



# 2007 ECONOMIC CENSUS

## Motion Picture and Video Production and Distribution (Consolidated)

**DUE DATE**  
**FEBRUARY 12, 2008**

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

IN-51250

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

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

**Visit** [www.census.gov/econhelp](http://www.census.gov/econhelp)

**Call** 1-800-233-6136, between 8:00 a.m. and 6:00 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 ballpoint pen.
- Please center numbers in their respective boxes.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Place an "X" inside the box.

<input checked="" type="checkbox"/>	0	1	2	3	4	5	6	7	8	9
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The reporting unit for this form is a consolidation of all your company's domestic establishments for the industry specified in the mailing address section. Establishments are generally single physical locations. Please update the pre-identified establishments for this industry in the locations of operations supplement. For further clarification, see information sheet(s).

**1 - 4** Not Applicable.

**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

2007

\$ Bil.	Mil.	Thou.	Dol.
	1	0	26

**5** SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

2007

\$ Bil.	Mil.	Thou.	Dol.

Operating receipts of this consolidated reporting unit. . . . . 0100

**6** Not Applicable.

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**7 EMPLOYMENT AND PAYROLL**

**Include:**

- Full- and part-time employees for this consolidated reporting unit whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return.

**Exclude:**

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

For further clarification, see information sheet(s).

Mark "X" if None	2007
	Number

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

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

	2007			
	\$ Bil.	Mil.	Thou.	Dol.
1. Annual payroll . . . . . 0300 <input type="checkbox"/>				
2. First quarter payroll (January-March, 2007) . . . . . 0310 <input type="checkbox"/>				

**8** Not Applicable.

**9 VALUE OF INVENTORIES**

A. Did this consolidated reporting unit own inventories, regardless of where held, at the end of 2007 and/or 2006?

0486  Yes - Go to line B

0487  No - Go to 19

B. Report inventories owned by this consolidated reporting unit as of December 31.

	Mark "X" if None	End of 2007				Mark "X" if None	End of 2006			
		\$ 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. Total inventories before Last-in, First-out (LIFO) adjustment (if any) (Add lines B1 through B3) . . . . . 0460 <input type="checkbox"/>										0470 <input type="checkbox"/>
5. LIFO reserve (if any) . . . . . 0466 <input type="checkbox"/>										0476 <input type="checkbox"/>
6. Total inventories after LIFO adjustment (Line B4 minus line B5) . . . . . 0468 <input type="checkbox"/>										0469 <input type="checkbox"/>

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

**10** INVENTORIES BY VALUATION METHOD

Report how much of the inventory reported in **9**, line B4 for 2007 is subject to the following valuation methods.

Mark "X" if None

2007			
\$ Bil.	Mil.	Thou.	Dol.

**A.** LIFO valuation method before adjustment . . . . . 0244

**B.** First-in, First-out (FIFO) . . . . . 0491

**C.** Average cost . . . . . 0492

**D.** Standard cost . . . . . 0493

**E.** Other valuation method - *Specify method* ↴

0895

0494

**F. TOTAL** (Add lines A through E. Total should equal **9**, line B4.) . . . . . 0490

**11-13** Not Applicable.

**19** KIND OF BUSINESS OR ACTIVITY

Which ONE of the following best describes this consolidated reporting unit's principal kind of business or activity in 2007?

(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 1  Producer of motion pictures
- 512 110 00 2  Producer of television shows, including commercials, infomercials, and music videos
- 512 110 00 3  Producer of educational, training, corporate, religious, direct-to-home videos/DVDs, or other non-theatrical films and videos/DVDs
- 512 110 00 4  Producer of animated or computer animated films or videos/DVDs, including commercials and music videos
- 512 110 00 5  Other film, video, or digital media productions - *Specify* ↴

0701

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

- 512 120 00 1  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 2  Distributor of educational, training, corporate, religious, direct-to-home videos/DVDs, or other non-theatrical films and videos/DVDs
- 512 120 00 3  Distributor of animated or computer animated films or videos/DVDs, including commercials and music videos
- 512 120 00 4  Sales offices of motion picture or television production or distribution company
- 777 512 50 3  Video cassette/DVD wholesaler, buying and reselling cassettes/DVDs to other wholesalers, video rental stores, and retailers

CONTINUE WITH **19** ON PAGE 4

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

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

0700 512 199 00 1  Motion picture film processing laboratory

512 191 00 2  Postproduction services for film, video, or digital media

777 512 50 1  Other services allied to film, video, or digital media production and distribution - *Specify* ↴

0701

**Other kind of business or activity**

773 000 00 2  Other kind of business or activity - *Specify* ↴

0701

**20 and 21** Not Applicable.

<b>HOW TO REPORT PERCENTS</b>	2007				
	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 for this consolidated reporting unit, either as a dollar figure or as a whole percent of total receipts (reported in 5). See HOW TO REPORT DOLLAR FIGURES on page 1 and HOW TO REPORT PERCENTS above. Do not combine data for two or more receipts lines.)*

**Line 1** - Report receipts from granting permission to others to distribute audiovisual works, protected by copyright owned or controlled by this establishment, to the domestic commercial theater, television, home video market, etc. The distributor may or may not be responsible for reproducing the audiovisual works. Report licensing for foreign distribution of domestic audiovisual works on the appropriate detail lines under **line 3a**; and outright sale of rights on the appropriate detail lines under **line 5**.

**Line 2** - Report receipts from granting permission to domestically exhibit, broadcast, or rent audiovisual works, protected by copyright owned or controlled by this establishment. Report licensing for foreign exhibition, broadcast, and rent of domestic works on **line 3b**; contract production services on the appropriate detail lines under **line 4**; outright sale of rights on the appropriate detail lines under **line 5**; and sale of copies of videos, DVDs, etc., to the wholesale, retail, and rental markets on **line 6**.

**Line 2a** - Report receipts from granting permission to domestically exhibit, broadcast, or rent live action or animated feature films. Include feature films intended for commercial theaters, drive-in theaters, open air theaters, etc., as well as subsequent distribution of the feature films through various other media (e.g., broadcast, home video). Report licensing of domestic exhibition, broadcast, and rent of short films on **line 2b**; and licensing of made-for-TV movies on the appropriate detail lines under **line 2c**.

**Line 2b** - Report receipts from granting permission to domestically exhibit, broadcast, or rent live action or animated short films.

**Line 2c** - Report receipts from granting permission to domestically broadcast or rent television programming (documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc.). Include television programming for broadcast as well as to the home video market.

**Line 3a** - Report receipts from granting permission to others for the distribution of audiovisual works, protected by copyright owned or controlled by this establishment, to foreign markets. The distributor may or may not be responsible for reproducing the audiovisual works.

**Line 3b** - Report receipts from granting permission to exhibit, broadcast, and rent domestic audiovisual works, protected by copyright owned or controlled by this establishment, in foreign markets.

**Line 4** - Report receipts from the contract production of audiovisual works that may result in the creation of works protected by copyright. Include all production aspects of an entire or piece of an audiovisual work.

**Line 5** - Report receipts from the outright sale, with all attendant property rights, of copyrighted audiovisual works. Include productions intended for commercial theaters, television, or the home video market. Report audiovisual works produced under contract for others on the appropriate detail lines under **line 4**; and sale of copies of videos, DVDs, etc., to the wholesale, retail, and rental markets on **line 6**.

**Line 6** - Report receipts from copies of audiovisual works (videos, DVDs, etc.) produced for sale to the wholesale, retail, and rental markets. Include copies of own works and of works that you have a license to distribute.

CONTINUE WITH ON PAGE 5

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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

**Line 7** - Report receipts from providing services for other producers on all phases of audiovisual preproduction. Include script editing, casting, location scouting, consultation, etc. This work is contracted or subcontracted by the production house on a contract or fee basis, usually for films and TV shows.

**Line 8** - Report receipts from providing technical and artistic support services for other producers on all phases of an audiovisual production. Include cameramen, grips, sound engineers, extras, special effects services, etc. This work is contracted or subcontracted by the production house on a contract or fee basis, usually for films and TV shows.

**Line 9** - Report receipts from providing computerized and electronic image and sound processing services for audiovisual works (films, videos, digital media, etc.). Include editing, transfer, color correction, digital restoration, visual effects, animation, duplication of masters, format conversion, digital encoding, captioning, titling, sound editing, etc.

**Line 10** - Report receipts from creating large-run duplications of audiovisual works (video, digital media, etc.) under contract for others. Exclude limited high-quality reproductions of the master of a video, digital media, etc. (edit masters, high definition masters, clones, etc.); reproducing film for the purposes of distribution to exhibition houses; and small-run reproductions of audiovisual works intended for audiovisual business use, such as screening copies and approval copies, as well as copies of special events, such as weddings, institutional videos, business videos, etc.

**Line 11** - Report receipts from providing third-party distribution services under contract to producers and distributors of audiovisual works. Include warehousing, processing of orders, shipping, billing, collecting money, etc.

**Line 12** - Report receipts from providing a bundled fulfillment and large-run duplication service under contract to producers and distributors of audiovisual works. Include assuming responsibility for generating copies of client's audiovisual works and performing the following distribution activities for the client: warehousing, processing of orders, shipping, billing, collecting money for the client, etc.

**Line 14** - Report receipts from renting or leasing motion picture and video production facilities. Include soundstages, property, space on the lot, etc. Include related equipment and studio personnel if bundled with the studio rental service.

**Line 15** - Report receipts from granting permission for the commercial use of trademarked property owned or controlled by this establishment on merchandise (e.g., T-shirts, hats, pens, toys, etc.) owned by other economic entities.

Description of sales, shipments, receipts, or revenue	Census use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>1.</b> Licensing of domestic rights to distribute audiovisual works						
<b>a.</b> Motion picture films . . . . .	35001					
<b>b.</b> Television programming . . . . .	35002					
<b>c.</b> Other audiovisual works . . . . .	35003					
<b>d. Sum lines 1a through 1c</b> . . . . .	35000					
<b>2.</b> Licensing of domestic rights to exhibit, broadcast, or rent audiovisual works						
<b>a.</b> Licensing of domestic rights to exhibit, broadcast, or rent feature films (Include "revenue-sharing" agreements.)						
<b>(1)</b> Exhibit feature films . . . . .	35021					
<b>(2)</b> Broadcast feature films on television . . . . .	35022					
<b>(3)</b> Broadcast or exhibit feature films to other markets . . . . .	35023					
<b>(4)</b> Rent feature films to the home video market . . . . .	35024					
<b>(5) Sum lines 2a(1) through 2a(4)</b> . . . . .	35020					
<b>b.</b> Licensing of domestic rights to exhibit, broadcast, or rent short films (Include "revenue-sharing" agreements.) . . . . .	35030					

CONTINUE WITH 22 ON PAGE 6

CONTINUE ON PAGE 6

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

Description of sales, shipments, receipts, or revenue	Cen- sus use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>2.</b> Licensing of domestic rights to exhibit, broadcast, or rent audiovisual works - Continued						
<b>c.</b> Licensing of domestic rights to broadcast or rent television programming (Include "revenue-sharing" agreements.)						
<b>(1)</b> Broadcast on television networks . . . . .	35041					
<b>(2)</b> Broadcast on cable networks . . . . .	35042					
<b>(3)</b> Broadcast on domestic television or cable stations . . . . .	35043					
<b>(4)</b> Rent to the home video market . . . . .	35044					
<b>(5)</b> Broadcast/rent to other markets . . . . .	35045					
<b>(6) Sum lines 2c(1) through 2c(5)</b> . . . . .	35040					
<b>d.</b> Licensing of domestic rights to exhibit, broadcast, or rent other audiovisual works (Include exercise, travel, and training videos, public service messages, etc.) . . . . .	35050					
<b>3.</b> Licensing of international rights to use audiovisual works						
<b>a.</b> Licensing of international rights to distribute audiovisual works						
<b>(1)</b> Motion picture films . . . . .	35071					
<b>(2)</b> Television programming . . . . .	35072					
<b>(3)</b> Other audiovisual works . . . . .	35073					
<b>(4) Sum lines 3a(1) through 3a(3)</b> . . . . .	35070					
<b>b.</b> Licensing of international rights to exhibit, broadcast, or rent audiovisual works (Include "revenue-sharing" agreements.) . . . . .	35080					
<b>c.</b> Licensing of international rights to use the concept of domestic audiovisual works (Include works that use different actors than the domestic original.) . . . . .	35090					
<b>d.</b> Licensing of international rights for other uses of audiovisual works	35100					
<b>4.</b> Contract production services for audiovisual works						
<b>a.</b> Motion picture films . . . . .	35111					
<b>b.</b> Television programming . . . . .	35112					
<b>c.</b> Commercials . . . . .	35113					
<b>d.</b> Music videos . . . . .	35114					
<b>e.</b> Other audiovisual works . . . . .	35115					
<b>f. Sum lines 4a through 4e</b> . . . . .	35110					

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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	Census use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>5.</b> Outright sale of audiovisual works						
<b>a.</b> Motion picture films . . . . .	35121					
<b>b.</b> Television programming . . . . .	35122					
<b>c.</b> Other audiovisual works . . . . .	35123					
<b>d. Sum lines 5a through 5c</b> . . . . .	35120					
<b>6.</b> Sale of copies of audiovisual works to the wholesale, retail, and rental markets . . . . .	35130					
<b>7.</b> Preproduction services for audiovisual works . . . . .	35140					
<b>8.</b> Production support services for audiovisual works . . . . .	35150					
<b>9.</b> Postproduction services for audiovisual works - <i>Specify</i> ↴						
	35180					
<b>10.</b> Large-run duplication services for audiovisual works . . . . .	35503					
<b>11.</b> Fulfillment services for audiovisual works . . . . .	35160					
<b>12.</b> Bundled fulfillment and duplication service for audiovisual works . . . . .	35170					
<b>13.</b> Rental of equipment for motion picture and video production ( <i>Include cameras, lighting, sound recording equipment, etc.</i> ) . . . . .	39514					
<b>14.</b> Rental of motion picture and video production studios . . . . .	39515					
<b>15.</b> Merchandise licensing - domestic and international . . . . .	35460					
<b>16.</b> Resale of merchandise - <i>Specify</i> ↴						
	39612					
<b>17.</b> All other receipts - <i>Specify if more than 10 percent of total receipts</i> ↴						
	39708					
<b>18. TOTAL RECEIPTS - Sum of lines should equal 5 if reporting in dollars</b> . . . . .	39850					1 0 0

**23** and **24** Not Applicable.

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**25** EXPORTS OF GOODS AND SERVICES

**NOTE** - An export is a tangible or intangible product (e.g., 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). Include products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (e.g., foreign parent firms, subsidiaries, branches). Exclude products provided to domestic subsidiaries of foreign firms.

**A.** Did the receipts or revenue (reported in **5**) include any amounts for exported goods or services?

0911  Yes - Go to line B

0912  No - Go to **23**

2007			
\$ Bil.	Mil.	Thou.	Dol.

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

**26 and 27** Not Applicable.

**28** LOCATIONS OF OPERATION

**A.** Complete the Pre-identified Locations of Operation supplement (See attached pages for **23A**.)

**B.** Complete the Additional Locations of Operation supplement (See attached pages for **23B**.)

**C.** Number of locations

**Include:**

- All locations in operation or temporarily inactive in **23A**.
- All locations added in **23B**.

**Exclude:**

- All locations that have ceased operation or were sold.

Mark "X" if None

2007			
Number			

**Total** number of locations currently in operation . . . . . 6070

**29** Not Applicable.

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?

Yes  No - Enter time period covered →

FROM	Month	Year	TO	Month	Year

Name of person to contact regarding this report	Title

Telephone	Area code	Number			Extension	Fax	Area code	Number		
			-						-	

Internet e-mail address	Date completed	Month	Day	Year

**Thank you for completing your 2007 ECONOMIC CENSUS form.**  
**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

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