

# CURRENT INDUSTRIAL REPORTS SERIES

2007

## MA334M — CONSUMER ELECTRONICS

### DEFINITIONS AND SPECIAL INSTRUCTIONS

#### 1. Scope of survey

Report the number of radios, televisions, speakers, etc., that were manufactured or assembled into complete units and physically shipped from this establishment.

#### 2. Figures to be reported

Companies with more than one establishment manufacturing the products covered by this survey are requested to complete a separate report form for each location. If you have not received a separate form for each of your establishments, please call the contact listed on the report form or write to the U.S. Census Bureau for additional forms.

This survey covers companies engaged in the manufacture of automotive and household radios, television receivers, speakers, microphones, and amplifiers in the United States.

Resales and assembly — Do not include data on products which were purchased by you for resale in the same condition. Include in your shipments data equipment which you assembled from purchased components. However, equipment which you repackaged, trimmed, reinforced, and otherwise altered without significantly enhancing or changing the function of the equipment should not be included with shipments and is to be reported as resales on the MA-10000 Report.

Imports — Exclude all imports whether or not shipped under your brand name.

Include sets manufactured by you that were shipped from your plant with private brand names as well as sets shipped under your own company brand name.

Value of shipments

The figures on value of shipments should include all products sold, transferred to other establishments within your company, or shipped on consignment, whether for domestic or export sale. The value represents the net sales price, f.o.b. plant, to the customer or branch to which the products are shipped, net of discounts, allowances, freight

charges and returns. Shipments to your own branches should be assigned the same value as comparable sales to unaffiliated customers, i.e., the value includes an appropriate allocation of company overhead and profit. Products bought and resold without further manufacture should not be included in shipments.

#### 3. Columnar structure of report

When entering figures on the report form, please be sure to report the information in the correct columns as follows:

*Column 1* – Quantity of Shipments  
*Column 2* – Value of Shipments to F.O.B. Plant  
*Column 3* – Quantity of Shipments to OEM  
*Column 4* – Value of Shipments to OEM  
*Column 5* – Quantity of Shipments to Distribution  
*Column 6* – Value of Shipments to Distribution

#### 4. Distribution of shipments by end use for Automotive Audio Equipment:

The TOTAL quantity and value figures for AM-FM radios, satellite radios and compact disc player combinations (item code 1134), other automotive audio equipment including equalizers and amplifiers (item code 1142), and total automotive audio equipment (item code 1199) should be subdivided by end use: quantity and value of shipments to original equipment manufacturers (OEM) and/or to distribution.

**OEM** includes shipments to customer's plants for incorporation or assembly into automotive vehicles. Include shipments to depots and warehouses of the same or other companies where such shipments are for subsequent use in original equipment, i.e. intermediate use.

**Distribution** includes shipments to wholesales and retail distributors, dealers, and for "after market" replacement, i.e. personal consumption.

#### For item codes 1134, 1142, and 1199 only:

The quantity of shipments in column 1 should equal the sum of columns 3 and 5 for each total.

The value of shipments in column 2 should equal the sum of columns 4 and 6 for each total.

# CURRENT INDUSTRIAL REPORTS SERIES

MA333M

## DEFINITIONS AND SPECIAL INSTRUCTIONS – Continued

### 5. Definitions

The product detail for this survey, as shown in the Reference List, is defined according to standard nomenclature for this industry.

### 6. Comparability

Data reported in this survey should correspond to data reported in the Economic Census - Manufacturing Sector form. The sum of values for item codes shown in column (a) should correspond to dollar values reported under product codes indicated in column (b) below.

Current Industrial Reports (Form MA334M)	Economic Census - Manufacturing Sector
Item codes (a)	Product codes (b)
1134 and 1142	3343101100
2060 through 2075	3343102100
5071 through 5095	3343104100
6048 and 6073	3343105100

**CURRENT INDUSTRIAL REPORTS SERIES**  
**REFERENCE LIST**

FORM <b>MA334M</b>		
<b>CONSUMER ELECTRONICS</b>		
Product code	Item code	Item description
		<b>AUTOMOTIVE AUDIO EQUIPMENT (EXCLUDING SPEAKERS):</b>
3343101101	<b>1134</b>	AM-FM radios, satellite radios and compact disc player combinations, for automobiles
3343101104	<b>1142</b>	Other automotive audio equipment (excluding speakers), including equalizers and amplifiers
3343101100	<b>1199</b>	<b>Total automotive audio equipment (Sum of item codes 1134 and 1142)</b>
		<b>TELEVISION RECEIVERS, INCLUDING COMBINATIONS:</b>
3343102101	<b>2060</b>	Projection televisions
3343102112	<b>2065</b>	CRT-based televisions, excluding projection-types
3343102114	<b>2075</b>	LCD and plasma display panel televisions
3343102100	<b>2099</b>	<b>Total television receivers (Sum of item codes 2060–2075)</b>
		<b>SPEAKERS AND MICROPHONES</b>
3343104101	<b>5071</b>	Single loudspeakers mounted in an enclosure
3343104104	<b>5073</b>	Multiple loudspeakers mounted in an enclosure
3343104107	<b>5075</b>	Other loudspeakers, including unmounted speakers sold separately
3343104111	<b>5092</b>	Microphones
3343104117	<b>5095</b>	Public address systems, including musical instrument amplifiers
3343104100	<b>5099</b>	<b>Total speakers and microphones, (Sum of item codes 5071–5095)</b>
		<b>OTHER CONSUMER AUDIO AND VIDEO EQUIPMENT (EXCLUDING SPEAKERS):</b>
3343105107	<b>6048</b>	Power amplifiers, including preamplifiers
3343105124	<b>6073</b>	Other consumer audio and video equipment (excluding speakers), portable digital music players, portable stereos/boom boxes, DVD players, including combinations and digital video recorders
3343105100	<b>6099</b>	<b>Total other consumer audio and video equipment (Sum of item codes 6048 and 6073)</b>
		<b>SELECTED NONMANUFACTURING REVENUES OF THIS ESTABLISHMENT</b>
9999998900	<b>9973</b>	Resales—Sales of products bought and sold without further manufacture, processing, or assembly
9999998041	<b>9975</b>	Research and development

3/26/08