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

FORM
**SA-51219E** (11-22-2011)

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

# 2011 ANNUAL SERVICES REPORT

## Other Motion Picture and Video Industries

**Due Date**

**Need help or have questions?**

**Call** 1-800-772-7851
(8:30 a.m. - 5:00 p.m. ET, M-F)
or
**Visit** census.gov/econhelp/sas

**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. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

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

**Return via Internet:**
census.gov/econhelp/sas
Username:
Password:

**Return via Mail:**
U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47134-0001

**To view Survey Results:**
census.gov/services

### GENERAL INSTRUCTIONS

Throughout this survey, any reference to **"this firm"** is referring to the EIN that is printed in the mailing address area or the new EIN that was provided as a response in ❷. Any responses related to "this firm" should only include data for the EIN referenced.

- Any significant change in this firm's operations should be noted in ⓱.
- For establishments sold or acquired in 2011 or 2010, report data only for the period the establishments were operated by this firm.
- Estimates are acceptable if book figures are not available.
- Enter "0" where applicable.
- Do not combine data for two or more detailed lines.
- 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 | 030 | 280 | 456 |

**Include:**

- Data for all Services establishments (excluding data for Retail, Wholesale, Manufacturing, Mining, and Construction operations) operating under the EIN printed in the mailing address area.
- Data for auxiliary facilities primarily engaged in supporting services to those establishment(s) such as warehouses, garages, central administrative offices, and repair services.

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***PENALTY FOR FAILURE TO REPORT***

***CONTINUE ON PAGE 2***

## 1 SURVEY COVERAGE

**Did this firm provide the business activities described below?**

This report covers all domestic locations that report payroll for the Federal Employer Identification Number (EIN) shown above the address label primarily engaged in providing motion picture and video services (except motion picture and video production, distribution, exhibition, and teleproduction and other postproduction services). Examples of establishments covered by this industry include motion picture film laboratories and stock footage film libraries.

☐ Yes

☐ No - *Specify this firm's business activity*

## 2 FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN)

**Does this firm report payroll under EIN**

☐ Yes

☐ No - *Enter current 9-digit EIN **AND** date payroll was first reported for this EIN* . . . . . EIN (9 digits) ___ - ___

Month | Day | Year

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***CONTINUE ON PAGE 3***

## 3 ORGANIZATIONAL CHANGE

**A. Did this firm experience any acquisitions, sales, mergers, and/or divestitures in 2011 or 2010?**

☐ Yes

☐ No - *Go to* 4

**B. Which of the following organizational changes occurred in 2011 or 2010?**

*Check all that apply. If more than one organizational change occurred during the reporting period, explain in* 17.

☐ Acquisition
☐ Sale
☐ Merger
☐ Divestiture

*Date of organizational change* . . . . . | Month | Day | Year |

*AND*

*Enter detailed information below* 7

| Name of company | EIN (9 digits) |
|---|---|
| | - |

| Address (Number and street, P.O. Box, etc.) | | |
|---|---|---|
| | | |
| **City, town, village, etc.** | **State** | **ZIP Code** |
| | | - |

## 4 REPORTING PERIOD

**What time period is covered by the data provided in this report?**

☐ Calendar year

☐ Fiscal or partial year - *Report beginning and ending dates* . . . . . .

| 2011 | | |
|---|---|---|
| **Beginning Date** | | |
| Month | Day | Year |
| | | |
| **Ending Date** | | |
| Month | Day | Year |
| | | |

| 2010 | | |
|---|---|---|
| **Beginning Date** | | |
| Month | Day | Year |
| | | |
| **Ending Date** | | |
| Month | Day | Year |
| | | |

## 5 Not Applicable.

## 6 SALES, RECEIPTS, OR REVENUE

**What were the revenues for this firm in 2011 and 2010?**

**Include:**

- Allowances for cash and other discounts.
- Report gross billings, **except** where noted elsewhere on the form.
- Dues and assessments from members and affiliates.
- 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.
- E-commerce revenue.

**Exclude:**

- Transfers made within the company.
- Taxes collected directly from customers or clients and paid directly to a local, state, or federal tax agency.
- 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).

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## 6 SALES, RECEIPTS, OR REVENUE - Continued

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **1. Audiovisual postproduction services -** Providing computerized and electronic image and sound processing services in audiovisual works (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 and design services) . . . . . | | | | | | | | |
| **2. Motion picture film laboratory services -** Processing motion picture film, negative matching, color timing, printing (e.g., workprints, answer prints, intermediates), release printing, and film cleaning, etc. . . . | | | | | | | | |
| **3. Duplication and copying services -** Multiple or limited duplication of the master of a video, digital media, etc. **Include** screening copies, approval copies, etc. The copies are usually on VHS, streaming video, or DVD format. **Exclude** mass duplication of copies intended for the retail or rental market. Limited reproduction of the master of a film, video, digital media, etc. (e.g., edit masters, high definition masters, clones, etc.) are included in line **1** . . . . . | | | | | | | | |
| **4. All other operating revenue -** Revenue not reported in lines **1 through 3. If this item is greater than 20% of the total operating revenue, specify the primary source of the revenue below** | | | | | | | | |
| | | | | | | | | |
| **5. TOTAL OPERATING REVENUE** *Sum of lines **1 through 4*** . . . . . | | | | | | | | |

## 7 SALES TAX

**A. Did this firm collect any sales taxes in 2011 or 2010?**

☐ Yes

☐ No - *Go to* 8

| **B. What were the total sales taxes collected in 2011 and 2010?** *Exclude excise taxes* . . . . . | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| | | | | | | | | |

## 8 E-COMMERCE

*E-commerce is the sale of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device (M-Commerce), extranet, EDI network, electronic mail, or other comparable online system. Payment may or may not be made online.*

**A. Did this firm have any e-commerce revenue in 2011 or 2010?**

☐ Yes

☐ No - *Go to* 12

| **B. What was the total e-commerce revenue in 2011 and 2010?** . . . . . | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| | | | | | | | | |

**9–11** Not Applicable.

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## 12 INVENTORIES AT END OF YEAR

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

**Include:**

- Inventory held in Foreign Trade Zones or in bond warehouses in the United States.

**A. Did this firm own inventories, regardless of where held, at the end of 2011 or 2010 (or the period for which you are reporting)?**

☐ Yes

☐ No - *Go to* 13

**B. What was the value of the inventories owned by this firm on December 31 in 2011 and 2010?**

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| 1. Finished goods | | | | | | | | |
| 2. Work-in-process | | | | | | | | |
| 3. Materials, supplies, fuel, etc. | | | | | | | | |
| 4. TOTAL BOOK VALUE *Sum of lines **1 through 3*** | | | | | | | | |

**C. Were any of the inventories reported in 12B, line 4, stored outside or en route to the 50 states and the District of Columbia in 2011 or 2010?**

☐ Yes

☐ No - *Go to* 13

**D. What was the value of inventories stored outside or en route to the 50 states and the District of Columbia in 2011 and 2010?**

*Exclude inventory held in Foreign Trade Zones or in bond warehouses in the U.S.*

| 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|
| $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| | | | | | | | |

## 13 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.

**A. Did the revenue reported in 6 include any revenue from exports?**

☐ Yes

☐ No - *Go to* 14

**B. What was this firm's revenue from exports in 2011 and 2010?**

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| | | | | | | | | |

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## 14 OPERATING EXPENSES

**What were the operating expenses for this firm in 2011 and 2010?**

**Exclude:**

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

**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.

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **1. Personnel Costs** | | | | | | | | |
| **a. Gross annual payroll -** Total annual Medicare salaries and wages for all employees as reported on this 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). **Include** the spread on stock options that are taxable to employees as wages . . . . . | | | | | | | | |
| **b. 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 . . . . . | | | | | | | | |
| **c. 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 . . . . . | | | | | | | | |
| **2. Expensed Materials, Parts, and Supplies (not for resale)** | | | | | | | | |
| **a. 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 **3a.** Report leased and rented equipment in line **3c** . . . . . | | | | | | | | |

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***CONTINUE ON PAGE 7***

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**14 OPERATING EXPENSES** - Continued

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **2. Expensed Materials, Parts, and Supplies (not for resale)** - Continued | | | | | | | | |
| **b. 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 . . . | | | | | | | | |
| **3. Expensed Purchased Services** | | | | | | | | |
| **a. 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 . . . . . | | | | | | | | |
| **b. 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 **3c** | | | | | | | | |
| **c. 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 . . . . . | | | | | | | | |
| **d. 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 **4c** . . . . . | | | | | | | | |
| **e. Purchased advertising and promotional services - Include** marketing and public relations services . | | | | | | | | |
| **4. Other Operating Expenses** | | | | | | | | |
| **a. Depreciation and amortization charges - Include** depreciation charges taken against tangible assets owned and used by this firm, tangible assets and improvements owned by this firm within leaseholds, tangible assets obtained through capital lease agreements, and amortization charges against intangible assets (e.g., patents, copyrights). **Exclude** impairment . . . . . | | | | | | | | |
| **b. 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 . . . . . | | | | | | | | |

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**14 OPERATING EXPENSES** - Continued

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **4. Other Operating Expenses** - Continued | | | | | | | | |
| **c. All other operating expenses -** All other operating expenses not reported above, unless specifically excluded in the general instructions. **Include** office postage paid and package delivery. **Exclude** purchases of merchandise for resale and non-operating expenses. **If this item is greater than 20% of the total operating expenses, specify the primary source of the expenses below** | | | | | | | | |
| | | | | | | | | |
| **5. TOTAL OPERATING EXPENSES** *Sum of lines **1a through 4c*** . . . . . | | | | | | | | |

**15 and 16** Not Applicable.

**17 REMARKS -** Please use this space to explain any significant year-to-year changes, to clarify responses, or indicate where data were estimated.

**18 CONTACT INFORMATION**

| Name of person to contact regarding this report *(Please print)* | | | | | Title | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | |
| Address (Number and street) | | | City | | State | ZIP Code | | | |
| | | | | | | | - | | |
| Telephone | Area code | Number | | | Extension | Fax | Area code | Number | |
| | | | - | | | | | - | |
| E-mail address | | | | | Website address | | | | |
| | | | | | | | | | |

Public reporting burden for this collection of information is estimated to average 3-6 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.