



# 2002 ECONOMIC CENSUS

## MOTION PICTURE AND VIDEO PRODUCTION, DISTRIBUTION, AND RELATED SERVICES

OMB No. 0607-0887: Approval Expires 09/30/2004

**DUE DATE**  
**FEBRUARY 12, 2003**

**Mail** your completed form to:  
**U.S. CENSUS BUREAU**  
**1201 East 10th Street**  
**Jeffersonville, IN 47134-0001**

IN-51201

**Please read** the accompanying information sheet(s) before answering the questions.

**Need help or have questions about filling out this form?**

**Visit** our Web site at [www.census.gov/econhelp](http://www.census.gov/econhelp)

**Call** 1-800-233-6136, between 8:00 a.m. and 8:00 p.m., Eastern time, Monday through Friday.

- OR -

**Write** to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

**INFORMATION COPY  
DO NOT USE TO REPORT**

(Please correct any errors in this mailing address.)

**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.

- Use blue or black ink.
- Do not use pencil.
- Place an "X" inside the box.
- Please center numbers in their respective boxes. Examples:
- Do not put slashes through 0 or 7.

<input checked="" type="checkbox"/>	0	1	2	3	4	5	6	7	8	9
-------------------------------------	---	---	---	---	---	---	---	---	---	---

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

**1 MONTHS IN OPERATION**

Number of months in operation during 2002 (If none, mark "X" and go to 29.) . . . . . 0002

2002	
Number of months	

Mark "X" if None

**2 EMPLOYER IDENTIFICATION NUMBER**

Is the Employer Identification Number (EIN) shown in the mailing address the same as the one used for this establishment on its latest 2002 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021  Yes      0022  No - Enter current EIN (9 digits) → 0025

**3 PHYSICAL LOCATION**

**A. Is this establishment's physical location the same as shown in the mailing address? (P.O. box and rural route addresses are not physical locations.)**

0031  Yes

0032  No - Enter physical location →

0035 Number and street		
0036 City, town, village, etc.	0037 State	0038 ZIP Code

**B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?**

0041  Yes      0042  No      0043  No legal boundaries      0044  Do not know

**C. Type of municipality where this establishment is physically located**

0046  City, village, or borough      0047  Town or township      0048  Other or do not know



51201010

**HOW TO REPORT DOLLAR FIGURES**

Dollar figures should be **rounded to thousands** of dollars.

If a figure is **\$1,025,628.79**:

If a value is "0" (or less than \$500.00):

**Report** →

**Report** →

Mark "X" if None



2002			
\$ Bil.	Mil.	Thou.	Dol.
	1	026	

**4 SALES, SHIPMENTS, RECEIPTS, OR REVENUE**

Mark "X" if None

Operating receipts . . . . . 0100

2002			
\$ Bil.	Mil.	Thou.	Dol.

**5 E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE**

**A.** Did this establishment have any e-commerce sales, receipts, and/or revenue in 2002? (*E-commerce includes sales, receipts, and/or revenue from any transaction completed over an Internet, Extranet, Electronic Data Interchange (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 or services may or may not be made online. Please see the information sheet(s) for further clarification.*)

0181  Yes - Go to line B

0182  No - Go to **6**

**B.** E-commerce sales, receipts, and/or revenue of this establishment (*Include e-commerce sales, receipts, and/or revenue in 4. Exclude sales taxes.*) . . . . . 0185

2002			
Estimates are acceptable			
\$ Bil.	Mil.	Thou.	Dol.

**6 EMPLOYMENT AND PAYROLL**

**Include:**

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown in the mailing address or corrected in **2**.

**Exclude:**

- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Temporary staffing obtained from a staffing service.

For further clarification, see information sheet(s).

**A.** Number of employees for pay period including March 12 . . . . . 0320

Mark "X" if None

2002	
Number	

**B.** Payroll before deductions (*Exclude employer's cost for fringe benefits.*)

Mark "X" if None



**1.** Annual payroll . . . . . 0300

**2.** First quarter payroll (*January-March, 2002*) . . . . . 0310

2002		
\$ Mil.	Thou.	Dol.



51201028

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

**7** LEASED EMPLOYMENT AND PAYROLL

**A.** Did this establishment have any full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN?

**Exclude:**

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.
- Employees already reported in **6**.

For further clarification, see information sheet(s).

0241  Yes - Go to line B

0242  No - Go to **10**

Mark "X" if None	2002		
	Number		

**B.** Number of leased employees for pay period including March 12 . . . . . 0370

**C.** Payroll for leased employees before deductions (*Exclude employer's cost for fringe benefits.*)

**1.** Annual payroll for leased employees . . . . . 0350

2002		
\$ Mil.	Thou.	Dol.

**2.** First quarter payroll for leased employees (*January-March, 2002*) . . . . . 0360

Mark "X" if None	2002		
	\$ Mil.	Thou.	Dol.

**8 - 9** Not Applicable.



51201036

**10 INVENTORIES**

(Report inventories using generally accepted accounting practices.)

**A.** Did this establishment have inventories at the end of 2001 or 2002?

0486  Yes - Go to line B                      0487  No - Go to **13**

**B.** Were inventories of this establishment subject to the Last-in, First-out (LIFO) method of valuation?

0481  Yes - Use the sum of the LIFO amount (E2) plus the LIFO reserve (E1) for completing lines C and D2.  
 0482  No - Complete only lines C1 through D1. Line D1 should equal line C4.

C. Inventory by category	Mark "X" if None	End of 2002				Mark "X" if None	End of 2001				
		\$ Bil.	Mil.	Thou.	Dol.		\$ Bil.	Mil.	Thou.	Dol.	
1. Finished goods . . . . . 0461	<input type="checkbox"/>					0471	<input type="checkbox"/>				
2. Work-in-process . . . . . 0463	<input type="checkbox"/>					0473	<input type="checkbox"/>				
3. Materials, supplies, fuels, etc. . . . . 0462	<input type="checkbox"/>					0472	<input type="checkbox"/>				
4. <b>Total inventories</b> (Sum lines C1 through C3). . . . . 0460	<input type="checkbox"/>					0470	<input type="checkbox"/>				
<b>D.</b> Of the value on line C4 report:											
1. Amount not subject to LIFO costing (Report detail in <b>1</b> .) . . . . . 0464	<input type="checkbox"/>					0474	<input type="checkbox"/>				
2. Amount subject to LIFO costing (gross) . . . . . 0465	<input type="checkbox"/>					0475	<input type="checkbox"/>				
<b>E.</b> Of the value on line D2 report:											
1. Amount of LIFO reserve. . . . . 0466	<input type="checkbox"/>					0476	<input type="checkbox"/>				
2. Amount of LIFO value (net) . . . . . 0467	<input type="checkbox"/>					0477	<input type="checkbox"/>				

**11 INVENTORY VALUATION**

Methods of valuation for inventories not subject to LIFO costing at the end of 2002

(Using the inventory value reported in **10**, line D1 above, report the breakdown of the value for end of 2002 according to the inventory valuation methods shown below.)

A. First-in, First-out (FIFO) . . . . . 0491	Mark "X" if None	End of 2002			
		\$ Bil.	Mil.	Thou.	Dol.
B. Average cost . . . . . 0492	<input type="checkbox"/>				
C. Standard cost . . . . . 0493	<input type="checkbox"/>				
D. Other methods - Specify 0895 <input style="width: 400px; height: 20px;" type="text"/>	<input type="checkbox"/>				
E. <b>TOTAL</b> (Sum of lines A through D should equal the value reported in <b>10</b> , line D1 for end of 2002.) . . . . . 0490	<input type="checkbox"/>				

51201044

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

12-17 Not Applicable.

18 KIND OF BUSINESS OR ACTIVITY
Principal kind of business or activity in 2002
(Mark "X" only ONE box.)

Motion picture, television, and video production, including distribution of productions by own company and distribution of productions by other companies

- 0700 512 110 00 19 Producer of motion pictures
512 110 00 27 Producer of television shows, including commercials, infomercials, and music videos
512 110 00 35 Producer of educational, training, corporate, religious, direct-to-home videos/DVDs, or other non-theatrical films and videos/DVDs
512 110 00 43 Producer of animated or computer animated films or videos/DVDs, including commercials and music videos
512 110 00 50 Other film, video, or digital media production - Specify

0701 [Empty input box]

Motion picture, television, and video distribution exclusively for other companies

- 512 120 00 17 Motion picture or television distributors - acquiring distribution rights and distributing film, video, or digital productions to theaters, television networks and stations, and other exhibitors, including commercials, infomercials, and music videos
512 120 00 25 Distributor of educational, training, corporate, religious, direct-to-home videos/DVDs, or other non-theatrical films and videos/DVDs
512 120 00 33 Distributor of animated or computer animated films or videos/DVDs, including commercials and music videos
421 990 42 26 Video cassette/DVD wholesaler, buying and reselling cassettes/DVDs to other wholesalers, video rental stores, and retailers
512 120 00 58 Motion picture film library, excluding stock footage
512 120 00 66 Other film, video, or digital media distribution - Specify

0701 [Empty input box]

Services allied to film and video production and distribution

- 512 199 00 13 Motion picture film processing laboratory
512 191 00 29 Postproduction services for film, video, or digital media
512 191 00 11 Providing computerized electronic image and sound to film, video or digital media
512 199 00 21 Motion picture film library, stock footage
512 240 00 38 Audio postproduction services
512 199 00 39 Motion picture booking agencies
334 612 00 11 Video tape/DVD duplication and packaging
711 510 00 54 Authors, writers, and composers
711 510 00 96 Actor or actress

CONTINUE WITH 18 ON PAGE 6

CONTINUE ON PAGE 6

51201051



**18** KIND OF BUSINESS OR ACTIVITY - Continued

**Services allied to film and video production and distribution - Continued**

- 0700 711 510 00 39  Independent film directors and other motion picture artists and technicians
- 532 490 30 11  Motion picture equipment rental or leasing
- 532 220 90 23  Motion picture wardrobe and costume rental
- 561 310 00 30  Casting bureaus and agencies
- 541 214 10 11  Talent payment services
- 512 199 00 47  Motion picture film delivery service
- 777 512 50 11  Other services allied to film, video, or digital media production and distribution - *Specify* ↴

0701

**Other kind of business or activity**

- 532 230 00 38  Video tape/DVD rental store
- 541 921 00 25  Special events video taping services, including birthdays, weddings, etc.
- 541 690 10 22  Motion picture consulting services
- 773 000 00 28  Other kind of business or activity - *Specify* ↴

0701

**19-21** Not Applicable.

<p><i>HOW TO REPORT PERCENTS</i></p>	2002				
	Estimates are acceptable. Report dollars OR percents.				
	\$ Bil.	Mil.	Thou.	Dol.	Percent
If figure is <b>38.76%</b> of total sales:		<b>Report whole percents</b>			3 9

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE  
*(Report receipts by source either as a dollar figure or as a whole percent of total receipts (reported in 4). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above. Do not combine data for two or more receipts lines.)*

**Lines 1 through 5 - Distribution** includes receipts from sales, rentals, etc. of films, tapes, and digital media **you produce**, as well as films, tapes, and digital media **produced by others, which you distribute**.

**Line 1** - Include receipts from films that were originally intended for screening in commercial theaters.

**Line 2** - Include receipts from television and cable programming, as well as movies originally intended for television or cable. Exclude commercials and music videos.

**Line 5** - Include receipts for films, tapes, and digital media that were not originally intended for distribution to commercial theaters, television, or cable.

**Line 7** - Include receipts from video and audio editing (linear and non-linear editing), film/tape/digital media transfers, audio production services for video, graphics and animation, visual effects, captioning, format conversion (e.g., NTSC to PAL, etc.), and compression (e.g., digital encoding, MPEG, JPEG, etc.).

**Line 7i** - Include receipts from duplicating masters as well as other duplication.

**Line 7j** - Include laboratory services (excluding film processing), such as digital restoration, color correction, etc. Specify where the receipts are generated.

CONTINUE WITH **23** ON PAGE 7

51201069

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2002				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>1.</b> Distribution of commercial theater motion pictures						
<b>a.</b> To theaters . . . . .	31991					
<b>b.</b> To television networks and stations . . . . .	31992					
<b>c.</b> To cable networks and systems and direct broadcast satellite (DBS) systems . . . . .	31993					
<b>d.</b> To wholesalers, retailers, and rental chains or stores, including video cassettes and DVDs . . . . .	31994					
<b>e.</b> To foreign independent distributors and exchanges . . . . .	31995					
<b>f.</b> To domestic independent distributors and exchanges . . . . .	31996					
<b>g.</b> To other . . . . .	31997					
<b>h. Sum lines 1a through 1g</b> . . . . .	31990					
<b>2.</b> Distribution of television programs, excluding commercials and music videos						
<b>a.</b> To television networks and stations (for television exhibition) . . . . .	32001					
<b>b.</b> To cable networks and systems and direct broadcast satellite (DBS) systems . . . . .	32002					
<b>c.</b> To independent distributors and syndicates . . . . .	32003					
<b>d.</b> To other, including video cassettes and DVDs . . . . .	32004					
<b>e. Sum lines 2a through 2d</b> . . . . .	32000					
<b>3.</b> Distribution of commercials . . . . .	32010					
<b>4.</b> Distribution of music videos . . . . .	32020					
<b>5.</b> Distribution of other films and tapes/DVDs (e.g., direct-to-video)						
<b>a.</b> To independent distributors . . . . .	32031					
<b>b.</b> To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs . . . . .	32032					
<b>c.</b> To other . . . . .	32033					
<b>d. Sum lines 5a through 5c</b> . . . . .	32030					

CONTINUE WITH **22** ON PAGE 8

51201077

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2002				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>6.</b> Contract production, excluding postproduction services						
<b>a.</b> For other producers . . . . .	32041					
<b>b.</b> For television networks and stations . . . . .	32042					
<b>c.</b> For other . . . . .	32043					
<b>d. Sum lines 6a through 6c</b> . . . . .	32040					
<b>7.</b> Postproduction services						
<b>a.</b> Linear video/audio editing . . . . .	32051					
<b>b.</b> Non-linear video/audio editing . . . . .	32052					
<b>c.</b> Film to tape transfer . . . . .	32053					
<b>d.</b> Audio postproduction . . . . .	32054					
<b>e.</b> Graphics and animation . . . . .	32055					
<b>f.</b> Visual and compositing effects . . . . .	32056					
<b>g.</b> Captioning . . . . .	32057					
<b>h.</b> Format conversion and compression . . . . .	32058					
<b>i.</b> Duplication . . . . .	32059					
<b>j.</b> All other postproduction services - <i>Specify</i> ↴						
_____	32061					
<b>k. Sum lines 7a through 7j</b> . . . . .	32050					
<b>8.</b> Motion picture film processing . . . . .	32090					
<b>9.</b> Other services allied to film, video, or digital media production and distribution - <i>Specify</i> ↴						
_____	32070					
<b>10.</b> Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to- home videos/DVDs . . . . .	39036					
<b>11.</b> All other receipts - <i>Specify if more than 10 percent of total receipts</i> ↴						
_____	39528					
<b>12. TOTAL RECEIPTS - Sum of lines should equal ④ if reporting in dollars</b> . . . . .	39690					1 0 0

**23-24** Not Applicable.

51201085



If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

**25** EXPORTS OF GOODS AND SERVICES

**NOTE** - An export is a tangible or intangible product (i.e., 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. Products provided to domestic subsidiaries of foreign firms are excluded.

**A.** Did the receipts (reported in **4**) include any amounts for exported goods or services?

0911  Yes - Go to line B

0912  No

2002			
\$ Bil.	Mil.	Thou.	Dol.

**B.** Amount of receipts for exported goods or services . . . . . 0914

**26-28** Not Applicable.

**29** OPERATIONAL STATUS

Activity that best describes this establishment's status at the end of 2002  
(Mark "X" only ONE box.)

0011  In operation

0014  Ceased operation - Give date at right →

0013  Temporarily or seasonally inactive

0015  Sold or leased to another operator - Give date at right AND enter new name and mailing address below ↴

0018	Month	Day	Year

0060 Name of new owner or operator		0061 Employer Identification Number	
		Enter EIN of new owner (9 digits) →	
0062 Mailing address (number and street, P.O. Box, etc.)			
0063 City, town, village, etc.		0064 State	0065 ZIP Code

Remarks (Please use this space for any explanations that may be essential in understanding your reported data.)

**30** CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

0078  Yes      0079  No - Enter time period covered →

FROM	Month	Year	TO	Month	Year
0070			0071		

0072 Name of person to contact regarding this report		0073 Title	

Telephone	Area code	Number	Extension	Fax	Area code	Number
0074				0075		

0076 Internet e-mail address			Date completed	Month	Day	Year
			0069			

**Thank you for completing your 2002 Economic Census form.**  
**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

51201093