



# 2007 ECONOMIC CENSUS

## Motion Picture and Video Production and Distribution

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

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

IN-51204

**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

51204014

**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 \_\_\_\_\_ → 

Month	Day	Year

  
AND enter name and address of new owner or operator and Employer Identification Number (EIN) below ↴

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

<b>HOW TO REPORT DOLLAR FIGURES</b>		Dollar figures should be <b>rounded</b> to <b>thousands</b> of dollars.	Mark "X" if None	2007			
		If a figure is <b>\$1,025,628.79</b> :	Report → <input type="checkbox"/>	\$ Bil.	Mil.	Thou.	Dol.
		If a value is "0" (or less than \$500.00):	Report → <input checked="" type="checkbox"/>				

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

Mark "X" if None 

2007
Number

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>B.</b> Payroll before deductions (Exclude employer's cost for fringe benefits.)	Mark "X" if None	2007			
		\$ Bil.	Mil.	Thou.	Dol.
		1. Annual payroll . . . . . 0300 <input type="checkbox"/>			
2. First quarter payroll (January-March, 2007) . . . . . 0310 <input type="checkbox"/>					

51204022

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

**8** Not Applicable.

**9** VALUE OF INVENTORIES

**A.** Did this establishment 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 establishment 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.	
<b>1.</b> Finished goods . . . . . 0461	<input type="checkbox"/>					0471	<input type="checkbox"/>				
<b>2.</b> Work-in-process . . . . . 0463	<input type="checkbox"/>					0473	<input type="checkbox"/>				
<b>3.</b> Materials, supplies, fuels, etc. . . . . 0462	<input type="checkbox"/>					0472	<input type="checkbox"/>				
<b>4. Total inventories before Last-in, First-out (LIFO) adjustment (if any) (Add lines B1 through B3) . . . . . 0460</b>	<input type="checkbox"/>					0470	<input type="checkbox"/>				
<b>5.</b> LIFO reserve (if any) . . . . . 0466	<input type="checkbox"/>					0476	<input type="checkbox"/>				
<b>6. Total inventories after LIFO adjustment (Line B4 minus line B5) . . . . . 0468</b>	<input type="checkbox"/>					0469	<input type="checkbox"/>				

**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.
<b>A.</b> LIFO valuation method before adjustment . . . . . 0244	<input type="checkbox"/>				
<b>B.</b> First-in, First-out (FIFO) . . . . . 0491	<input type="checkbox"/>				
<b>C.</b> Average cost . . . . . 0492	<input type="checkbox"/>				
<b>D.</b> Standard cost . . . . . 0493	<input type="checkbox"/>				
<b>E.</b> Other valuation method - <i>Specify method</i> ↴					
0895 <input type="text" value=""/>	<input type="checkbox"/>				
<b>F. TOTAL (Add lines A through E. Total should equal 9, line B4.) . . . . . 0490</b>	<input type="checkbox"/>				

**11-18** Not Applicable.

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**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.)

**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
- 423 990 42 2  Video cassette/DVD wholesaler, buying and reselling cassettes/DVDs to other wholesalers, video rental stores, and retailers
- 512 120 00 5  Motion picture film library, excluding stock footage
- 512 120 00 6  Other film, video, or digital media distribution - *Specify* ↴

0701

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

- 512 199 00 1  Motion picture film processing laboratory
- 512 191 00 2  Postproduction services for film, video, or digital media
- 512 240 00 3  Audio postproduction services
- 512 199 00 3  Motion picture booking agencies
- 711 510 00 5  Authors, writers, and composers
- 711 510 00 9  Actors or actresses
- 711 510 00 3  Independent film directors and other motion picture artists and technicians
- 532 490 30 1  Motion picture equipment rental or leasing
- 561 310 00 3  Casting bureaus or agencies

CONTINUE WITH 19 ON PAGE 5

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

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

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

- 0700 541 214 10 1  Talent payment services
- 777 512 50 1  Other services allied to film, video, or digital media production and distribution - *Specify* ↴

0701

**Other kind of business or activity**

- 532 230 00 3  Video tape/DVD rental store
- 541 921 00 2  Special events video taping services, including birthdays, weddings, etc.
- 541 690 10 2  Motion picture consulting services
- 773 000 00 2  Other kind of business or activity - *Specify* ↴

0701

**20 and 21** Not Applicable.

<p><i>HOW TO REPORT PERCENTS</i></p>	<p>If figure is <b>38.76%</b> of total sales:</p>	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
						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 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.

CONTINUE WITH ON PAGE 6

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

**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.

**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	Cen- sus 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					

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CONTINUE WITH **23** ON PAGE 7

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>2.</b> Licensing of domestic rights to exhibit, broadcast, or rent audiovisual works - Continued						
<b>a.</b> Licensing of domestic rights to exhibit, broadcast, or rent feature films - Continued						
<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					
<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					

CONTINUE WITH **22** ON PAGE 8

CONTINUE ON PAGE 8

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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>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					
<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					

CONTINUE WITH **23** ON PAGE 9

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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
17. All other receipts - Specify if more than 10 percent of total receipts $\nabla$						
	39708					
18. TOTAL RECEIPTS - Sum of lines should equal $\text{\textcircled{5}}$ if reporting in dollars	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  $\text{\textcircled{5}}$ ) include any amounts for exported goods or services?

0911  Yes - Go to line B

0912  No - Go to  $\text{\textcircled{30}}$

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  $\rightarrow$

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.**

51204097

