



# 2002 ECONOMIC CENSUS

## CABLE AND OTHER PROGRAM DISTRIBUTION (CONSOLIDATED)

OMB No. 0607-0887: Approval Expires 09/30/2004

**DUE DATE**  
**FEBRUARY 12, 2003**

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

IN-51751

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

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

**Visit** our Web site at [www.census.gov/econhelp](http://www.census.gov/econhelp)

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

|                                     |   |   |   |   |   |   |   |   |   |   |
|-------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <input checked="" type="checkbox"/> | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|-------------------------------------|---|---|---|---|---|---|---|---|---|---|

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).

|                                     |  |   |         |      |       |      |
|-------------------------------------|--|---|---------|------|-------|------|
| <b>HOW TO REPORT DOLLAR FIGURES</b> | Dollar figures should be <b>rounded to thousands</b> of dollars. | Mark "X" if None                                    | 2002    |      |       |      |
|                                     | If a figure is <b>\$1,025,628.79</b> :                           | <b>Report</b> → <input type="checkbox"/>            | \$ Bil. | Mil. | Thou. | Dol. |
|                                     | If a value is "0" (or less than \$500.00):                       | <b>Report</b> → <input checked="" type="checkbox"/> |         | 1    | 0     | 2    |

**1-3** Not Applicable.

|   |                          |         |      |       |      |
|---|--------------------------|---------|------|-------|------|
| <b>4</b> SALES, SHIPMENTS, RECEIPTS, OR REVENUE                       | Mark "X" if None         | 2002    |      |       |      |
| Operating receipts of this consolidated reporting unit . . . . . 0100 | <input type="checkbox"/> | \$ Bil. | Mil. | Thou. | Dol. |

|   |   |                          |      |       |      |
|---|---|--------------------------|------|-------|------|
| <b>5</b> E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE  |   |                          |      |       |      |
| <b>A.</b> Did this reporting unit have any e-commerce sales, receipts, and/or revenue in 2002? (E-commerce includes sales, receipts, and/or revenue from any transaction completed over an Internet, Extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods or services may or may not be made online. Please see the information sheet(s) for further clarification.) |   |                          |      |       |      |
| 0181 <input type="checkbox"/> Yes - Go to line B  | 0182 <input type="checkbox"/> No - Go to <b>6</b> |                          |      |       |      |
| <b>B.</b> E-commerce sales, receipts, and/or revenue of this reporting unit (Include e-commerce sales, receipts, and/or revenue in <b>4</b> . Exclude sales taxes.) . . . 0185  |   |                          |      |       |      |
|   |   | 2002                     |      |       |      |
|   |   | Estimates are acceptable |      |       |      |
|   |   | \$ Bil.                  | Mil. | Thou. | Dol. |

51751014

**6** EMPLOYMENT AND PAYROLL

**Include:**

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

**Exclude:**

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

For further clarification, see information sheet(s).

|                          |        |
|--------------------------|--------|
| Mark "X" if None         | 2002   |
|                          | Number |
| <input type="checkbox"/> |        |

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

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

|                          |         |      |       |      |
|--------------------------|---------|------|-------|------|
| Mark "X" if None         | 2002    |      |       |      |
|                          | \$ Bil. | Mil. | Thou. | Dol. |
| <input type="checkbox"/> |         |      |       |      |
| <input type="checkbox"/> |         |      |       |      |

1. Annual payroll . . . . . 0300

2. First quarter payroll (January-March, 2002) . . . . . 0310

**7** LEASED EMPLOYMENT AND PAYROLL

A. Did this reporting unit have any full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN?

**Exclude:**

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- 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.
- Employees already reported in **6**.

For further clarification, see information sheet(s).

0241  Yes - Go to line B      0242  No - Go to **13**

|                          |        |
|--------------------------|--------|
| Mark "X" if None         | 2002   |
|                          | Number |
| <input type="checkbox"/> |        |

B. Number of leased employees for pay period including March 12. . . . . 0370

C. Payroll for leased employees before deductions (Exclude employer's cost for fringe benefits.)

|                          |         |      |       |      |
|--------------------------|---------|------|-------|------|
| Mark "X" if None         | 2002    |      |       |      |
|                          | \$ Bil. | Mil. | Thou. | Dol. |
| <input type="checkbox"/> |         |      |       |      |
| <input type="checkbox"/> |         |      |       |      |

1. Annual payroll for leased employees . . . . . 0350

2. First quarter payroll for leased employees (January-March, 2002) . . . . . 0360

**8 - 17** Not Applicable.

**18** KIND OF BUSINESS OR ACTIVITY

Principal kind of business or activity in 2002  
(Mark "X" only ONE box.)

**Cable and other program distribution**

- 0700 513 220 00 14  Cable television systems
- 513 220 00 22  Public access cable television

CONTINUE WITH **18** ON PAGE 3

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

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

**Cable and other program distribution - Continued**

- 0700 513 220 00 30  Direct broadcast satellite (DBS) and other direct to home (television) satellite services
- 513 220 00 48  Multipoint distribution services, including MMDS, LMDS, and MDS
- 513 220 00 55  Other pay television distribution service, including SMATV, VOD, Uplink, and Closed Circuit television - *Specify type* ↴

0701

**Cable and other subscription programming**

- 513 210 00 32  Cable television networks
- 514 199 10 17  Internet broadcasting - providing access to "webcasts" of concerts, sporting events, radio/television broadcasts, music, video, games, and related content "exclusively" over the Internet
- 777 517 01 16  Other subscription programming services - *Specify* ↴

0701

**Other kind of business or activity**

- 777 517 01 24  Cable television line construction - contractor
- 777 517 01 32  Cable television hookup - contractor
- 513 390 00 18  Satellite terminal stations, excluding carriers
- 777 517 01 40  Cable equipment rental or leasing
- 777 517 01 57  Cable equipment wholesalers
- 773 000 00 10  Other kind of business or activity - *Specify* ↴

0701

**19** CLASS OF CUSTOMER

Estimate the percentage of receipts (reported in **4**) by class of customer.

|   |      | 2002                      |   |
|---|------|---------------------------|---|
|   |      | Whole percent of receipts |   |
| 1. Residential . . . . .                      | 3112 |                           | % |
| 2. All other . . . . .                        | 3113 |                           | % |
| 3. <b>TOTAL</b> (Sum lines 1 and 2) . . . . . |      | 1 0 0                     | % |

**20-21** Not Applicable.

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|  |  |  |      |       |      |         |
|--|--|--|------|-------|------|---------|
| <b>HOW TO REPORT PERCENTS</b>              |  | 2002   |      |       |      |         |
|  |  | Estimates are acceptable.<br>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 2). 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 1a** - Include the delivery of audio and/or video programming on a subscription basis in analog or digital mode by using a cable, satellite, or wireless terrestrial network. Include programming that is provided in packages that consist of a set of predefined channels or one time viewing packages. Also include charges for initial connection or reconnection to the network on the basic programming package receipt line.

**Line 1b** - Include the provision of air time by the cable and other program distribution operator to advertisers for the placement of advertising messages and to content providers for the broadcast of text-based services, such as news and stock market information. Also, include advertising from real estate listings and consumer product information that is provided on home shopping channels.

**Line 3** - Include the cessions of the right to broadcast a television program, in whole or in part, by its owner to a third party.

**Line 4a** - Include direct connection to the Internet, both wired and wireless, at speeds not exceeding 64kbps, remote access or other types of Internet access and package upgrades, and free services along with Internet access such as e-mail, chat, etc.

**Line 4b** - Include direct connection to the Internet, both wired and wireless, at speeds exceeding 64kbps, remote access or other types of Internet access and package upgrades, and free services along with Internet access such as e-mail, chat, etc.

**Line 5a** - Include telecommunication carrier of wired or wireless facilities to originate, terminate, or transit calls for another telecommunication service provider. Include interconnection and settlement charges for the termination of domestic or international calls, charges to long distance carriers for calls originating at a payphone or within another carrier's local network, charges for jointly used facilities such as pole attachments, and charges for the exclusive use of circuits. Satellite operators/carriers should report on the carrier services line if their customers are telecommunication companies. Non-telecommunication companies should report on the private network service line.

**Lines 5b, 5c, and 5d - Basic fixed local telephony** - Include the provision of access to the Public Switched Telephone Network (PSTN) for the transmission and switching of voice, data, and video within a local calling area. Also include: related local services such as connection charges, 9-1-1 services, operator services, and local directory assistance; and subscriber line services to end user customer (non-telecommunication customers).

**Lines 5f, 5g, and 5h - Basic fixed long distance telephony - Outbound** - Include the transmission and switching of voice, data, and video over the PSTN between local calling areas where the call is made from a fixed customer location and paid for by the caller. This service may include additional call management features such as those normally associated with voice Virtual Private Networks (VPNs).

**Line 5i - Basic fixed long distance telephony - Inbound** - Include the transmission and switching of voice, data, and video over the PSTN between local calling areas where the call is made from a fixed customer location and paid for by the recipient of the call. This service may include additional call management features such as those normally associated with voice Virtual Private Networks (VPNs).

**Line 5j** - Include the transmission and switching of voice, data, and video over the PSTN where calling charges are not distance sensitive (no distinction between local and long distance areas).

**Line 5k** - Include wired or wireless (satellite, microwaves, cellular, etc.) telecommunication link(s) between specified points for the exclusive use of the client. Exclude the provision of private links to telecommunication service providers.

CONTINUE WITH 22 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

| Description of sales, shipments, receipts, or revenue  | Cen-<br>sus<br>use | 2002   |      |       |      |         |
|--|--------------------|--|------|-------|------|---------|
|  |                    | Estimates are acceptable.<br>Report dollars OR percents. |      |       |      |         |
|  |                    | \$ Bil.  | Mil. | Thou. | Dol. | Percent |
| 0723   | 0720               | 0721   |      |       |      | 0722    |
| <b>1.</b> Cable and other program distribution   |                    |  |      |       |      |         |
| <b>a.</b> Multichannel programming distribution services <i>(analog and digital)</i>                         |                    |  |      |       |      |         |
| <b>(1)</b> Basic programming package, including startup and reconnect fees                                   | 32381              |  |      |       |      |         |
| <b>(2)</b> Premium programming package   | 32382              |  |      |       |      |         |
| <b>(3)</b> Pay-per-view  | 32383              |  |      |       |      |         |
| <b>(4) Sum lines 1a(1) through 1a(3)</b>   | 32380              |  |      |       |      |         |
| <b>b.</b> Air time - Program distribution networks, advertising  |                    |  |      |       |      |         |
| <b>(1)</b> National and regional (net)   | 32391              |  |      |       |      |         |
| <b>(2)</b> Local (net)   | 32392              |  |      |       |      |         |
| <b>(3) Sum lines 1b(1) and 1b(2)</b>   | 32390              |  |      |       |      |         |
| <b>c.</b> Program distribution related services  |                    |  |      |       |      |         |
| <b>(1)</b> Program distribution installation services, installing cable and/or outlets on customer's premise | 32401              |  |      |       |      |         |
| <b>(2)</b> Program distribution equipment rental   | 32402              |  |      |       |      |         |
| <b>(3)</b> Program distribution equipment sales, including decoders, satellite dishes, etc.                  | 32403              |  |      |       |      |         |
| <b>(4)</b> Other program distribution related services - <i>Specify</i> ↴                                    |                    |  |      |       |      |         |
|  | 32404              |  |      |       |      |         |
| <b>(5) Sum lines 1c(1) through 1c(4)</b>   | 32400              |  |      |       |      |         |
| <b>2.</b> Production and postproduction services - Television  | 32410              |  |      |       |      |         |
| <b>3.</b> Television program rights  | 32340              |  |      |       |      |         |
| <b>4.</b> Internet access services   |                    |  |      |       |      |         |
| <b>a.</b> Narrowband   | 35551              |  |      |       |      |         |
| <b>b.</b> Broadband  | 35552              |  |      |       |      |         |
| <b>c. Sum lines 4a and 4b</b>  | 35550              |  |      |       |      |         |

CONTINUE WITH **22** ON PAGE 6

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

| Description of sales, shipments, receipts, or revenue  | Cen-<br>sus<br>use | 2002   |      |       |      |         |
|--|--------------------|--|------|-------|------|---------|
|  |                    | Estimates are acceptable.<br>Report dollars OR percents. |      |       |      |         |
|  |                    | \$ Bil.  | Mil. | Thou. | Dol. | Percent |
| 0723   | 0720               | 0721   |      |       |      | 0722    |
| <b>5. Communication services</b>   |                    |  |      |       |      |         |
| <b>a.</b> Carrier services, including network access services to other telecommunication carriers . . . . .              | 32420              |  |      |       |      |         |
| <b>b.</b> Basic fixed local telephony - Residential . . . . .  | 32430              |  |      |       |      |         |
| <b>c.</b> Basic fixed local telephony - Business . . . . .   | 32440              |  |      |       |      |         |
| <b>d.</b> Basic fixed local telephony - Public . . . . .   | 32450              |  |      |       |      |         |
| <b>e.</b> Calling features, including call waiting, caller ID, voice mail, etc. - Fixed telephony . . . . .              | 32460              |  |      |       |      |         |
| <b>f.</b> Basic fixed long distance telephony - Outbound - Residential . . . . .   | 32470              |  |      |       |      |         |
| <b>g.</b> Basic fixed long distance telephony - Outbound - Business . . . . .  | 32480              |  |      |       |      |         |
| <b>h.</b> Basic fixed long distance telephony - Outbound - Public . . . . .  | 32490              |  |      |       |      |         |
| <b>i.</b> Basic fixed long distance telephony - Inbound . . . . .  | 32500              |  |      |       |      |         |
| <b>j.</b> Basic fixed all distance telephony . . . . .   | 32510              |  |      |       |      |         |
| <b>k.</b> Private network services, including subscriber line charges and local inter-exchange carrier charges . . . . . | 32520              |  |      |       |      |         |
| <b>l.</b> Data transmission services . . . . .   | 32530              |  |      |       |      |         |
| <b>6. All other receipts - Specify if more than 10 percent of total receipts</b> ↴                                       |                    |  |      |       |      |         |
|  | 39533              |  |      |       |      |         |
| <b>7. TOTAL RECEIPTS - Sum of lines should equal 4 if reporting in dollars</b> . . . . .                                 | 39690              |  |      |       |      | 1 0 0   |

**23-24** Not Applicable.

**25** EXPORTED SERVICES

**NOTE** - An exported service is a service performed for 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). Services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. Services provided to domestic subsidiaries of foreign firms are excluded.

**A.** Did the receipts or revenue (reported in 4) include any amounts for exported services?

0911  Yes - Go to line B

0912  No

| 2002    |      |       |      |
|---------|------|-------|------|
| \$ Bil. | Mil. | Thou. | Dol. |
|         |      |       |      |

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



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

**26** SPECIAL INQUIRIES

**A. NEW CONSTRUCTION, INCLUDING RENOVATION**

1. Was this consolidated reporting unit involved in new construction or renovation of buildings, structures, or communication lines during 2002?

0991  Yes

0992  No - Go to line B

2. Capital expenditures for new construction, including renovation  
(Include labor and materials. Exclude land and the value of production machinery and equipment not an integral part of a structure.) . . . . . 0900

| 2002    |      |       |      |
|---------|------|-------|------|
| \$ Bil. | Mil. | Thou. | Dol. |
|         |      |       |      |

3. Percentage of the capital expenditures reported in line 2 that represented work done by your own employees as opposed to work done by contractors or other hired labor . . . . . 0901

Mark "X" if None

| 2002    |   |
|---------|---|
| Percent | % |
|         |   |

**B. MAINTENANCE AND REPAIR**

1. Was this consolidated reporting unit involved in maintenance and repair of buildings, structures, or communication lines owned by your enterprise during 2002?  
(Report "No" if expenses were limited to activities such as janitorial services, cleaning, lawn maintenance, etc.)

0916  Yes

0917  No - Go to **28**

2. Expenses for maintenance and repairs  
(Exclude expenses for such activities as janitorial services, cleaning, lawn maintenance, etc.) . . . . . 0918

| 2002    |      |       |      |
|---------|------|-------|------|
| \$ Bil. | Mil. | Thou. | Dol. |
|         |      |       |      |

3. Percentage of the expenses for maintenance and repairs reported in line 2 that represented work done by your own employees as opposed to work done by contractors or other hired labor. . . . . 0919

Mark "X" if None

| 2002    |   |
|---------|---|
| Percent | % |
|         |   |

**27** Not Applicable.

**28** LOCATIONS OF OPERATION

**A.** Complete pre-identified locations of operation supplement (See attached pages.)

**B.** Complete additional locations of operation supplement (See attached pages.)

**C.** Number of locations

**Include:**

- All locations in operation or temporarily inactive in **28A**.
- All locations added in **28B**.

**Exclude:**

- All locations that have ceased operation or were sold.

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

Mark "X" if None

| 2002   |  |
|--------|--|
| Number |  |
|        |  |

**29** Not Applicable.

51751071

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?

0078  Yes      0079  No - Enter time period covered →

FROM  
0070

Month

Year

TO  
0071

Month

Year

0072 Name of person to contact regarding this report

0073 Title

|                   |           |        |  |           |             |           |        |  |
|-------------------|-----------|--------|--|-----------|-------------|-----------|--------|--|
| Telephone<br>0074 | Area code | Number |  | Extension | Fax<br>0075 | Area code | Number |  |
|                   |           | -      |  |           |             |           | -      |  |

0076 Internet e-mail address

Date completed  
0069

Month

Day

Year

**Thank you for completing your 2002 Economic Census form.**

**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

51751089