



2002 ECONOMIC CENSUS

CABLE AND OTHER PROGRAM DISTRIBUTION

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-51701

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

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
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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 MONTHS IN OPERATION

Number of months in operation during 2002 (If none, mark "X" and go to 29.) 0002

2002	
Number of months	

Mark "X" if None

2 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 2002 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 Yes 0022 No - Enter current EIN (9 digits) → 0025

3 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

0032 No - Enter physical location →

0035 Number and street		
0036 City, town, village, etc.	0037 State	0038 ZIP Code

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

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

C. Type of municipality where this establishment is physically located

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



51701019

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):

Mark "X" if None

Report

Report

2002		
\$ Mil.	Thou.	Dol.
1	0 2 6	

4 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.

Operating receipts. 0100

5 E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE

A. Did this establishment 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 Yes - Go to line B

0182 No - Go to **6**

2002		
Estimates are acceptable		
\$ Mil.	Thou.	Dol.

B. E-commerce sales, receipts, and/or revenue of this establishment (Include e-commerce sales, receipts, and/or revenue in **4**. Exclude sales taxes.) 0185

6 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 **2**.

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	

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

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.

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

1. Annual payroll 0300

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



51701027

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

7 LEASED EMPLOYMENT AND PAYROLL

A. Did this establishment 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		

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.)

1. Annual payroll for leased employees 0350

2002		
\$ Mil.	Thou.	Dol.

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

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.

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
- 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

CONTINUE WITH **18** ON PAGE 4



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18 KIND OF BUSINESS OR ACTIVITY - Continued

Cable and other subscription programming

- 0700 513 210 00 24 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

- 234 920 00 10 Cable television line construction - contractor
 - 235 310 00 15 Cable television hookup - contractor
 - 513 390 00 18 Satellite terminal stations, excluding carriers
 - 532 490 20 54 Cable equipment rental and leasing
 - 421 690 10 35 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 0 0	%

- 1. Residential 3112
- 2. All other 3113
- 3. **TOTAL** (Sum lines 1 and 2)

20-21 Not Applicable.

HOW TO REPORT PERCENTS



If figure is **38.76%** of total sales:

Report whole percents

2002				
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 **4**). 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 - 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 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.

CONTINUE WITH **2** ON PAGE 5

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 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.

Description of sales, shipments, receipts, or revenue	Census use	2002				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Cable and other program distribution						
a. Multichannel programming distribution services <i>(analog and digital)</i>						
(1) Basic programming package, including startup and reconnect fees	32381					
(2) Premium programming package	32382					
(3) Pay-per-view	32383					
(4) Sum lines 1a(1) through 1a(3)	32380					
b. Air time - Program distribution networks, advertising						
(1) National and regional (net)	32391					
(2) Local (net)	32392					
(3) Sum lines 1b(1) and 1b(2)	32390					
c. Program distribution related services						
(1) Program distribution installation services, installing cable and/or outlets on customer's premise	32401					
(2) Program distribution equipment rental	32402					

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	2002				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Cable and other program distribution - Continued						
c. Program distribution related services - Continued						
(3) Program distribution equipment sales, including decoders, satellite dishes, etc.	32403					
(4) Other program distribution related services - <i>Specify</i> ↴						
	32404					
(5) Sum lines 1c(1) through 1c(4)	32400					
2. Production and postproduction services - Television	32410					
3. Television program rights	32340					
4. Internet access services						
a. Narrowband	35551					
b. Broadband	35552					
c. Sum lines 4a and 4b	35550					
5. Communication services						
a. Carrier services, including network access services to other telecommunication carriers	32420					
b. Basic fixed local telephony - Residential	32430					
c. Basic fixed local telephony - Business	32440					
d. Basic fixed local telephony - Public	32450					
e. Calling features, including call waiting, caller ID, voice mail, etc. - Fixed telephony	32460					
f. Basic fixed long distance telephony - Outbound - Residential	32470					
g. Basic fixed long distance telephony - Outbound - Business	32480					
h. Basic fixed long distance telephony - Outbound - Public	32490					
i. Basic fixed long distance telephony - Inbound	32500					

CONTINUE WITH **22** ON PAGE 7

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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	2002				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
5. Communication services - Continued						
j. Basic fixed all distance telephony	32510					
k. Private network services, including subscriber line charges and local inter-exchange carrier charges	32520					
l. Data transmission services	32530					
6. All other receipts - Specify if more than 10 percent of total receipts ↴						
	39533					
7. TOTAL RECEIPTS - Sum of lines should equal 4 if reporting in dollars	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

26 SPECIAL INQUIRIES

A. NEW CONSTRUCTION, INCLUDING RENOVATION

1. Was this establishment 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		
\$ 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	%
<input type="checkbox"/>	

CONTINUE WITH 26 ON PAGE 8

26 SPECIAL INQUIRIES - Continued

B. MAINTENANCE AND REPAIR

1. Was this establishment 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 **29**

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

2002		
\$ 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	%

27-28 Not Applicable.

29 OPERATIONAL STATUS

Activity that best describes this establishment's status at the end of 2002
(Mark "X" only ONE box.)

0011 In operation

0014 Ceased operation - Give date at right →

0018	Month	Day	Year

0013 Temporarily or seasonally inactive

0015 Sold or leased to another operator - Give date at right AND enter new name and mailing address below ↴

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

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	Month	Year	TO	Month	Year
0070			0071		

0072 Name of person to contact regarding this report

0073 Title

Telephone	Area code	Number	Extension	Fax	Area code	Number
0074				0075		

0076 Internet e-mail address	Date completed	Month	Day	Year
	0069			

Thank you for completing your 2002 Economic Census form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.



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