



October 31, 2008

***Role of Cable and Other Subscription Programming  
in the Economy of Philadelphia County***

Research reported in this *Brief* was prepared by Penn State's Workforce Education and Development Initiative (WEDI), an alliance between Penn State Outreach and Penn State's College of Education.

This *Brief* results from analysis of Pennsylvania economic and workforce opportunities and issues conducted by the Center for Regional Economic and Workforce Analysis in Penn State Outreach in collaboration with the Institute for Research in Training and Development, a research unit in Penn State's College of Education. To download published *Brief* reports or to order a *Brief*, navigate to: <http://PSUBrief.notlong.com>.

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**The cable and other subscription programming industry** is an important part of the history and economy of Philadelphia County in Pennsylvania. The industry creates jobs and compensation for workers and generates tax revenues in the County.

The impact of jobs in cable and other subscription programming in Philadelphia County:

- *For every 100 jobs* — Due to the need to supply the cable and other subscription programming industry, other industries in Philadelphia County employ an additional 277 workers. Spending of income earned by cable and other subscription programming employees and by workers in Philadelphia County industries that supply cable and other subscription programming on such items as housing, food, health care, and other retail goods and services creates an additional 93 jobs in Philadelphia County. In short, every 100 jobs in the Philadelphia County cable and other subscription programming industry are associated with 470 total jobs in the County.
- *For every 100 jobs* — The cable and other subscription programming industry generates \$8 million in compensation (wages, pensions, income of proprietors) for its own Philadelphia County employees and \$10.9 million in compensation for employees whose jobs are created because their Philadelphia County firms supply the cable and other subscription programming industry in the County. Spending of income by cable and other subscription programming employees and workers in supplying industries generates an additional \$3.8 million compensation for other Philadelphia County workers. In this way, the cable and other subscription programming industry is responsible for generating \$22.7 million annual compensation for every 100 cable and other subscription programming workers employed in Philadelphia County.

*For every 100 jobs* — Business activity by the cable and other subscription programming industry, the industry's impact on the Philadelphia County industries that supply it, and the effect of spending by workers employed in the cable and other subscription programming industry and its supplying industries generate \$2.1 million in property taxes that are paid annually by businesses and individuals in Philadelphia County to local governments.

*This Brief contains an analysis of activity of establishments primarily engaged in cable and other subscription programming in North American Industry Classification System code 515210. Information provided in this Economic and Workforce Brief was calculated using IMPLAN, a macroeconomic model applied by Penn State's Workforce Education & Development Initiative to identify the impact of economic activity on Pennsylvania and its counties. For more information, contact Rose M. Baker ([rmb194@psu.edu](mailto:rmb194@psu.edu); 814.865.9919) or David L. Passmore ([dlp+irt@d@psu.edu](mailto:dlp+irt@d@psu.edu); 814.863.2583). Dollar values are expressed as year 2006 dollars.*

