

CABLE NETWORKS INDUSTRY (NAICS 51321)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 51321: Cable Networks . This industry comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

Related Industries

- Wireless telecommunications services
- Wired telecommunications carriers
- Television broadcasting
- Radio broadcasting

U.S. Census Categories

NAICS 51321 – Cable Networks is 23% comparable to SIC 4841 – Cable Networks

Sub-Industries

- Cable and other pay television services
- Cable television services
- Closed circuit television services
- Direct broadcast satellite services (DBS)
- Multipoint distribution systems services (MDS)
- Satellite master antenna systems services (SMATV)
- Subscription television services