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

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

FORM
SA-51321A

DUE DATE

2004 SERVICE ANNUAL SURVEY

CABLE NETWORKS

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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

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

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 operated by your company and its subsidiaries primarily engaged in operating studios and facilities for the broadcasting of cable programs on a subscription or fee basis. These locations produce programming in your company's 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.

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

0001 1 ☐ Yes – *Continue with Item 3*
2 ☐ No – *Specify your business activity and continue with Item 3, and complete as much of the survey form as possible.*

0002

Item 2 **NOT APPLICABLE TO THIS FORM**

Item 3 **REPORT PERIOD**

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

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

0006 1 ☐ Calendar year – *Go to Item 4A*
2 ☐ Fiscal year
3 ☐ Less than 12 months

	2004		
	Month	Day	Year
From 0007			
To 0008			

Item 4A REVENUE

See the attached "General Instructions" sheet before completing this section.

Enter "0" in items where applicable.

Do not combine data for two or more detail lines.

Exclude intracompany transfers.

Line 1 – Report net advertising revenue. **Exclude** commissions paid to agency representatives and brokers, but include trade-outs and barter, and political advertising revenue.

Line 2 – Report revenue from providing television and musical programming, usually an entire channel, to programming distributors such as cable, direct-to-home satellite, and multipoint distribution service operators.

Line 3 – Report other operating revenue. **Exclude** non-operating revenue such as income from investments, the sale of securities, real estate, etc.

Note – If the amount reported on line 3 is greater than 20 percent of the total operating revenue reported in line 4, indicate the source of this revenue in the "Remarks" section on page 5.

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

	Key code	2004 Bil.	2004 Mil.	2004 Thou.	2004 Dol.
1. Air Time – (i.e. net advertising revenue)	748				
2. Specialty programming service (i.e., program revenue)	814				
3. Other operating revenue	749				
4. TOTAL OPERATING REVENUE →	002				

Item 4B 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

2 ☐ No – *Continue to Item 4C.*

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

	Key code	2004 Bil.	2004 Mil.	2004 Thou.	2004 Dol.
2. What was your firm's e-commerce receipts/revenue for 2004? (**Include** e-commerce receipts/revenue in Item 4A. **Exclude** sales taxes.) →	005				

<Please continue to Item 4C.>

Item 4C **OPERATING EXPENSES**

Include only purchases from external vendors.

Exclude capitalized costs.

1. Employee Compensation

Line 1a – Report on a **cash** basis, the gross earnings paid to employees prior to deductions. If an unincorporated concern, exclude payments to proprietors or partners.

Line 1b – Report on a **cash** basis, employer's cost for legally required programs actually paid during the year, such as Social Security, workmen's compensation insurance, unemployment tax, and state disability insurance programs; and employer's cost for programs not required by law such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits, and insurance premiums for hospital and medical plans. Report the amounts actually contributed.

Line 1c – 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 advertising, including payments to other firms for promotional printing, media, and other services and materials used for advertising. **Include** the cost of telemarketing services.

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

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

Line 3g – 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 3h – 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 3i – 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** insurance, depreciation, taxes and licenses, bank charges associated with maintaining accounts, investment and brokerage fees, credit card transaction fees, etc.

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

	Key code	2004 Bil.	Mil.	Thou.	Dol.
1. Employee Compensation					
a. Annual payroll	**800**				
b. Employer's contribution to employee benefits plans	**1269**				
c. Contract labor	**1287**				
2. Expensed Materials and Supplies (not for resale)					
a. Expensed business equipment and supplies (not for resale)	**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 communications	**1282**				
d. Purchased advertising and promotional services	**812**				
e. Purchased management consulting, administrative services, and other professional services	**1305**				
f. Purchased electricity	**1283**				
g. Purchased fuels (except motor fuels)	**1304**				
h. Lease and rental payments	**807**				
i. All other purchased services	**1307**				

Item 4C **OPERATING EXPENSES – Continued**

Include only purchases from external vendors.

Exclude capitalized costs.

4. Operating Expenses

Line 4a – Program and production costs include talent and music license fees, the value of bartered programming, and all other costs of programming and production. **Exclude** payroll and employer contributions to employee benefit programs.

Line 4b – Include depreciation on buildings, offices, structures, and communications systems, vehicles, machinery, equipment, and other tangible assets. Report depreciation of assets obtained through capital lease agreements, leasehold assets, and amortization of intangible assets (i.e., goodwill, patents, copyrights, etc.). Report assets leased to others under an operating lease agreement. **Exclude** depreciation on assets leased to others under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.

Line 4c – Report the cost of taxes and licenses including business license fees, real and personal property taxes (such as taxes on real estate, motor vehicles, machinery, equipment, and inventories), and special assessments. **Include** FCC license fees. **Exclude** income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, state, or Federal government agencies.

Line 4d – Include insurance, bank charges associated with maintaining accounts, investment and brokerage fees, credit card transaction fees, and all other operating expenses.

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

	Key code	2004 Bil.	2004 Mil.	2004 Thou.	2004 Dol.
4. Other Operating Expenses					
a. Program and production costs (including program service cost, such as basic cable service and pay-per-view or premium TV service; in-house programs; and other program and production costs.)	825				
b. Depreciation and amortization charges (include amortization of intangible assets)	805				
c. Taxes and licenses fees (exclude income, sales, payroll, and excise taxes)	1288				
d. All other operating expenses	813				
5. TOTAL OPERATING EXPENSES (*Sum of lines 1–4*)	003				

Item 5 **EXPORTED SERVICES**

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

Note – An exported service is a service performed for 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). **Include** services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.). **Exclude** services provided to domestic subsidiaries of foreign firms.

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

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

Item 6 **NUMBER OF LOCATIONS**

Enter the total number of service locations covered by this report as of December 31, 2004. A location is defined as an establishment with paid company personnel.

2004 Number
0012

Item 7

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

0015 EIN → __–__

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

0019 EIN → __–__

Item 8 0027 **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.***

Public reporting burden for this collection of information is estimated to average 3.0 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 9 **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.