OMB No. 0607-0422: Approval Expires: 12/31/2006

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM
SA-51212E

DUE DATE

2004 SERVICE ANNUAL SURVEY

MOTION PICTURE AND VIDEO DISTRIBUTION

138 SAS_I
512120 T

(Please correct any error in name, address, or ZIP Code)

NOTICE — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process.**

RETURN COMPLETED FORM TO

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

Any questions call 1–800–772–7851 weekdays, 8:30 a.m. to 5:00 p.m. EST

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

Item 1 **SURVEY COVERAGE**

This report covers all domestic locations that report payroll for the Federal Employer Identification Number (EIN) shown in the address label primarily engaged in acquiring distribution rights and distributing film and video production to motion picture theaters, television networks and stations, and exhibitors.

Does this firm have domestic locations providing one of the business activities described in the survey coverage above?

0001 1 ☐ Yes – *Continue with Item 2*
2 ☐ No –*Specify your business activity, continue with Item 2, and complete as much of the survey form as possible.*

0002

Item 2 **FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN)**

Is the Federal Employer Identification Number (EIN) printed in the upper left of the address label the same as that used for this firm on its latest Employer's Quarterly Federal Tax Return, Treasury Form 941?

0003 1 ☐ Yes – *SKIP to Item 3*
2 ☐ No – *Enter current EIN* → 0004 ☐☐–☐☐☐☐☐☐☐

When did you start reporting payroll under this EIN? → 0005 Month ☐☐ Year ☐☐☐☐

Item 3 **REPORT PERIOD**

Mark (X) the one box which best describes the period covered by your report.

0006 1 ☐ Calendar year – *Go to Item 4A*

If the data reported are for a period other than the "calendar year," please enter the beginning and ending dates.

2 ☐ Fiscal year
3 ☐ Less than 12 months

	2004		
	Month	Day	Year
From	0007		
To	0008		

USCENSUSBUREAU

Item 4A **REVENUE**

Exclude intracompany transfers.

Line 1a and Line 1d – Report revenue from granting permission on a fee, royalty, or other basis, for an agreed period of time to exhibit, broadcast, or rent live action or animated motion pictures usually intended for commercial theaters, drive-in theaters, open air theaters, etc. These revenues are licensing (distribution) revenues, not revenues for making films.

Line 1b and Line 1e – Report revenue from granting permission on a fee, royalty, or other basis, for an agreed period of time to broadcast or rent live action or animated films, videos, digital media, etc., for television including documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc. These revenues are licensing (distribution) revenues, not revenues for making programs.

Line 1c and Line 1f – Report revenue from granting permission on a fee, royalty, or other basis, for an agreed period of time to exhibit, broadcast, or rent audiovisual works other than motion picture films or television programming. **Include** exercise videos, travel videos, public service messages, training videos, etc.

Line 2a – Report revenue from original feature films and short films produced speculatively for outright sale. Sale of such productions requires relinquishing all rights. The production is intended for commercial theaters, drive-in theaters, open air theaters, etc. **Excludes** films produced for own account and under contract.

Line 2b – Report revenue from original television programming produced speculatively for outright sale. Sale of such productions requires relinquishing all rights. The production is intended for television including documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc. **Excludes** programs produced for own account and under contract.

Line 2c – Report revenue from other original audiovisual productions produced speculatively for outright sale. Sale of such productions requires relinquishing all rights. **Excludes** motion picture films and television programming and programs produced for own account and under contract.

Line 3a – Report revenue from producing feature films, short films, etc., for another on a contract or fee basis. **Include** all production aspects of an entire or piece of an audiovisual work.

Line 3b – Report revenue from producing television programming for another on a contract or fee basis. **Include** all production aspects of an entire or piece of an audiovisual work.

Line 3c – Report revenue from producing live action or animated commercials for viewing on television or in movie theaters for another on a contract or fee basis. **Examples** include infomercials and promotional spots for television. **Include** all production aspects of an entire or piece of an audiovisual work.

Line 3d – Report revenue from the production of other audiovisual programming on a contract or fee basis. **Examples** include training and instruction, public relations, promotional campaigns, public service messages, educational, corporate, religious, tourist, exercise videos, band videos, music videos, Internet videos, etc.

Line 4a and Line 4d – Report your share of revenue from granting permission on a fee, royalty, or other basis, for another company (distributor, etc.) to distribute motion picture films to commercial theaters, drive-in theaters, open air theaters, etc. Productions include live action or animated films, videos, digital media, etc. **Examples** include feature films, direct-to-video feature films, and short films.

Line 4b and Line 4e – Report your share of revenue from granting permission on a fee, royalty, or other basis, for another company (distributor, syndicator, etc.) to distribute television programming. **Examples** of productions include live action or animated films, videos, digital media, etc.

Line 4c and Line 4f – Report your share of revenue from granting permission on a fee, royalty, or other basis, for another company (distributor, etc.) to distribute other audiovisual programming to markets not included in Lines 4a, 4b, 4d, or 4e above.

An estimate is acceptable if a book figure is not available.

	Key code	2004 Bil.	Mil.	Thou.	Dol.
MOTION PICTURE DISTRIBUTORS AND INTEGRATED MOTION PICTURE PRODUCTION AND DISTRIBUTION FIRMS					
1. Licensing of rights to exhibit, broadcast, and/or rent audiovisuals works on own account or on behalf of the copyright owner					
Domestic Licensing					
a. Motion picture films	1312				
b. Television programs	1313				
c. Other audiovisual works	1314				
International Licensing					
d. Motion picture films	1315				
e. Television programs	1316				
f. Other audiovisual works	1317				
MOTION PICTURE PRODUCERS					
2. Audiovisual works speculatively produced for outright sale:					
a. Motion picture films	1318				
b. Television programs	1319				
c. Other audiovisual works	1320				
3. Contract production of audiovisual works					
a. Motion picture films	1321				
b. Television programs	1322				
c. Commercials	1323				
d. Other audiovisual works	1324				
FIRMS USING MOTION PICTURE DISTRIBUTORS					
4. Licensing of rights to others to distribute your audiovisual works					
Domestic Licensing					
a. Motion picture films	1325				
b. Television programs	1326				
c. Other audiovisual works	1327				
International Licensing					
d. Motion picture films	1328				
e. Television programs	1329				
f. Other audiovisual works	1330				

Please continue to next page →

Item 4A REVENUE – Continued

Line 5 – Report revenue from granting permission on a fee, royalty, or other basis for international use of the "concept" of audiovisual works (films, television programs, etc.). An example is audiovisual works that use different actors than the original work.

Line 6 – Report revenue from the distribution of audiovisual works for resale including videos and DVDs, to wholesalers, retailers, rental markets, etc.

Line 7 – Report revenue from providing services for other producers on all phases of preproduction, production, and postproduction. This work is contracted or subcontracted by the production house on a contract or fee basis, usually for films and TV shows. **Preproduction services** include script editing, casting, location scouting, and consultation. **Production services** include cameramen, grips, sound engineers, extras, and special effects services. **Postproduction services** include editing, transfer, color correction, digital restoration, visual effects, animation, duplication of masters, format conversion, compression and digital encoding, captioning, titling, subtitling, sound editing, and sound design services.

Line 8 – Report revenue from renting motion picture and video production facilities. **Include** use of soundstages, property or space on the lot, etc. This service may include related equipment and studio personnel if bundled with the studio rental service.

Line 9 – Report revenue from the rental of equipment related to motion picture and video production. **Include** cameras, lighting, sound recording equipment, etc.

Line 10 – Report revenue for granting permission to use word(s), phrase(s), symbol(s), or design(s) for merchandise (such as toys, tee shirts, hats, etc.) on a fee, royalty, or other basis. **Include** merchandise licensing revenue if the licensing is performed at the location(s) involved in production and/or distribution of audiovisual works. **Exclude** merchandise licensing if the licensing is performed at a separate establishment of the company not involved in the production and/or distribution of audiovisual works.

Line 11 – Report revenue from all other service operations not included in lines 1-10. **Examples** include sales of advertising space, forum rental, warehouse rental, etc.

An estimate is acceptable if a book figure is not available.

ALL FIRMS	Key code	2004 Bil.	2004 Mil.	2004 Thou.	2004 Dol.
5. Licensing of international rights to others to use your audiovisual concepts	1331				
6. Sale of audiovisual works for wholesale, retail, and rental markets	1332				
7. Other production services	1333				
8. Studio rental and leasing	1334				
9. Motion picture and video production equipment rental	1335				
10. Merchandise licensing	1336				
11. All other revenue	749				
12. Total Operating Revenue	002				

Item 4B EXPORTS

An estimate is acceptable if a book figure is not available.

Note – An export is a tangible or intangible product (e.g., good, license agreement, reproduction right, service) that is sold or transferred to a customer or client (individual, government, business establishment, etc.) located outside the United States (i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. **Exclude** products provided to domestic subsidiaries of foreign firms.

Did the revenue reported in Item 4A include any amounts received for exported services or products? 0009 1 ☐ Yes → 2 ☐ No

	Key code	2004 Bil.	2004 Mil.	2004 Thou.	2004 Dol.
	004				

Item 4C E-COMMERCE RECEIPTS/REVENUE

Report sales and receipts from any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods and services may or may not be made online. Please see the General Instruction sheet for further clarification before completing this item.

An estimate is acceptable if a book figure is not available.

1. Did your firm have e-commerce receipts/revenue during 2004?

0011 1 ☐ Yes – *Enter the date your firm began e-commerce sales.* → 0010

Month (i.e., June=06)	Year (i.e., 2004=04)

2 ☐ No – *Continue to Item 4D.*

2. What was your firm's e-commerce receipts/revenue for 2004? (**Include** e-commerce receipts/revenue in Item 4A. **Exclude** sales taxes.) →

	Key code	2004 Bil.	2004 Mil.	2004 Thou.	2004 Dol.
	005				

Item 4D INVENTORIES AT END OF YEAR (DECEMBER 31, 2004)

An estimate is acceptable if a book figure is not available.

Report inventories at cost or market value using generally accepted accounting methods.

	Key code	2004 Bil.	2004 Mil.	2004 Thou.	2004 Dol.
a. Finished goods and work-in-process	621				
b. Materials, supplies, fuel, etc.	622				
c. TOTAL inventories	623				

<Please continue to Item 4E.>

Item 4E OPERATING EXPENSES

1. Cost of Contract Labor

Line 1 – Report payments made to suppliers for leased employees and temporary help such as office workers, provided they are **not on your payroll**, but **are supervised** by your firm. **Exclude** payments for services of persons supervised by the supplying firm, such as legal, accounting, janitorial, security, and building maintenance services.

2. Expensed Materials and Supplies (not for resale)

Line 2a – Report the cost of expensed computer hardware and packaged software. **Include** hardware such as servers, CPUs, monitors, and network devices; computer software purchased under licensing agreements, and computer software license fees; and other expensed business equipment, such as copiers, fax machines, and telephones. **Exclude** leased and/or rented equipment.

Line 2b – Report the cost of expensed materials, parts, and supplies, which are used as part of the services you provide. **Include** office and janitorial supplies, small tools, computer-related supplies (such as cartridges and computer paper), packaging and containers, and medical supplies. **Exclude** fuels for motor vehicles, and leased and/or rented materials, parts, and supplies.

3. Expensed Purchased Services

Line 3a – Report the cost of expensed custom coded software. **Include** computer-related services such as adaptation of off-the-shelf software, system design and support services, web design, and web hosting. **Exclude** computer-related communications costs.

Line 3b – Report the cost of data processing, computer consulting, and other purchased computer services. **Include** computer input preparation, data storage, computer time rental, microfilm imaging, and optical scanning services. **Exclude** payroll processing, credit card transaction fees, and fees for the management and operation of your data processing facilities.

Line 3c – Report the cost of telephone, cellular, pagers, and fax services; and computer-related communications such as Internet, connectivity, on-line, and other communication services.

Line 3d – Report the cost of purchased electricity. If electricity is included in a lease or rental payment, report these costs below.

Line 3e – Report the cost of purchased fuels for heating, power, and generating electricity. **Include** the cost of natural gas. If the cost of fuels are included in a lease or rental payment, report these costs below.

Line 3f – Report the cost of administrative and professional services such as management consulting, legal, accounting, auditing, bookkeeping, actuarial, payroll processing, marketing, advertising, architectural, engineering, and fees for the management and operation of your data processing facilities.

Line 3g – Report lease and rental costs for land, buildings, offices, structures, machinery, and equipment. **Include** lease and rental of transportation equipment without operators; and penalties incurred for broken leases. **Exclude** payments by your firm to your parent company or organization (or any of its subsidiaries) for use of assets owned by them and installment payments for assets obtained through capital lease agreements.

Line 3h – Include purchased transportation (with operators); travel and lodging; shipping and warehousing; postage and package delivery; water, sewer, and refuse removal; janitorial, security, parking, and grounds maintenance; purchased repair and maintenance; and all other purchased services. **Exclude** annual payroll, employer's contributions to employee benefits plans, fuels for motor vehicles, insurance, depreciation, taxes and licenses, bank charges associated with maintaining accounts, investment and brokerage fees, and credit card transaction fees.

Line 4 – Include annual payroll on a **cash** basis, employer's contributions to employee benefits plans on a **cash** basis, fuels for motor vehicles, insurance, depreciation, taxes and licenses, bank charges associated with maintaining accounts, investment and brokerage fees, credit card transaction fees, royalties, and all other operating expenses. **Exclude** interest expense.

An estimate is acceptable if a book figure is not available.

Include only purchases from external vendors.

Exclude capitalized costs.

	Key code	2004 Bil.	Mil.	Thou.	Dol.
1. Cost of Contract Labor	**1287**				
2. Expensed Materials and Supplies (not for resale)					
a. Computer and other business equipment and supplies (including packaged software)	**1299**				
b. Other materials, parts, and supplies	**1300**				
3. Expensed Purchased Services					
a. Custom coded software (including adaptation of off-the-shelf software) and system design and support services	**1302**				
b. Data processing and other purchased computer services	**1303**				
c. Purchased communication services	**1282**				
d. Purchased electricity	**1283**				
e. Purchased fuels (except motor fuels)	**1304**				
f. Purchased management consulting, administrative services, and other professional services	**1305**				
g. Lease and rental payments	**807**				
h. All other purchased services	**1307**				
4. Other Operating Expenses	**1385**				
5. TOTAL OPERATING EXPENSES *(Sum of lines 1–4)*	**003**				

Item 5 **NUMBER OF LOCATIONS**

	2004 Number
Enter the total number of service locations covered by this report as of December 31, 2004. →	0012

Item 6 **OWNERSHIP OR CONTROL**

a. Does another firm own more than 50 percent of the voting stock or have the power to control the management and policies of this company?

0013 1 ☐ Yes → 2 ☐ No

0014 Name of owning or controlling company

Number and street

City, State, and ZIP Code

EIN → 0015 ___ – ___

b. Did this firm acquire or merge with another company during 2004?

0016 1 ☐ Yes → 2 ☐ No

0017 Name of company acquired or merged with

Number and street

City, State, and ZIP Code

Date of merger or acquisition → 0018 Month ___ Year ___

EIN → 0019 ___ – ___

Item 7 **REMARKS –** ***Please use this space for any explanations that may be helpful in understanding your reported data. For any separate correspondence pertaining to this report, please include the IDENTIFICATION number shown in the address label area or at the top of the page.***

0027

Public reporting burden for this collection of information is estimated to average 4.0 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0422, U.S. Census Bureau, 4700 Silver Hill Road, Stop 1500, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0422" as the subject. PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of this form.

Item 8 **CERTIFICATION –** This report is substantially accurate and has been prepared in accordance with instructions.

0020 Name of person completing this report – *Please print*	0024 Title	0025 Date

0021 Address *(Number and street, city, State, ZIP Code)*

0022 Telephone			0023 Fax			0026 E-mail address
Area code	Number	Extension	Area code	Number	Extension	

Please return the completed form in the enclosed envelope.
If you prefer, you may fax the completed form to 1–800–447–4613.

To see the results of previous Service Annual Surveys, go to the following website:
www.census.gov/econ/www/servmenu.html

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

SERVICE ANNUAL SURVEY
INFORMATION SECTOR
GENERAL INSTRUCTIONS

Your report should be completed and returned in the preaddressed envelope provided on or before the due date. **If the report does not appear to apply to your kind of business or activity, describe your business or activity in Item 1 and complete the remainder of the form as accurately as possible.**

If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to the

U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001

or call our Census Bureau representative in Jeffersonville, Indiana at 1–800–772–7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern time.

Always include your identification number, located in the address label, in any correspondence.

IF BOOK FIGURES ARE NOT AVAILABLE, ESTIMATES ARE ACCEPTABLE.

Please read all instructions before making your entries.

Report data for the calendar year specified. If calendar year records are not available, we will accept fiscal year data. Please note, however, that we prefer estimates for the calendar year to book figures covering a different time period. Report all values in dollars (omit cents). Enter "0" in items where appropriate. Please do not combine data for two or more items.

For location(s) sold or acquired during the year specified, report only for the period that the location(s) were operated by this firm.

SPECIFIC INSTRUCTIONS

Revenue

Report revenue for all services rendered and any sales of merchandise for the calendar year specified, even though payment may have been received at a later date. **Firms operating on a commission basis should report commissions, fees, and other operating income, not gross billings or sales.**

Include –

- Total value of service contracts.
- Amounts received for work subcontracted to others.
- Market value of compensation in lieu of cash.
- Revenue from services performed by domestic locations for FOREIGN parent firms, subsidiaries, branches, etc.
- Dues and assessments from members and affiliates.
- Royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property).

Exclude –

- Taxes (sales, amusement, occupancy, use, or other) collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.
- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- Revenue from customers for carrying or other credit charges.
- Commissions from vending machine operators.
- Revenue of foreign subsidiaries (those located outside the U.S., i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. Possessions).
- Revenue from the sale of used equipment.
- Installment payments from leasing under capital, finance, or full-payout leases.
- Proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale).
- Intracompany transfers.
- Contributions, gift, grants, income from interest, rental of real estate, and dividends.

SERVICE ANNUAL SURVEY
INFORMATION SECTOR
SPECIFIC INSTRUCTIONS – Continued

E-commerce Receipts/Revenue

(In the following instructions, online refers to any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system.)

Include –

- Revenue from online orders for goods or services placed by a buyer.
- Revenue from online services provided where charges are based on the usage of those services (e.g., commissions or fees from use of computerized reservation systems, financial transaction processing systems, etc.)
- Commissions or fees from the trading of securities or the sale of other financial products online (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-through including referral fees) through your company's Web site.
- Revenue from orders or contracts negotiated online with a buyer and seller on the price and terms for transferring ownership or the rights to use goods or services.
- Revenue from telephone transactions using interactive voice response systems.

Exclude – revenue from:

- Online billings where the order or contract was not negotiated online.
- Delivery of services online where the order or contract was not negotiated online.
- Provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access) where the order or contract for such services was not negotiated online.
- Orders for goods or services placed by facsimile machine or over switched telephone network.