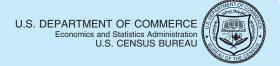
## **2007 Annual Services Report Service Annual Survey**

### **Cable and Other Subscription Programming**



**FORM** 

**SA-5152** 

138 SAS\_I

515210

**REPORT DUE** 

Any questions call **1–800–772–7851** M–F, 8:30 a.m. to 5:00 p.m. EST. or

Visit our web site: www.census.gov/econhelp/sas

Please correct any error in the 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.

#### YOUR RESPONSE IS CONFIDENTIAL BY LAW

Title 13, U.S. 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.

2007

### **Annual Services Report**

- This report should be completed and returned on or before the due date in the preaddressed envelope provided.
- 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:

U.S. CENSUS BUREAU 1201 East 10th Street Jeffersonville, IN 47132-0001

or call a Census Bureau Representative at 1-800-772-7851, weekdays from 8:30 a.m. to 5:00 p.m., Eastern Standard Time.

### 1 Report 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 programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own 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.

	es the above coverage describe this firm's business activity?
0001	es – Go to 2
2	o – Specify the firm's business activity and complete the report where applicable beginning with 🔼 . ————✓
	0002

### 2 Report Periods

What periods of time will this data represent?

- Report data for the 2007 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.

			Month	Day	Year
		0007			
0006	1 2007 calendar year – Go to 3	From			
0000	2 Other than calendar year – Enter the periods this report will cover				
	(e.g., fiscal years, periods with less than a full calendar	8000			
	year).	То			

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

- Enter "0" where applicable.Estimates are acceptable.

#### **Exclude:**

• Transfers made within the company.

Αd\	vertising and Program Revenue		2007	Operati	ng Rever	NIA.
1.	Licensing of rights to broadcast specialty programming protected by copyright -	0004	Bil.	Mil.	Thou.	Dol.
	Granting permission to broadcast specialty television and audio programming (usually an entire channel that is implicitly or explicitly protected by copyright owned or controlled by the licensor).	6261	\$			
2.	Air time – Providing television air time to clients for broadcasting both advertising content and program content, on television stations and networks and on cable and other subscription television program systems. <b>Include</b> local, regional, or national air time, advertising content such as advertising messages, real estate listings, infomercials, home	6012				
	shopping channels, sponsorships, and non-commercial programs such as news, financial, religious, educational, and community information programs.		\$			
3.	All other operating revenue – Revenue not reported in lines 1–2. If this item is greater than 20% of the total operating revenue, specify the primary source of the revenue here $_{\sim}$					
1560		1799	\$			
4.	TOTAL OPERATING REVENUE – Sum of lines 1–3.	1800	\$			

Not Applicable

# **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 of two or more detail lines.

#### Exclude:

- Transfers made within the companyCapitalized expenses

- InterestBad debt

•	Income tax Impairment					
Doro	sonnel Costs		200	7 Operati	na Expei	nses
reis	Soffiler Costs		Bil.	Mil.	Thou.	Dol.
1.	<b>Gross annual payroll</b> – 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.	1821	\$	IVIII.	mou.	DOI.
2.	Employer's cost for fringe benefits – Employer's cost for legally required programs and programs not required by law:					
	a. Health insurance – Insurance premiums on hospital plans, medical plans, and single service plans such as dental, vision, prescription drugs plan. Include premium equivalents for self-insured plans and fees paid to third-party administrators (TPAs). Exclude employee contributions.	1841	\$			
	b. Pension plans:					
	<ol> <li>Defined benefit pension plans – Costs for both qualified and unqualified defined pension plans. Pension plans that specify the benefit to be paid to employees upon retirement, generally either a specific amount or a percentage of compensation. Employer contributions are based on actuarial computations that include the</li> </ol>	1842				
	employee's compensation and years of service and are not allocated to specific accounts maintained for employees.		\$			
	<ol> <li>Defined contribution plans – Costs under defined contribution plans. Pension plans that define the employer contributions to a separate account provided for each employee. The employee "benefit" at retirement depends on the amount</li> </ol>	1843				
	contributed and the results of the account's activity. Examples include profits sharing plans, money purchase (e.g., 401k, 403b) and stock bonus plans (e.g., ESOPs)		\$			
	c. Other – Other fringe benefits (e.g., Social Security, workers' compensation insurance, unemployment tax, state disability insurance programs, life insurance benefits, Medicare).	1844	\$			
3.	<b>Temporary staff and leased employee expense</b> – Total costs paid to Professional Employer Organizations (PEOs) and staffing agencies for personnel. <b>Include</b> all charges for payroll, benefits and services.	1823	\$			
Ехр	ensed Materials, Parts and Supplies (not for resale)					
1	Expensed equipment – Expensed computer hardware and other equipment (e.g., copiers,	1824				
٦.	fax machines, telephones, shop and lab equipment, CPUs, and monitors). Report packaged software in line <b>6.</b> Report leased and rented equipment in line <b>14.</b>		\$			
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	\$			
	ensed Purchased Services					
6.	<b>Expensed purchases of software</b> – Purchases of prepackaged, custom coded, or vendor	1826				
	customized software. <b>Include</b> 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.		\$			

## 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 of two or more detail lines.

#### Exclude:

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

### **Expensed Purchased Services (Continued)**

7.	Data processing and other purchased computer services – Include web hosting,		200	7 Omereti			
	omputer facilities management services, computer input preparation, data storage,		2007 Operating Expenses				
	computer time rental, optical scanning services, and other computer-related advice	4045	Bil.	Mil.	Thou.	Dol.	
	and services, including training. <b>Exclude</b> expensed integrated systems, repair and maintenance of computer equipment, payroll processing and credit card transaction	1845					
	fees, and expenses for telecommunication services (e.g., Internet, connectivity, telephone)		\$				
	ices, and expenses for followinnamedation services (e.g., internet, contributivity, telephone)						
0	Durchaged communication convices. Telephone collular and fav convices computer				-		
0.	<b>Purchased communication services</b> – Telephone, cellular, and fax services; computer-related communications (e.g., Internet, connectivity, online), and other wired and wireless	1846					
	communication services		\$				
	Communication Convictor 1						
9.	Purchased repairs and maintenance to machinery and equipment – Expensed repair						
٠.	and maintenance services to machinery, vehicles, equipment, and computer hardware.	1848					
	Exclude materials, parts, and supplies used for repairs and maintenance performed by this		l .				
	firm's employees.		\$				
10	Purchased repairs and maintenance to buildings, structures, and offices – Include						
10.	repair and maintenance to integral parts of buildings (e.g., elevators, heating systems).	1849					
	<b>Exclude</b> materials, parts, and supplies used for repairs and maintenance performed by						
	this firm's employees. Report janitorial and grounds maintenance services in line 21		\$				
		1050					
11	Purchased electricity – If the cost of electricity is included in lease or rental payments,	1850					
• • • •	report in line 15.		\$				
	report in line 10.						
40							
12.	Purchased fuels (except motor fuels) – Fuel for heating, power or generating electricity	1851					
	(e.g., natural gas, propane, oil, coal). If the costs are included in lease or rental payments, report in line 15.		\$				
	report in line 13.		Ψ				
13.	Water, sewer, refuse removal, and other utility payments – Include the cost of hazardous	1852					
	waste removal. If the costs of these utilities are included in a lease or rental payment, report		l .				
	in line 15.		\$				
14	Lease and rental payments for machinery, equipment, and other tangible items –	1853					
	<b>Include</b> lease and rental of transportation equipment without operators; and penalties	1000					
	incurred for broken leases. Exclude capital and financing lease agreements and		\$				
	licensing/leasing of software.						
		1854					
15.	Lease and rental payments for land, buildings, structures, store spaces, and offices -	1004					
	Include penalties incurred for broken leases		\$				
		1830					
16.	Purchased advertising and promotional services – Include marketing and public relations						
	services.		\$				
17.	Purchased professional and technical services – Include management consulting, accounting,	1855					
	auditing, bookkeeping, legal, actuarial, payroll processing, architectural, engineering, and other		\$				
	professional services. Exclude salaries paid to your own employees for these services		Ψ				

5	Operating Expenses – (Continued)					
	Report operating expenses for this firm's locations as defined in 🚺 for the following cate	norie	s			
	• Enter "0" where applicable.	,	·.			
	<ul> <li>Estimates are acceptable.</li> </ul>					
	Do not combine data of two or more detail lines.					
	Exclude:					
	Transfers made within the company					
	Capitalized expenses					
	<ul><li>Impairment</li><li>Interest</li></ul>					
	Bad debt					
	Income tax					
0.			2007	7 Operati	ina Expe	nses
Ot	her Operating Expenses		Bil.	Mil.	Thou.	Dol.
10	Program and production costs. Include talent and music license face the value of hartered	6013				
10.	<b>Program and production costs – Include</b> talent and music license fees, the value of bartered programming, and all other costs of programming and production. <b>Exclude</b> capitalized costs		\$			
10	Depreciation and amortization charges – Include depreciation charges taken against tangible					
19.	assets owned and used by your firm, tangible assets and improvements owned by your firm	1831				
	within leaseholds, tangible assets obtained through capital lease agreements, and amortization		\$			
	charges against intangible assets (e.g., patents, copyrights). <b>Exclude</b> impairment	!	Ψ			
20.	Governmental taxes and license fees – Payments to government agencies for taxes and	1832		1		
	licenses. <b>Include</b> business and property taxes. <b>Exclude</b> income taxes, and sales and excise	fees, the value of bartered clude capitalized costs \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$				
	taxes collected from customers.	!	φ			
04	All athers analystics are an analysis and all athers are antimes are an analysis and all all are					
21.	All other operating expenses – All other operating expenses not reported above, unless specifically excluded in the general instructions at the top of the page. <b>Include</b>	1859				
	office postage and package delivery. <b>Exclude</b> purchases of merchandise for resale		\$			
	and non-operating expenses	!	Ψ			
		1900				
22	TOTAL OPERATING EXPENSES – Sum of lines 1–21		\$			
	TOTAL OF ENAME LAI ENGLS — Guill of lines 1–21	,				
6	Not Applicable					

7	Not Applicable					
8	E-Commerce Revenue					
	E-commerce includes sales, receipts, and contributions from any transaction completed over network, electronic mail or other online system. Transactions are agreements between buyer ownership of, or rights to use, goods or services. Payment for these goods and services may online.	ers and	sellers	to tran	sfer	
	Did the revenue reported in 2 include any		2007	E-Comm	erce Rev	/enue
	Did the revenue reported in 3 include any e-commerce revenue?	2000 [	Bil.	Mil.	Thou.	Dol.
	1 ☐ Yes – What was this firm's e-commerce revenue?		\$			
0011	₂ No – Go to ᠑					
9	Export Revenue					
	An exported service is a service performed for a customer or client (individual, government outside the United States (i.e., outside the 50 States, District of Columbia, U.S. Commonwe Include:	, busin ealth Te	ess est erritorie:	tablishn s, or U.	nent, etc S. posse	c.) locate essions)
	• Services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms,	subsidi	aries, b	ranche	s, etc.).	
	Exclude:					
	Services provided to domestic subsidiaries of foreign firms.					
			20	07 Expo	rt Reven	ue
	Did the revenue reported in include any revenue from exports?	<b>2100</b> F	Bil.	Mil.	Thou.	Dol.
	1 ☐ Yes – What was this firm's revenue from exports?		\$			
0009	2 □ No – Go to iii					

10 Not Applicable

Did you have an Employer Identification Number (EIN) change in 2007?    Ves - Enter the new EIN.   EIN	
Was there a change in ownership or control?    Ves - 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)   Name of company acquired or merged with	
Was there a change in ownership or control?    Was there a change in ownership or control?	
Was there a change in ownership or control?    Ves - Provide the date of the change and the firm's information   Control of the firm's information as an attachment to this report)   No - Go to   2   No - Go to   2	
Specify the nature of this change here   Specify the nature of c	
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)   Name of company acquired or merged with	Year
(for multiple mergers, provide each firm's information as an attachment to this report)  0017  Name of company acquired or merged with  Street address  City, State, ZIP Code  0019  EIN  Specify the nature of this change here  Specify the nature of this change here  For any separate correspondence pertaining to this report, please include the identification nur address label area at the top of the first page.  3 Certification — This report is substantially accurate and has been prepared in accordance with the instruction Name of person completing this report — Please print  Name of person completing this report — Please print  O024  Address (Street address, City, State, ZIP Code)  0022 Telephone number  0023 Fax number  0026 E-mail address	
Name of company acquired or merged with    Street address	
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curn Completed form to: Public reporting burden for this collection of information is estimated to average 5.5 hours per response, inc	tions.

Jeffersonville, IN 47132-0001

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.

or fax to: 1-800-447-4613

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