OMB No. 0607-0422: Approval Expires 10/31/2012

2010 Annual Services Report
Service Annual Survey

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

Motion Picture and Video Distribution

FORM

SA-5121T

REPORT DUE

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Need help or have questions?

Call 1-800-772-7851
M-F, 8:30 a.m. - 5:00 p.m. EST
or
Visit our web site:
www.census.gov/econhelp/sas
or
Write to:
U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001

(Please correct any errors in name, address, and ZIP Code.)

Internet Reporting

To complete this report online go to: *www.census.gov/econhelp/sas*
Click on "Census Taker" and enter your username and password to login.

Username:

Password:

YOUR RESPONSE IS REQUIRED BY LAW

Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau.

YOUR RESPONSE IS CONFIDENTIAL BY LAW

Title 13, United States Code, requires that your response 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.**

YOUR RESPONSE IS IMPORTANT

The services industries account for nearly 70 percent of all economic activity. We conduct this survey to obtain timely, comprehensive, and consistent measures needed by policy-makers, businesses, and the public to accurately assess domestic economic performance.

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PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2

1 REPORT COVERAGE

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in the production and/or distribution of motion pictures, videos, television programs, or commercials; in the exhibition of motion pictures; or in the provision of postproduction and related services.

Does the above coverage describe this firm's business activity?

0001 ☐ Yes - **Go to ❷.**

☐ No - **Specify the firm's business activity and complete the report where applicable beginning with ❷.**

0002

2 REPORT PERIODS

What periods of time will this data represent?

- Report data for the 2010 calendar year if possible.
- For locations that were sold or acquired during the year, only report for the periods that this firm operated the locations.

0006 ☐ 2010 calendar year - **Go to ❸.**

☐ Other than calendar year - **Enter the periods this report will cover** (e.g., fiscal years, periods with less than a full calendar year). →

	2010		
	From		
	Month	Day	Year
0007			
	To		
	Month	Day	Year
0008			

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CONTINUE ON PAGE 3

3 OPERATING REVENUE

Report the total operating revenue for this firm's locations defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.
- Do not combine data for two or more detail lines.

Exclude:

- Transfers made within the company.

		Mark "X" if None	2010 Operating Revenue $ Bil.	Mil.	Thou.	Dol.
1.	**Domestic licensing of rights to motion picture films -** Granting permission on a fee, royalty, or other basis, for an agreed period of time, to exhibit, broadcast, or rent motion picture films. These revenues are licensing (distribution) revenues, not revenue for producing films.	6191 ☐				
2.	**Domestic licensing of rights to television programs -** Granting permission on a fee, royalty, or other basis, for an agreed period of time, to broadcast or rent television programs. These revenues are licensing (distribution) revenues, not revenue for producing programs.	6192 ☐				
3.	**International licensing of rights to motion picture films -** Granting permission on a fee, royalty, or other basis, for an agreed period of time, to exhibit, broadcast, or rent motion picture films. These revenues are licensing (distribution) revenues, not revenue for producing films.	6193 ☐				
4.	**International licensing of rights to television programs -** Granting permission on a fee, royalty, or other basis, for an agreed period of time, to broadcast or rent television programs. These revenues are licensing (distribution) revenues, not revenue for producing programs.	6194 ☐				
5.	**Audiovisual works speculatively produced for outright sale -** The production and sale of original audiovisual works (e.g., feature films, short films, documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies). Sale of such productions requires relinquishing all rights. **Exclude** programs produced for own account and programs under contract.	6195 ☐				
6.	**Contract production of audiovisual works -** Contracted or fee based production of audiovisual works (e.g., feature films, short films, commercials, television programs, training and instruction, public relations, promotional campaigns, public service messages, educational, corporate, religious). **Include** all production aspects of the fully completed or partially completed audiovisual work.	6196 ☐				
7.	**Domestic licensing of rights to others to distribute audiovisual works -** Granting permission on a fee, royalty, or other basis to another company to distribute audiovisual works (e.g., feature films, short films, documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies).	6197 ☐				
8.	**International licensing of rights to others to distribute audiovisual works -** Granting permission on a fee, royalty, or other basis to another company to distribute audiovisual works (e.g., feature films, short films, documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies).	6198 ☐				

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CONTINUE ON PAGE 4

3 OPERATING REVENUE - (Continued)

Report the total operating revenue for this firm's locations defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.
- Do not combine data for two or more detail lines.

Exclude:

- Transfers made within the company.

		Mark "X" if None	2010 Operating Revenue $ Bil.	Mil.	Thou.	Dol.
9.	**Sale of audiovisual works for the wholesale, retail, and rental markets -** The distribution of audiovisual works for the purpose of resale.	6199 ☐				
10.	**Other production services -** Providing services for other producers on all phases of **preproduction** (e.g., script editing, casting, location scouting, consultation), **production** (e.g., cameramen, grips, sound engineers, extras, special effects services), and **postproduction** (e.g., editing, transfer, color correction, digital restoration, visual effects, animation, duplication of masters, format conversion, compression and digital encoding, captioning, titling, subtitling, sound editing, sound design).	6200 ☐				
11.	**Merchandise licensing -** Granting permission to use word(s), phrase(s), symbol(s), or design(s) for merchandise on a fee, royalty, or other basis. **Include** merchandise licensing 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 separate establishment(s) of the company not involved in production and/or distribution of audiovisual works.	6201 ☐				
12.	**All other operating revenue -** Revenue not reported in lines **1-11. If this item is greater than 20% of the total operating revenue, specify the primary source of the revenue here.** 1560	1799 ☐				
13.	**TOTAL OPERATING REVENUE -** Sum of lines **1-12.**	1800				

4 Not Applicable.

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CONTINUE ON PAGE 5

5 OPERATING EXPENSES

Report operating expenses for this firm's locations as defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.
- Do not combine data for two or more detail lines.

Exclude:

- Transfers made within the company
- Capitalized expenses
- Interest
- Bad debt
- Impairment
- Income Tax

		Mark "X" if None	2010 Operating Expenses $ Bil.	Mil.	Thou.	Dol.
Personnel Costs						
1. **Gross annual payroll -** Total annual Medicare salaries and wages for all employees as reported on your firm's IRS Form 941, Employer's Quarterly Federal Tax Return, line 5(c) for the four quarters that correspond to the survey period or IRS Form 944 Employer's Annual Federal Tax Return, line 4(c).	1821	☐				
2. **Employer's cost for fringe benefits -** Employer's cost for legally required programs and programs not required by law. **Include** insurance premiums for hospital plans, medical plans, and single service plans (e.g., dental, vision, prescription drugs); premium equivalents for self-insured plans and fees paid to third-party administrators (TPAs); defined benefit pension plans; defined contribution plans (e.g., profit sharing, 401K, stock option plans); and other fringe benefits (e.g., Social Security, workers' compensation insurance, unemployment tax, state disability insurance programs, life insurance benefits, Medicare). **Exclude** employee contributions.	1822	☐				
3. **Temporary staff and leased employee expense -** Total costs paid to Professional Employer Organizations (PEOs) and staffing agencies for personnel. **Include** all charges for payroll, benefits, and services.	1823	☐				
Expensed Materials, Parts, and Supplies (not for resale)						
4. **Expensed equipment -** Expensed computer hardware and other equipment (e.g., copiers, fax machines, telephones, shop and lab equipment, CPUs, monitors). Report packaged software in line **6.** Report leased and rented equipment in line **8.**	1824	☐				
5. **Expensed purchases of other materials, parts, and supplies -** Materials and supplies used in providing services to others, materials and parts used in repairs, office and janitorial supplies, small tools, containers and other packaging materials, and motor fuels.	1825	☐				
Expensed Purchased Services						
6. **Expensed purchases of software -** Purchases of prepackaged, custom coded, or vendor customized software. **Include** software developed or customized by others, web-design services and purchases, licensing agreements, upgrades of software, and maintenance fees related to software upgrades and alterations.	1826	☐				
7. **Purchased electricity and fuels (except motor fuels) -** If the cost of electricity and heating fuels (e.g., natural gas, propane, oil, coal) are included in lease or rental payments, report in line **8.**	1827	☐				
8. **Lease and rental payments -** For land, buildings, offices, structures, machinery, equipment, and other tangible items. **Include** lease and rental of transportation equipment without operators and penalties incurred for broken leases. **Exclude** capital and financing lease agreements and licensing/leasing of software.	1828	☐				

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CONTINUE ON PAGE 6

5 OPERATING EXPENSES - (Continued)

Report operating expenses for this firm's locations as defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.
- Do not combine data for two or more detail lines.

Exclude:

- Transfers made within the company
- Capitalized expenses
- Interest
- Bad debt
- Impairment
- Income Tax

Expensed Purchased Services - (Continued)

		Mark "X" if None	2010 Operating Expenses $ Bil.	Mil.	Thou.	Dol.
9.	**Purchased repair and maintenance - Include** expensed repair and maintenance to buildings and integral building components (e.g., elevators, heating and cooling systems), structures, offices, machinery, vehicles, equipment, and computer hardware. **Exclude** materials, parts, and supplies used for repair and maintenance performed by this firm's employees. Report janitorial and grounds maintenance services in line **13.**	1829 ☐				
10.	**Purchased advertising and promotional services - Include** marketing and public relations services.	1830 ☐				

Other Operating Expenses

11.	**Depreciation and amortization charges - Include** depreciation charges taken against tangible assets owned and used by your firm, tangible assets and improvements owned by your firm within leaseholds, tangible assets obtained through capital lease agreements, and amortization charges against intangible assets (e.g., patents, copyrights). **Exclude** impairment.	1831 ☐				
12.	**Governmental taxes and license fees -** Payments to government agencies for taxes and licenses. **Include** business and property taxes. **Exclude** income taxes and sales and excise taxes collected from customers.	1832 ☐				
13.	**All other operating expenses -** All other operating expenses not reported above, unless specifically excluded in the general instructions at the top of the page. **Include** office postage paid and package delivery. **Exclude** purchases of merchandise for resale and non-operating expenses.	1899 ☐				
14.	**TOTAL OPERATING EXPENSES** - Sum of lines **1-13.**	1900				

6 **and** **7** Not Applicable.

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CONTINUE ON PAGE 7

8 E-COMMERCE REVENUE

E-commerce includes sales, receipts, and contributions 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.

Did the revenue reported in 3 include any e-commerce revenue?

		2010 E-Commerce Revenue			
		$ Bil.	Mil.	Thou.	Dol.
☐ Yes - **What was this firm's e-commerce revenue?** 2000	0011				
☐ No - **Go to 9.**					

9 EXPORT REVENUE

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.).
- Revenue from the sale of personal, business, or mainframe computer software to clients and customers located outside the United States.

Exclude:

- Services provided to domestic subsidiaries of foreign firms.

Did the revenue reported in 3 include any revenue from exports?

		2010 Export Revenue			
		$ Bil.	Mil.	Thou.	Dol.
☐ Yes - **What was this firm's revenue from exports?** 2100	0009				
☐ No - **Go to 10.**					

10 INVENTORIES AT END OF YEAR

Report inventories at end of year at cost or market value using generally accepted accounting principles.

		Mark "X" if None	2010 Inventories $ Bil.	Mil.	Thou.	Dol.
1. Finished goods.	1751	☐				
2. Work-in-process.	1752	☐				
3. Materials, supplies, fuel, etc.	1753	☐				
4. TOTAL BOOK VALUE - Sum of lines **1-3.**	1754					

Of the total inventories reported in line **4**, were any stored or in route OUTSIDE the 50 U.S. States and the District of Columbia?

		2010 Inventories $ Bil.	Mil.	Thou.	Dol.
☐ Yes - **What was the total value of those inventories?** (Do not report inventory held in Foreign Trade Zones or in bond warehouses in the U.S.) 6042	6041				
☐ No - **Go to 11.**					

SOURCE OF INVENTORIES AT END OF YEAR

Report inventories of total book value inventories by type of inventory.

	Source of Inventories 2010
1. Film and programming production costs. 6450	%
2. Merchandise costs. 6451	%
3. Other inventory costs. . . . . . 6452 +	%
	1 0 0 %

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CONTINUE ON PAGE 8

11 CHANGE IN STRUCTURE

Did you have an Employer Identification Number (EIN) change in 2010?

0015 EIN (9 digits) ___ - ___

0013 ☐ Yes - **Enter the new EIN.** . . . . . .

☐ No - **Continue.**

Was there a change in ownership or control?

0018 Month ___ Year ___

☐ Yes - **Provide the date of the change and the firm's information.** . . . . . .
(for multiple mergers, provide each firm's information as an attachment to this report)

0016 ☐ No - **Go to 12.**

0017 Name of company acquired or merged with

Street Address

City | State | ZIP Code ___ - ___

0019 EIN (9 digits) ___ - ___

Specify the nature of this change here.

0035

12 REMARKS

- Please provide an explanation for any inconsistent or incomplete data that would aid in understanding this report. For any separate correspondence pertaining to this report, please include the identification number shown in the address label area at the top of the first page.

0027

13 CERTIFICATION

- This report is substantially accurate and has been prepared in accordance with the instructions.

0020 Name of person to contact regarding this report *(Please print)* | 0024 Title

0021 Address (Number and street) | City | State | ZIP Code ___ - ___

0022 Telephone: Area code | Number ___ - ___ | Extension

0023 Fax: Area code | Number ___ - ___

0026 E-mail address

0025 Date Completed: Month | Day | Year

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Return completed form to:
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

or fax to: 1-800-447-4613

Public reporting burden for this collection of information is estimated to average 5.0 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, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. 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.

To see aggregate industry results of previous Service Annual Surveys, go to the following website:
www.census.gov/services/index.html

2010 Annual Services Report

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

General Instructions

- Report data on an accrual basis, except for payroll.
- Dollars should be rounded to the nearest dollar.
- If a figure is $1,030,280,456 it should be reported as →

Bil.	Mil.			Thou.			Dol.		
1	0	3	0	2	8	0	4	5	6

Item Specific Instructions - All Firms

Item 3 - Revenue

Include:

- Report gross billings, **except** where noted elsewhere on the form.
- Dues and assessments from members and affiliates.

Exclude:

- Taxes collected directly from customers or clients and paid directly to a local, state, or federal tax agency.

Instructions for Taxable Firms

Item 3 - Revenue

Include:

- Amounts received for work subcontracted to others.
- For locations that were sold or acquired during a year, only report for the periods that this firm operated the locations.
- Revenue from services performed by domestic locations of foreign parent firms, subsidiaries, branches, etc.

Exclude:

- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- 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).

Instructions for Tax-Exempt Firms

Item 3 - Revenue

Include:

- Program service revenue for services provided in the applicable period, whether or not payment was received in the applicable period.
- Gross sales of merchandise minus returns and allowances.
- Income from interest, dividends, gross rents (including display space rentals and share of receipts from departments operated by other companies), royalties, and other investments.
- Gross contributions, gifts, and grants (whether or not restricted for use in operations).
- Commissions earned from the sale of merchandise owned by others (including commissions from vending machine operators).
- Gross receipts from fundraising activities.

Exclude:

- Gross receipts of departments or concessions operated by other companies.
- Amounts transferred to operating funds from capital or reserve funds.

Item Specific Instructions - All Firms

Item 5 - Operating Expenses

Line 1 - Gross annual payroll

Include salaries and wages, commissions, dismissal pay, bonuses, employee contributions to Social Security, income tax withholding, union dues, group insurance premiums, savings bonds, cash equivalent in-kind, allowances, holiday pay, vacation pay, sick leave, stock purchase plans, and employee contributions to pension plans. **Exclude** the cost of leased employees, employer's cost for fringe benefits, and temporary staff obtained from temporary help services. For unincorporated businesses, **exclude** profit or other compensation of proprietors or partners.

All other operating expenses

Include travel and entertainment; postage, shipping or delivery services; warehousing and storage services; royalties; security services; janitorial and grounds maintenance services; purchased transportation with operators; and other expenses not reported elsewhere.