo (Leopoldville)	500
Ethiopia	4,200
Gabon	400
Ghana	800
Ivory Coast	2,000
Kenya	9,900
Liberia	2,500
Libya	5,000
Mauritius	4,000
Morocco	31,000
Nigeria	30,000
Reunion	2,000
Senegal	100
Sierra Leone	1,100
Southern Rhodesia	39,000
Sudan	10,000
Tunisia	5,400
Uganda	4,700
Upper Volta	100
Zambia	10,200
Total	313,300

Source: United States Information Agency, June, 1966

Overseas Television — Receivers in Use

December 1965

Countries	Receivers in Use
Near East and South Asia	
Aden	10,000
Bahrein	7,000
Cyprus	14,400
Greece	3,500
India	1,000
Iran	110,000
Iraq	170,000
Israel	15,000
Jordan	3,500
Kuwait	45,300
Lebanan	136,000
Pakistan	1,800
Qatar	2,500
Saudi Arabia	30,000
Syrian Arab Republic	66,000
Turkey	1,200
United Arab Republic	422,000
Total	1,039,200

Source: United States Information Agency, June, 1966

