

2012 ECONOMIC CENSUS

Motion Picture and Video Production and Distribution Consolidated Report Forms

INFORMATION SHEET

Need help or have questions about filling out the form?

Visit econhelp.census.gov or Call 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

Please reference your 11-digit Census File Number (CFN) printed on each form with all communications.

This 2012 Economic Census information sheet covers establishments engaged in the following areas of economic activity:

- Motion Picture and Video Production (including establishments of production companies distributing films – whether for own company or for other companies)
- Motion Picture and Video Distribution (for other companies only)

This report form requests data for activities conducted in the United States during 2012.

If the consolidated report form does **NOT** seem to apply to an activity engaged in by this company, **DESCRIBE** the business or activity in item **19 AND COMPLETE** the report form. Complete items **28A** and **28B** as accurately as possible. In many cases this will satisfy Census Bureau requirements.

DEFINITION OF A CONSOLIDATED REPORTING UNIT

A **consolidated reporting unit** is the grouping of all the domestic establishments of a company that operate in a specific industry (major activity) into a single reporting unit. Establishments are generally single physical locations. The consolidated reporting unit includes all the establishments of a company that contribute to the production of goods or services covered by the industry (major activity) specified in the mailing address section of the consolidated report form.

GENERAL INSTRUCTIONS

- Complete the report form for all locations operating in the industry printed in the mailing address section on the first page of the consolidated report form, for the United States, including the fifty States and the District of Columbia. Do not include United States possessions or territories.
- The report form should cover calendar year 2012. If book figures are not available, **estimates are acceptable**. If your fiscal year covers at least 10 months of calendar year 2012, you may report all items except payroll on a fiscal year basis. Calendar year figures for payroll, for each location, should be available from your Internal Revenue Service (IRS) Form 941, Employer's Quarterly Federal Tax Return, or Form 944, Employer's Annual Federal Tax Return. Indicate in item **30** the exact dates covered.
- If an establishment listed in item **28A** stopped operating in the major activity printed, before January 1, 2012, indicate action and date in column **(c)** of the Pre-identified Locations of Operation supplement (item **28A**).

- If an establishment listed in item **28A** was closed, sold, or leased to another company or organization during 2012, complete column **(b)** for the portion of 2012 that the location operated in the major activity printed. Indicate action and date in column **(c)** of the Pre-identified Locations of Operation supplement (item **28A**).
- Dollar figures should be rounded to the nearest thousand dollars as illustrated on the report form.
- Please photocopy each report form for your records and return the originals.
- Public reporting burden for this collection of information is estimated to vary from 18 minutes to 9 hours and 30 minutes per response, with an average of 1 hour and 6 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0934, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to paperwork@census.gov; use "Paperwork Project 0607-0934" as the subject.
- Response to this collection of information is required unless it does not display a valid approval number from the Office of Management and Budget (OMB). The OMB eight-digit number appears in the upper right corner of the report form.

INSTRUCTIONS FOR SELECTED ITEMS

5. SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Report total operating receipts for the company's United States locations engaged in the industry printed in the mailing address section on the first page of the consolidated report form. Receipts should be reported in thousands of dollars.

Include:

- Gross receipts from services provided, from the use of facilities, and from merchandise sold in 2012, whether or not payment was received in 2012.
- Sale or licensing of rights to intellectual property protected by copyright (e.g., literary works, software, audio visual works, musical compositions and recordings, etc.) or as industrial property (e.g., patents, trademarks).

- Sales to and receipts from FOREIGN clients, including parent firms, subsidiaries, and branches.
- Rental of nonresidential space in buildings and facilities, including this establishment's share of receipts from departments, concessions, and vending and amusement machines operated by others.
- Receipts from the rental and leasing of vehicles, equipment, instruments, tools, etc.
- Total value of service contracts.
- Market value of compensation received in lieu of cash.
- Amounts received for work subcontracted to others.
- Dues and assessments from members and affiliates.

Exclude:

- Sales and other taxes (including Hawaii's General Excise Tax) collected directly from customers or clients and paid directly to a local, state, or federal tax agency.
- Gross receipts collected on behalf of others.
- Gross receipts from departments or concessions operated by others.
- Sales of used equipment previously rented or leased to customers.
- Proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale).
- Contributions, gifts, grants, and income from interest, real estate investments, and dividends.
- Domestic intracompany transfers.
- Receipts of foreign parent firms and subsidiaries.
- Other nonoperating income.

7. EMPLOYMENT AND PAYROLL

Definitions are the same as those used on the Internal Revenue Service (IRS) Forms 941 and 944, and as described in Circular E, Employer's Tax Guide.

If employees worked at more than one location, report employment and payroll for employees at the ONE location where they spent most of their working time.

A. Employment

Include:

- All full- and part-time employees on the payroll during the pay period including March 12, 2012.
- Salaried officers and executives of a corporation.
- Employees on paid sick leave, paid vacations, and paid holidays.

Exclude:

- Proprietors or partners of an unincorporated company.
- Full- and part-time leased employees whose payroll was filed under an employee leasing company's Employer Identification Number (EIN).
- Temporary staffing obtained from a staffing service.
- Independent contractors.

B. Payroll

Include:

- Wages, salaries, tips, vacation allowances, bonuses, commissions, and other compensation paid to employees during 2012 and reported on IRS Forms 941 or 944 as taxable Medicare Wages and tips (even if not subject to income or FICA tax).
- Salaries of officers and executives of a corporation.
- Employee contributions to qualified pension plans.
- The spread on stock options that is taxable to employees as income.

Exclude:

- Employer's cost for fringe benefits (e.g., employer-paid insurance premiums, pension plans, payroll taxes, and other employer-paid benefits).
- Payments to or withdrawals by proprietors or partners of an unincorporated company.
- Annuities or supplemental unemployment compensation benefits, even if income tax was withheld.
- Payrolls of departments or concessions operated by other companies at the establishment.

9. VALUE OF INVENTORIES

Report the total value of inventories owned by this consolidated reporting unit on December 31, 2012, and on December 31, 2011, regardless of where held. Exclude the value of inventories held by this consolidated reporting unit but owned by others.

- A.** Answer 'Yes' if this consolidated reporting unit had inventories on the last day of either 2012 or 2011. Answer 'No' if this consolidated reporting unit had no inventories, or had inventories during either year but not on the last day of either year.
- B.** Report the value of inventories owned by this consolidated reporting unit on December 31, 2012, and on December 31, 2011:

- 1- 4.** Report the value of inventories by stage of fabrication owned by the consolidated reporting unit for each year. If any part of the inventory is valued using the Last-in, First-out (LIFO) method, report the value of inventories before any adjustment for LIFO reserve.

5. Report the value of LIFO reserve or allowance applicable to any amount on line **B4** that is valued using the LIFO method. Consolidated reporting units that do not use the LIFO method of inventory valuation should mark "X" the box to indicate "None".
6. Report the total value of inventories after any LIFO adjustment. This should equal line **B4** minus line **B5**. Consolidated reporting units that do not use the LIFO method of valuation should report the same value on lines **B4** and **B6**.

10. INVENTORIES BY VALUATION METHOD

Report the value of inventories reported in item **9**, line **B4**, for each of the following valuation methods:

- A. Last-in, First-out (LIFO)
- B. First-in, First-out (FIFO)
- C. Average cost
- D. Standard cost
- E. Other valuation method - Specify other method of valuation (including market, specific, or actual cost in the space provided)
- F. Total of lines **10A** through **10E** should equal item **9**, line **B4**.

19. KIND OF BUSINESS OR ACTIVITY

Choose the ONE kind of business that best describes the primary business activity of this consolidated reporting unit in 2012. If none of the provided selections seem appropriate, provide a specific description of the primary business activity.

28. LOCATIONS OF OPERATION

A. Pre-identified Locations of Operation

We pre-listed physical locations of your company that are part of this consolidated reporting unit based on Census records. Please bring this list up to date as follows:

- **Column (a)** — Please correct any errors or omissions in the pre-listed information. If the major activity listed is not the major activity of the location, correct the major activity and do not include this location in the count, item **28C**.
- **Column (b), 2012 Employment and Payroll** — Report separately the number of employees and payroll for each establishment. Do not combine data for locations.
- **Column (c), Operational Status** — Mark "X" the ONE box that best describes the operational status of the establishment at the **end of 2012**.
 - **In operation** — The establishment was open and actively conducting business on December 31, 2012.
 - **Temporarily or seasonally inactive** — Although not conducting business at the end of 2012, the establishment will eventually reopen and conduct business under the same Employer Identification Number (EIN). Examples include businesses in resort

areas that close during the "off-season" or establishments that temporarily close for remodeling.

- **Ceased operation** — The establishment has gone out of business or closed and does not plan to reopen. Provide the **month, day, and year** that the establishment ceased operation. Complete all items for the portion of 2012 during which the establishment was in operation.
- **Sold or leased to another operator** — The establishment was sold or leased to another company or organization. Provide the **month, day, and year** that the change occurred and indicate the name and address of the new owner or operator. Complete all items for the portion of 2012 prior to the change in operator.
- **Other** — The establishment's operational status at the end of 2012 is not accurately described above. Please specify a description of the establishment's operational status in the space provided.

B. Additional Locations of Operation

Provide additional establishments not pre-listed in item **28A** that operate in the industry printed in the mailing address section on the first page of the consolidated report form.

- If your company operates at locations for which you receive separate establishment report form(s), do not add them, but rather complete the other report form(s).
- If additional space is needed to add locations, please photocopy a blank page of item **28B** and provide the additional locations.
- **Column (a)** — List separately any locations of your company and its subsidiaries that were not included in item **28A**, but were in operation and engaged in the industry printed in the mailing address section on the first page of the consolidated report form.
- **Column (b), 2012 Employment and Payroll** — Report separately the number of employees and payroll for each establishment. Do not combine data for locations.
- **Column (c1)** — Enter the two-digit code from the MAJOR ACTIVITY CODES list that best describes the major activity of each location. Please specify the principal products or services.
- **Column (c2)** — Provide the name and address of previous owner and date of purchase for each acquired establishment listed.

C. Number of Locations

Provide a summation of all establishments pre-listed in item **28A** that are in operation or temporarily inactive, minus the establishments closed or sold, plus the establishments added in item **28B**.