



# 2007 ECONOMIC CENSUS

## Internet Publishing and Broadcasting

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

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

**IN-51902**

**INFORMATION COPY  
DO NOT USE TO REPORT**

*(Please correct any errors in this mailing address.)*

**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.

**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.
  - Do not use pencil or felt-tip pen.
  - Place an "X" inside the box.
  - Please center numbers in their respective boxes.
  - Do not put slashes through 0 or 7.
- Examples:  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 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 2007 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021  Yes - Go to **2**      0022  No - Enter current EIN (9 digits) → 0025  -

**2 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 - Go to line B

0032  No - Enter physical location →

0035 Number and street			
0036 City, town, village, etc.		0037 State	0038 ZIP Code
<input type="text"/>		<input type="text"/>	<input type="text"/>

**B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?**  
(Mark "X" only ONE box.)

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

**C. In what type of municipality is this establishment physically located?** (Mark "X" only ONE box.)

0046  City, village, or borough      0047  Town or township      0048  Other      0024  Do not know

51902013

**3 OPERATIONAL STATUS**

Which ONE of the following best describes this establishment's operational status at the end of 2007?  
(Mark "X" only ONE box.)

0011  In operation

0013  Temporarily or seasonally inactive

0014  Ceased operation - Give date at right

Month	Day	Year

0015  Sold or leased to another operator - Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below

0018

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

0016  Other - Specify

0815

**4 MONTHS IN OPERATION**

Mark "X" if None 2007 Number

Number of months in operation during 2007 (If none, mark "X" and go to 50.) . . . . . 0002

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

Mark "X" if None

2007			
\$ Bil.	Mil.	Thou.	Dol.
	1 0 2 6		

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

Operating receipts . . . . . 0100

**6 Not Applicable.**

**7 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 1.

**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).

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

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

1. Annual payroll . . . . . 0300

2. First quarter payroll (January-March, 2007) . . . . . 0310

2007 Number

2007			
\$ Bil.	Mil.	Thou.	Dol.

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

8 - 18 Not Applicable.

19 KIND OF BUSINESS OR ACTIVITY

Which ONE of the following best describes this establishment's principal kind of business or activity in 2007? (Mark "X" only ONE box.)

Internet publishing, broadcasting, and web search portals

- 0700 516 110 00 6 Internet publishers, publishing exclusively on the Internet
0700 516 110 00 8 Internet broadcasters, broadcasting content exclusively on the Internet
0700 518 112 00 1 Web search portals - engaged in operating websites that enable users to search the Internet

Other publishing and broadcasting

- 0701 777 511 01 5 Print publishers, including publishing and printing combined
0701 777 510 00 8 Printing plant, not engaged in publishing activities
0701 777 515 00 2 Broadcasting
0701 711 510 00 B Journalist, including columnist and photographer
0701 541 840 20 2 Independent publishers' advertising representatives

Electronic shopping, auctions, and markets

- 0701 454 111 10 2 Electronic shopping, general merchandise
0701 454 112 00 3 Electronic auctions - operating websites for business-to-consumer or consumer-to-consumer trade
0701 773 000 00 6 Business-to-business electronic markets

Other kind of business or activity

- 0701 518 111 10 2 Internet Service Providers - broadband ISPs
0701 518 111 20 1 Internet Service Providers - ISPs providing services via client supplied telecommunications connections
0701 518 210 00 A Internet streaming services - providing streaming services to Internet broadcasters and others on a contract basis
0701 773 000 00 2 Other kind of business or activity

20 and 21 Not Applicable.

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<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 either as a dollar figure or as a whole percent of total receipts (reported in 5). 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.)

**Line 1a** - Report receipts from newspapers published on the Internet in a digital file that can be accessed or downloaded and may contain text links to other sources or publications. Include publications issued daily or more frequently, consisting mainly of current news of all types. Include newspapers, as well as portions of newspapers, such as headlines e-mailed daily or more frequently, that are paid for by subscription or by single copy access fees.

**Line 1b** - Report receipts from periodicals published on the Internet in a digital file that can be accessed or downloaded and may contain text links to other sources or publications. Include publications whose main content is updated at fixed intervals, less often than daily and more often than annually, usually on a weekly or monthly basis. Include periodicals and periodic newsletters that are paid for by subscription or by single copy access fees.

**Line 1c** - Report receipts from books (single, non-periodic publications) published on the Internet in a digital file that can be accessed or downloaded and may contain text links to other sources or publications.

**Line 1d** - Report receipts from collections of systematically organized contact information published on the Internet in a digital file that can be accessed, searched, or downloaded and may contain text links to other sources or publications. Include descriptive information on persons.

**Line 1e** - Report receipts from collections of data or information published on the Internet in a digital file that can be accessed, searched, or downloaded and may contain text links to other sources or publications. Include online access to collections of public domain materials, such as legal cases and annual reports of publicly traded companies; past newspaper and periodical articles; audio and video clips; and compilations of other collections that are paid for through subscriptions, fixed fees, or fees for downloads.

**Line 1f** - Report receipts from games that are intended to be played on the Internet. Examples include card, action, children's, role-playing, and strategy games. Include games paid for by various methods, such as subscriptions and pay-per-play.

**Line 1g** - Report receipts from adult content published or broadcast over the Internet. Include graphics, prerecorded video, live feeds, interactive performances, and virtual activities. Include content paid for by various methods, such as subscriptions, membership fees, and pay-per-view.

**Line 1h** - Report receipts from other online content not elsewhere included, such as greeting cards, jokes, cartoons, graphics, maps, educational content, streaming news, music, video, and chat rooms. Include content paid for by various methods, such as pay-per-play, pay-per-view, subscriptions, and access fees.

**Line 8** - Report receipts from granting permission to use content protected by copyright or as industrial property (i.e., by patent or trademark) owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

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>1.</b> Internet publishing and broadcasting - Subscriptions and sales						
<b>a.</b> Internet newspaper publishing .....	36301					
<b>b.</b> Internet periodical publishing .....	36302					
<b>c.</b> Internet book publishing .....	36303					
<b>d.</b> Internet directories publishing .....	36304					
<b>e.</b> Internet databases and other collections publishing .....	36305					
<b>f.</b> Internet gaming .....	36306					

CONTINUE WITH 2 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

0723	Description of sales, shipments, receipts, or revenue	Census use	2007				
			Estimates are acceptable. Report dollars OR percents.				
			\$ Bil.	Mil.	Thou.	Dol.	Percent
0720	0721				0722		
<b>1.</b>	Internet publishing and broadcasting - Subscriptions and sales - Continued						
	<b>g.</b> Internet adult content <i>(Include mature and sexually explicit material.)</i>	36307					
	<b>h.</b> Other Internet content - <i>Specify</i> ↴						
		36308					
<b>2.</b>	Sale of advertising space - Internet . . . . .	36340					
<b>3.</b>	Other publishing - Subscriptions and sales						
	<b>a.</b> Print publishing - <i>Specify type of content</i> ↴						
		36290					
	<b>b.</b> Electronic and other media - <i>Specify type of content</i> ↴						
		36310					
<b>4.</b>	Other publishing - Sale of advertising space						
	<b>a.</b> Print . . . . .	36330					
	<b>b.</b> Electronic and other media . . . . .	36350					
<b>5.</b>	Rental or sale of mailing lists . . . . .	36460					
<b>6.</b>	Website hosting services . . . . .	36120					
<b>7.</b>	Internet access services						
	<b>a.</b> Broadband <i>(i.e., always-on)</i> . . . . .	36011					
	<b>b.</b> Narrowband <i>(i.e., dial-up)</i> . . . . .	36012					
	<b>c. Sum lines 7a and 7b</b> . . . . .	36010					
<b>8.</b>	Licensing of rights to use intellectual property . . . . .	39400					
<b>9.</b>	Resale of computer hardware and software . . . . .	39607					
<b>10.</b>	Resale of other merchandise <i>(Exclude computer hardware and software.)</i> - <i>Specify</i> ↴						
		39618					

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>11.</b> All other receipts - <i>Specify if more than 10 percent of total receipts</i> ↘									
	39718								
<b>12. TOTAL RECEIPTS - Sum of lines should equal 5 if reporting in dollars</b> . . . . .	39850								1 0 0

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

**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 30

2007			
\$ Bil.	Mil.	Thou.	Dol.

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

**26-29** 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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