

RADIO BROADCASTING INDUSTRY (NAICS 51311)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 51311: Radio Broadcasting . This industry comprises establishments primarily engaged in broadcasting audio signals. These establishments operate radio broadcasting studios and facilities for the transmission of aural programming by radio to the public, to affiliates, or to subscribers. The radio programs may include entertainment, news, talk shows, business data, or religious services.

Related Industries

- Wireless telecommunications services
- Wired telecommunications carriers
- Television broadcasting
- Cable television broadcasting

U.S. Census Categories

NAICS 51311 – Radio Broadcasting is 8% comparable to SIC 4832 – Radio Networks

Sub-Industries

- Radio broadcasting stations
- Radio broadcasting stations, music format
 - Big band
 - Classical
 - Contemporary
 - Country
 - Easy listening
 - Gospel
 - Jazz
 - Rhythm and blues
 - Rock
- Radio broadcasting stations, except music format
 - Educational
 - News
 - Religious
 - Sports
 - Talk
 - Ethnic programming

