



2007 ECONOMIC CENSUS

Cable and Other Program Distribution

DUE DATE
FEBRUARY 12, 2008

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

IN-51701

**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

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

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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

HOW TO REPORT DOLLAR FIGURES		Dollar figures should be rounded to thousands of dollars.	Mark "X" if None	2007			
		If a figure is \$1,025,628.79 :	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. 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"/>					

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

8 - 18 Not Applicable.

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.)

Cable and other program distribution

- 0700 517 510 00 6 Cable television distribution systems
- 517 510 00 7 Public access cable television
- 517 510 00 8 Direct broadcast satellite (DBS) and other direct to home (television) satellite services
- 517 510 00 9 Multipoint distribution services, including MMDS, LMDS, and MDS
- 517 510 00 A Other pay television distribution service, including SMATV, VOD, Uplink, and Closed Circuit television - *Specify type* ↴

0701

Cable and other subscription programming

- 515 210 00 4 Cable television networks
- 516 110 00 7 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 1 Other subscription programming services - *Specify* ↴

0701

Other kind of business or activity

- 518 111 10 2 Internet Service Providers - broadband ISPs (i.e., cable, DSL system providers)
- 518 111 20 1 Internet Service Providers - ISPs providing services via client supplied telecommunications connections (i.e., dial-up)
- 237 130 00 3 Cable television line construction - contractor
- 238 210 00 5 Cable television hookup - contractor
- 517 910 00 3 Satellite terminal stations, excluding carriers
- 532 490 20 5 Cable equipment rental and leasing
- 423 690 10 3 Cable equipment wholesalers
- 773 000 00 1 Other kind of business or activity - *Specify* ↴

0701

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20 CLASS OF CUSTOMER

Estimate the percentage of receipts (reported in 5) by class of customer.

1. Residential	3112
2. All other	3113
3. TOTAL	

2007	
Whole percent of receipts	
	%
	%
1 0 0	%

21 Not Applicable.

HOW TO REPORT PERCENTS



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

Report whole percents

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 1a - Report receipts from audio and/or video programming on a subscription basis in analog or digital mode by using a cable, satellite, or wireless terrestrial network, including fiber optic and digital subscriber line technologies. The programming is provided in packages that consist of a set of predefined channels or one time viewing packages.

Line 1a(1) - Report receipts from subscriber access to a basic range of programming services generally for a monthly fee. This package contains the minimum number of channels available to subscribers, as defined by each cable, satellite, or MDS operator, and must be purchased to obtain any higher-level programming package.

Line 1b - Report receipts from television air time to clients for broadcasting both advertising and program content, on television stations, networks, cable, and other subscription television program systems. Include air time for advertising content, such as advertising messages, real estate listings, infomercials, etc., and air time for non-commercial programs, such as news, financial, religious, educational programs, etc.

Line 3a - Report receipts from wired or wireless telecommunications facilities to originate, terminate, or transit calls for another telecommunications service provider, including transoceanic telecommunications. 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 carriers 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-telecommunications companies should report on **line 4**, Private network services.

Line 3b - Report receipts from the public switched telephone network (PSTN) for the transmission and switching of voice, data, and video within a local calling area. Include related local services, such as connection charges, 911 services, operator services, and local directory assistance; and subscriber line services to end user customers.

Lines 3b(1) and 3b(3) - Include call services that are self-defined in the carriers tariffs or other documents detailing the terms of service.

Line 3d - Report receipts from transmitting and switching of voice, data, and video over the public switched telephone network between local calling areas and where the call is made from a fixed customer location and is paid for by the caller.

Line 3e - Report receipts from calls made from a fixed customer location which are paid for by the call recipient.

Line 4 - Report receipts from 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.

Line 5 - Report receipts from providing a direct connection to the Internet, wired or wireless, for the transmission of voice or data to fixed local telephone locations on the public switched telephone network. May include 911 service and a number to mimic a local fixed telephone number for the purpose of receiving calls from local fixed telephone users in the same local calling area. Include voice over Internet protocol (VOIP) and related Internet telephony services.

Line 7 - Report receipts from granting permission to use content protected as industrial property (i.e., by patent or trademark) owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

CONTINUE WITH 2 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	Census use	2007					
		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 <i>(Include startup and reconnect fees.)</i>	36031						
(2) Premium programming package	36032						
(3) Pay-per-view	36033						
(4) Sum lines 1a(1) through 1a(3)	36030						
b. Air time - Program distribution networks <i>(Include local, regional, and national.)</i>							
(1) Advertising	36041						
(2) Programs	36042						
(3) Sum lines 1b(1) and 1b(2)	36040						
2. Program distribution related services							
a. Installation services for connections to program distribution networks	36470						
b. Rental of program distribution equipment	39516						
c. Resale of program distribution equipment	39673						
d. Other program distribution related services - <i>Specify</i> ↴							
_____	36480						
3. Telecommunication services							
a. Carrier services and Internet backbone services <i>(Include network access services to other telecommunication carriers.)</i>	35840						
b. Basic fixed local telephony services <i>(Include subscriber line services to end user.)</i>							
(1) Residential	35851						
(2) Business	35852						
(3) Public	35853						
(4) Sum lines 3b(1) through 3b(3)	35850						
c. Calling features - Fixed telephony <i>(Include call waiting, caller ID, voice mail, etc.)</i>	35860						

CONTINUE WITH  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	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
3. Telecommunication services - Continued						
d. Basic fixed long distance telephony - Outbound	35870					
e. Basic fixed long distance telephony - Inbound	35880					
f. Basic fixed all distance telephony (Include both local and long distance calls.)	35890					
4. Private network services	35900					
5. Internet telephony						
a. Residential	35981					
b. Business	35982					
6. Internet access services						
a. Broadband (i.e., always-on)	36011					
b. Narrowband (i.e., dial-up)	36012					
c. Sum lines 6a and 6b	36010					
7. Licensing of rights to use intellectual property protected as industrial property	39402					
8. Resale of other merchandise - Specify ↴						
	39615					
9. All other receipts - Specify if more than 10 percent of total receipts ↴						
	39714					
10. TOTAL RECEIPTS - Sum of lines should equal 5 if reporting in dollars	39850					1 0 0

23 and **24** Not Applicable.

25 EXPORTED SERVICES

NOTE - An exported service is a product (e.g., service performed, license agreement) that is performed for, or 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 provided to 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 5) include any amounts for exported services?

0911 Yes - Go to line B

0912 No - Go to 26

B. Amount of receipts or revenue for exported services 0914

2007			
\$ Bil.	Mil.	Thou.	Dol.

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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 establishment involved in new construction or renovation of buildings, structures, or communication lines during 2007?

0991 Yes - Go to line 2

0992 No - Go to **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

2007			
\$ 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	2007	
	Percent	%
<input type="checkbox"/>		

B. MAINTENANCE AND REPAIR

1. Was this establishment involved in maintenance and repair of buildings, structures, or communication lines owned by your enterprise during 2007?

(Report "No" if expenses were limited to activities, such as janitorial services, cleaning, lawn maintenance, etc.)

0916 Yes - Go to line 2

0917 No - Go to **30**

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

2007			
\$ 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	2007	
	Percent	%
<input type="checkbox"/>		

27-29 Not Applicable.

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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 →

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.

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