

CURRENT INDUSTRIAL REPORTS SERIES

2008

MA334M — CONSUMER ELECTRONICS

DEFINITIONS AND SPECIAL INSTRUCTIONS

1. Scope of survey

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

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. If you prefer reporting on a domestic consolidated basis, please call the contact shown on the report form.

a. Quantity

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

b. 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.

Shipments should include the following:

(1) 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.

(2) Include in your shipments data equipment that you assembled from purchased components.

Do not include the following:

(1) Products manufactured for you by others

(2) Resales — Products bought and resold without further manufacture should not be included in quantity or shipments.

Do not include data on products which were purchased by you for resale in the same condition. 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 in item code 9973.

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

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

Quantity (report # of units. Example: 1000 report as 1000)

Value (report shipments in thousands of dollars. Example: \$1,000,000, report as \$1,000).

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 manufactures (OEM) and/or to distribution.

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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.

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 Annual Survey of Manufactures (Form MA-10000). The sum of values for item codes shown in column (a) should correspond to dollar values reported under product class codes indicated in column (b) below.

Current Industrial Reports (Form MA334M) Item codes (a)	Annual Survey of Manufactures Product class codes (b)
1134 and 1142	3343101
2060 through 2075	3343102
5071 through 5095	3343104
6048 and 6073	3343105

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REFERENCE LIST

FORM MA334M		
CONSUMER ELECTRONICS		
Product code	Item code	Item description
AUTOMOTIVE AUDIO EQUIPMENT (EXCLUDING SPEAKERS):		
3343101101	1134	AM-FM radios, satellite radios and compact disc player combinations, for automobiles
3343101104	1142	Other automotive audio equipment (excluding speakers), including equalizers and amplifiers
3343101	1199	Total automotive audio equipment (Sum of item codes 1134 and 1142)
TELEVISION RECEIVERS, INCLUDING COMBINATIONS:		
3343102101	2060	Projection televisions
3343102112	2065	CRT-based televisions, excluding projection-types
3343102114	2075	LCD and plasma display panel televisions
3343102	2099	Total television receivers (Sum of item codes 2060–2075)
SPEAKERS AND MICROPHONES, INCLUDING COMMERCIAL SOUND EQUIPMENT:		
3343104101	5071	Single loudspeakers mounted in an enclosure
3343104104	5073	Multiple loudspeakers mounted in an enclosure
3343104107	5075	Other loudspeakers, including unmounted speakers sold separately
3343104111	5092	Microphones
3343104117	5095	Public address systems, including musical instrument amplifiers
3343104	5099	Total speakers and microphones, (Sum of item codes 5071–5095)
OTHER CONSUMER AUDIO AND VIDEO EQUIPMENT (EXCLUDING SPEAKERS):		
3343105107	6048	Power amplifiers, including preamplifiers
3343105124	6073	Other consumer audio and video equipment (excluding speakers), portable digital music players, portable stereos/boom boxes, DVD players, including combinations and digital video recorders
3343105	6099	Total other consumer audio and video equipment (Sum of item codes 6048 and 6073)
SELECTED NONMANUFACTURING REVENUES OF THIS ESTABLISHMENT		
9999998900	9973	Resales–Sales of products bought and sold without further manufacture, processing, or assembly
9999998041	9975	Research and development

3/4/09