



2002 ECONOMIC CENSUS

MOTION PICTURE AND VIDEO PRODUCTION AND 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-51250

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.
- Please center numbers in their respective boxes. Examples:
- Do not use pencil.
- Do not put slashes through 0 or 7.
- Place an "X" inside the box.

<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 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).

HOW TO REPORT DOLLAR FIGURES	Dollar figures should be rounded to thousands of dollars.	Mark "X" if None	2002				
			\$ Bil.	Mil.	Thou.	Dol.	
	If a figure is \$1,025,628.79 :	<input type="checkbox"/>		1	0	2	6
	If a value is "0" (or less than \$500.00):	<input checked="" type="checkbox"/>					

1-3 Not Applicable.

4 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

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

Operating receipts of this consolidated reporting unit. 0100

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

A. 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 Yes - Go to line B 0182 No - Go to **6**

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

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

51250017

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.
1. Annual payroll 0300 <input type="checkbox"/>				
2. First quarter payroll (January-March, 2002) 0310 <input type="checkbox"/>				

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.
1. Annual payroll for leased employees 0350 <input type="checkbox"/>				
2. First quarter payroll for leased employees (January-March, 2002) 0360 <input type="checkbox"/>				

8 - 9 Not Applicable.



51250025

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

10 INVENTORIES

(Report inventories using generally accepted accounting practices.)

A. Did this reporting unit have inventories at the end of 2001 or 2002?

0486 Yes - Go to line B 0487 No - Go to **13**

B. Were inventories of this reporting unit subject to the Last-in, First-out (LIFO) method of valuation?

0481 Yes - Use the sum of the LIFO amount (E2) plus the LIFO reserve (E1) for completing lines C and D2.

0482 No - Complete only lines C1 through D1. Line D1 should equal line C4.

C. Inventory by category	Mark "X" if None	End of 2002				Mark "X" if None	End of 2001				
		\$ Bil.	Mil.	Thou.	Dol.		\$ Bil.	Mil.	Thou.	Dol.	
1. Finished goods 0461	<input type="checkbox"/>					0471	<input type="checkbox"/>				
2. Work-in-process 0463	<input type="checkbox"/>					0473	<input type="checkbox"/>				
3. Materials, supplies, fuels, etc. 0462	<input type="checkbox"/>					0472	<input type="checkbox"/>				
4. Total inventories (Sum lines C1 through C3). 0460	<input type="checkbox"/>					0470	<input type="checkbox"/>				
D. Of the value on line C4 report:											
1. Amount not subject to LIFO costing (Report detail in 11 .) 0464	<input type="checkbox"/>					0474	<input type="checkbox"/>				
2. Amount subject to LIFO costing (gross) 0465	<input type="checkbox"/>					0475	<input type="checkbox"/>				
E. Of the value on line D2 report:											
1. Amount of LIFO reserve. 0466	<input type="checkbox"/>					0476	<input type="checkbox"/>				
2. Amount of LIFO value (net) 0467	<input type="checkbox"/>					0477	<input type="checkbox"/>				

11 INVENTORY VALUATION

Methods of valuation for inventories not subject to LIFO costing at the end of 2002

(Using the inventory value reported in **10**, line D1 above, report the breakdown of the value for end of 2002 according to the inventory valuation methods shown below.)

A. First-in, First-out (FIFO). 0491	Mark "X" if None	End of 2002			
		\$ Bil.	Mil.	Thou.	Dol.
B. Average cost 0492	<input type="checkbox"/>				
C. Standard cost 0493	<input type="checkbox"/>				
D. Other methods - Specify ∇					
0895 <input type="text"/>	<input type="checkbox"/>				
E. TOTAL (Should equal the value reported in 10 , line D1 for end of 2002.) 0490	<input type="checkbox"/>				

51250033

12-17 Not Applicable.

18 KIND OF BUSINESS OR ACTIVITY
Principal kind of business or activity in 2002
(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 19 Producer of motion pictures
512 110 00 27 Producer of television shows, including commercials, infomercials, and music videos
512 110 00 35 Producer of educational, training, corporate, religious, direct-to-home videos/DVDs, or other non-theatrical films and videos/DVDs
512 110 00 43 Producer of animated or computer animated films or videos/DVDs, including commercials and music videos
512 110 00 50 Other film, video, or digital media production - Specify

0701

Motion picture, television, and video distribution exclusively for other companies

- 512 120 00 17 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 25 Distributor of educational, training, corporate, religious, direct-to-home videos/DVDs, or other non-theatrical films and videos/DVDs
512 120 00 33 Distributor of animated or computer animated films or videos/DVDs, including commercials and music videos
512 120 00 41 Sales offices of motion picture or television production or distribution
777 512 50 37 Video cassette/DVD wholesaler, buying and reselling cassettes/DVDs to other wholesalers, video rental stores, and retailers

Services allied to film and video production and distribution

- 512 199 00 13 Motion picture film processing laboratory
512 191 00 29 Postproduction services for film, video, or digital media
512 191 00 11 Providing computerized electronic image and sound to film, video or digital media
777 512 50 11 Other services allied to film, video, or digital media production and distribution - Specify

0701

Other kind of business or activity

- 777 512 50 29 Video tape/DVD rental store
773 000 00 28 Other kind of business or activity - Specify

0701

19-21 Not Applicable.



51250041

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

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 for this consolidated reporting unit, either as a dollar figure or as a whole percent of total receipts (reported in 4). 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.)

Lines 1 through 5 - Distribution includes receipts from sales, rentals, etc. of films, tapes, and digital media **you produce**, as well as films, tapes, and digital media **produced by others, which you distribute**.

Line 1 - Include receipts from films that were originally intended for screening in commercial theaters.

Line 2 - Include receipts from television and cable programming, as well as movies originally intended for television or cable. Exclude commercials and music videos.

Line 5 - Include receipts for films, tapes, and digital media that were not originally intended for distribution to commercial theaters, television, or cable.

Line 7 - Include receipts from video and audio editing (linear and non-linear editing), film/tape/digital media transfers, audio production services for video, graphics and animation, visual effects, captioning, format conversion (e.g., NTSC to PAL, etc.), and compression (e.g., digital encoding, MPEG, JPEG, etc.).

Line 7i - Include receipts from duplicating masters as well as other duplication.

Line 7j - Include laboratory services (excluding film processing), such as digital restoration, color correction, etc. Specify where the receipts are generated.

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. Distribution of commercial theater motion pictures										
a. To theaters	31991									
b. To television networks and stations	31992									
c. To cable networks and systems and direct broadcast satellite (DBS) systems	31993									
d. To wholesalers, retailers, and rental chains or stores, including video cassettes and DVDs	31994									
e. To foreign independent distributors and exchanges	31995									
f. To domestic independent distributors and exchanges	31996									
g. To other	31997									
h. Sum lines 1a through 1g	31990									
2. Distribution of television programs, excluding commercials and music videos										
a. To television networks and stations (for television exhibition)	32001									
b. To cable networks and systems and direct broadcast satellite (DBS) systems	32002									

CONTINUE WITH 22 ON PAGE 6

51250058

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
2. Distribution of television programs, excluding commercials and music videos - Continued						
c. To independent distributors and syndicates	32003					
d. To other, including video cassettes and DVDs	32004					
e. Sum lines 2a through 2d	32000					
3. Distribution of commercials	32010					
4. Distribution of music videos	32020					
5. Distribution of other films and tapes/DVDs (<i>e.g., direct-to-video</i>)						
a. To independent distributors	32031					
b. To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	32032					
c. To other	32033					
d. Sum lines 5a through 5c	32030					
6. Contract production, excluding postproduction services						
a. For other producers	32041					
b. For television networks and stations	32042					
c. For other	32043					
d. Sum lines 6a through 6c	32040					
7. Postproduction services						
a. Linear video/audio editing	32051					
b. Non-linear video/audio editing	32052					
c. Film to tape transfer	32053					
d. Audio postproduction	32054					
e. Graphics and animation	32055					
f. Visual and compositing effects	32056					
g. Captioning	32057					
h. Format conversion and compression	32058					

CONTINUE WITH **22** ON PAGE 7

51250066

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
7. Postproduction services - Continued						
i. Duplication	32059					
j. All other postproduction services - <i>Specify</i> ↴						
_____	32061					
k. Sum lines 7a through 7j	32050					
8. Motion picture film processing	32090					
9. Other services allied to film, video, or digital media production and distribution - <i>Specify</i> ↴						
_____	32070					
10. Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	39036					
11. All other receipts - <i>Specify if more than 10 percent of total receipts</i> ↴						
_____	39528					
12. TOTAL RECEIPTS - Sum of lines should equal 4 if reporting in dollars	39690					1 0 0

23-24 Not Applicable.

25 EXPORTS OF GOODS AND SERVICES

NOTE - An export is a tangible or intangible product (i.e., 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). Products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. Products provided to domestic subsidiaries of foreign firms are excluded.

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

0911 Yes - Go to line B

0912 No

B. Amount of receipts for exported goods or services 0914

2002			
\$ Bil.	Mil.	Thou.	Dol.

26-27 Not Applicable.



51250074

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.

Mark "X" if None

2002
Number

Total number of locations currently in operation 6070

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?

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.

51250082