



U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM

IN-51205 (11-16-2011)

2012 ECONOMIC CENSUS

Postproduction Services and Other Motion Picture and Video Industries

OMB No. 0607-0934: Approval Expires 12/31/2013

DUE DATE
FEBRUARY 12, 2013

(Please correct any errors in this mailing address.)

Need help or have questions?

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** econhelp.census.gov
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

IN-51205

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Report Online - It's fast and secure!
Go to: econhelp.census.gov

- OR -

Mail your
completed
form to:

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

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

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 to the left of the mailing address the same as the one used for this establishment on its latest 2012 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

-

CONTINUE WITH **2** ON PAGE 2

2 PHYSICAL LOCATION - Continued

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

3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012? (Mark "X" only ONE box.)

0011 ☐ In operation

0013 ☐ Temporarily or seasonally inactive

0014 ☐ Ceased operation - Give date at right →

0015 ☐ Sold or leased to another corporation - Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below →

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

0060 Name of new owner or operator

0061 EIN (9 digits)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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0062 Mailing address (Number and street, P.O. Box, etc.)

<input type="text"/>

0063 City, town, village, etc.

0064 State

0065 ZIP Code

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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0016 ☐ Other - Specify →

0815

4 MONTHS IN OPERATION

Mark "X" if None

2012 Number

Number of months in operation during 2012 (If none, mark "X" and go to 30.) 0002 ☐

<input type="text"/>	<input type="text"/>
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HOW TO REPORT DOLLAR FIGURES

Dollar figures should be **rounded to thousands** of dollars.

If a figure is **\$2,035,628.79**:

Report →

Mark "X" if None

If a value is "0" (or less than \$500.00):

Report →

☒

2012 \$ Bil. Mil. Thou.

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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EXAMPLE

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

2012 \$ Bil. Mil. Thou.

Operating receipts 0100 ☐

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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6 Not Applicable.

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

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 to the left of 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, 2012 0000 ☐

Mark "X"
if None

2012
Number

B. Payroll before deductions (Exclude employer's cost for fringe benefits.) Mark "X" if None

Mark "X"
if None

2012

\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

1. Annual payroll 0300 ☐

2. First quarter payroll (January-March 2012) 0310 ☐

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 2012?

If none of the provided selections seem appropriate, provide a specific description of the primary business activity.

Mark "X" only ONE box.

- 0700
- 512 191 00 2 ☐ Postproduction services for film, video, or digital media
- 512 191 00 1 ☐ Providing computerized electronic image and sound to film, video, or digital media
- 512 240 00 3 ☐ Audio postproduction services
- 512 199 00 1 ☐ Motion picture film processing laboratory
- 512 199 00 2 ☐ Motion picture film library, stock footage
- 512 199 00 3 ☐ Motion picture booking agency
- 512 110 00 A ☐ Producer of motion pictures, television programs, or other videos, including commercials, infomercials, and music videos
- 512 120 00 A ☐ Distributor of motion pictures, television programs, or other videos exclusively for other companies - 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
- 334 612 00 1 ☐ DVD/video tape mass duplication and packaging
- 711 510 00 5 ☐ Author, writer, or composer
- 711 510 00 9 ☐ Actor or actress
- 711 510 00 3 ☐ Independent film director or other motion picture artist or technician
- 532 490 30 1 ☐ Motion picture equipment rental or leasing



CONTINUE WITH **19** ON PAGE 4

CONTINUE ON PAGE 4

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19 KIND OF BUSINESS OR ACTIVITY - Continued

0700	541 921 00 2	<input type="checkbox"/>	Special events video taping services, including birthdays, weddings, etc.
	777 512 50 1	<input type="checkbox"/>	Other services allied to film, video, or digital media production and distribution - <i>Describe</i> 
	<div style="border: 1px solid black; height: 30px; width: 100%;"></div>		
0701			
	773 000 00 2	<input type="checkbox"/>	Other kind of business or activity - <i>Describe type of business or activity</i> 
	<div style="border: 1px solid black; height: 30px; width: 100%;"></div>		
0701			

20 and 21 Not Applicable.HOW TO
REPORT
PERCENTSPercents should be **rounded to whole** percents.If figure is **38.76%** of total sales, **report** 

2012

Report thousands of dollars OR whole percents.

Estimates are acceptable.

\$ DOLLARS	Thou.	Percent
<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
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<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>

39

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 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 1a - Report receipts from organizing and arranging the visual and audio aspects of the final version of an audiovisual work, using a sequential editing process that requires each image to be found, cued, and then recorded in sequence into the new tape. Include incorporating stock shots selected from film and video libraries into film or video.

Line 1b - Report receipts from organizing and arranging the visual and audio aspects of the final version of an audiovisual work, using a computerized random access editing process where non-sequential segments can be found and cued anytime, making it possible for a sequence of edits to be previewed and assembled in real time in any order. Include incorporating stock shots selected from film and video libraries into film or video.

Line 1c - Report receipts from transferring an audiovisual work from one format to another with the purpose of adapting the production to a format selected for its presentation or preservation. Examples include transfer of film to tape, tape to film, digital media to film, digital media to tape, photo to video, etc.

Line 1d - Report receipts from converting an audiovisual work to a different ratio of picture dimension.

Line 1e - Report receipts from converting an audiovisual work to a different standard for viewing, such as converting the North American standard (NTSC) to the European standard (PAL, SECAM). These conversions apply to video, television programming, etc.

Line 1f - Report receipts from using bit-rate reduction techniques to reduce the size of media for storage and for transmission (e.g., encoding using MPEG, JPEG) of an audiovisual work. This service also consists of recording digital information to CD-ROM format.

Line 1g - Report receipts from adding, modifying, or excluding color from an audiovisual work electronically, using digital techniques.

Line 1h - Report receipts from removing defects, shaking, scratches, dirt, repairing tears, etc., from audiovisual works by using digital techniques.

Line 1i - Report receipts from introducing visual effects to audiovisual works by applying photographic or digital technology to the work after the principal photography or main shooting has occurred. Examples include miniatures, optical and digital effects, matte paintings, double printing, fades, and vignetting.

Line 1j - Report receipts from creating pictures, abstract designs, and similar original compositions using various techniques, including computerized animation or by sequences of drawings. This service includes claymation (animation of personages and objects created with clay).

Line 1k - Report receipts from adding text to an audiovisual work by using a character generator or a captioning data generation system. Include open captioning services, which creates text always visible on screen, and closed captioning services, which creates text made visible on screen at the option of the user.

Line 1l - Report receipts from adding typesetter and graphical elements that serve to identify and enhance the audiovisual work through text, including beginning titles, credits, and words.

CONTINUE WITH **23** ON PAGE 5

CONTINUE 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

Line 1m - Report receipts from superimposing text on the screen that translates the dialogue and titles of the original audiovisual work to the language of the country in which the film or video is exhibited.

Line 1n - Report receipts from creating, adding, and recording the sound elements (dialogue, music, sounds, and silences) of an audiovisual work (film, video, digital media, etc.) for a soundtrack that synchronizes the audio with the visual portion of the work.

Line 1n(1) - Report receipts from contract production services for the creation of original music for audiovisual works that can be protected by copyright. Include composing, recording, mixing, and mastering of original music that is timed to the sequence of and suitable for integration into an audiovisual work. The music may be either background or foreground music. Report contract production services for original music not included in audiovisual works on **line 7**.

Line 1n(2) - Report receipts from recording of music that is timed to the sequence of an audiovisual work. The music may be either background or foreground music. May include mixing and/or mastering of the recording to render it suitable for integration into the audiovisual work.

Line 1n(3) - Report receipts from creating, recording, and incorporating live sound into an audiovisual work. Examples include footsteps, doors closing, bird calls, heavy breathing, short gasps, etc.

Line 1n(4) - Report receipts from recording of lip sync dialogue for an audiovisual work using the original actors, or voice-doubles for the original actors, as part of the initial production process. This process corrects speaking errors not caught in the original production process, improves the existing dialogue recording, or replaces dialogue that was corrupted by outside noises (such as a passing car, etc.).

Line 1n(5) - Report receipts from creating a foreign language dialogue soundtrack for an audiovisual work, so that the words of the new version correspond to the lip movements and actions of the actors in the original work.

Line 1n(6) - Report receipts from integrating music and sounds into an audiovisual work and synchronizing the sound elements to coincide with the image of the work.

Line 2a - Report receipts from chemical processing (photographic development) of motion picture film.

Line 2b - Report receipts from other laboratory services for motion picture film, including negative matching, color timing, printing (workprints, answer prints, intermediates, etc.), release printing, film cleaning, etc.

Line 3 - Report duplication of film on **line 2b**.

Line 3a - Report receipts from creating limited high-quality reproductions of the master of audiovisual works (video, digital media, etc.). Include edit masters, generic edit masters, high definition masters, component masters, sub-masters, clones (an exact copy of the digital master), etc. These masters can be with or without titles, sent to a broadcaster to air on television, or sent to a manufacturer to produce copies for mass duplication for further distribution.

Line 3b - Report receipts from creating small-run reproductions of audiovisual works (video, digital media, etc.) 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. The reproductions may be produced in a variety of formats, including VHS, DVD, streaming video, etc.

Line 3c - 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 4 - Report receipts from providing services required for finalizing a DVD, including menu creation and mastering.

Line 5 - Report receipts from granting permission to use music protected by copyright owned or controlled by this establishment.

Line 6 - Report receipts from granting permission to use audiovisual works that are protected by copyright owned or controlled by this establishment. Include the right to use video graphics media that may serve as a media source for final use in an audiovisual work, usually in documentaries.

Line 7 - Report receipts from contract production services for the creation of original music for uses other than for audiovisual works. Include music that can be implicitly or explicitly protected by copyright. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Report contract production services for original music, included in audiovisual works on **line 1n(1)**.

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	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
1. Postproduction services for audiovisual works				
a. Linear editing 35190	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
b. Nonlinear editing 35200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
c. Transfers 35210	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
d. Screen ratio conversion 35220	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
e. Standards conversion 35230	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
f. Compression and digital encoding 35240	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
g. Color correction services 35250	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
h. Digital restoration 35260	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
i. Visual effects 35270	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
j. Animation 35280	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
k. Captioning 35290	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
l. Titling 35300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
m. Subtitling 35310	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
n. Sound editing and design				
(1) Contract production services for original music 35471	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(2) Orchestration 35472	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(3) Foley stage 35473	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(4) Additional dialogue recording (ADR) 35474	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(5) Foreign language dubbing 35475	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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CONTINUE WITH **22** ON PAGE 7

CONTINUE 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	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
1. Postproduction services for audiovisual works - Continued				
n. Sound editing and design - Continued				
(6) Sound integration and synchronization 35476	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(7) Other sound services for audiovisual works - Describe 				
<input type="text"/> 35477	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(8) Add lines 1n(1) through 1n(7) 35470	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
o. Other postproduction services - Describe 				
<input type="text"/> 35480	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2. Motion picture film laboratory services				
a. Film processing 35491	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
b. Other film laboratory services, including release printing - Describe 				
<input type="text"/> 35492	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
c. Add lines 2a and 2b 35490	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3. Duplication and copying services for audiovisual works				
a. Duplication of masters 35501	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
b. Small-run duplication services 35502	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
c. Large-run duplication services 35503	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
4. DVD authoring services 35510	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5. Licensing of rights to use music 35520	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
6. Licensing of rights to use audiovisual works 35530	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>


**INFORMATION COPY
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CONTINUE ON PAGE 8

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

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
7. Contract production services for original music, excluding music for audiovisual works 35540				
8. All other receipts - Describe if more than 10 percent of total receipts  <div style="border: 1px solid black; height: 30px; width: 450px; margin-top: 5px;"></div> 39709				
9. TOTAL RECEIPTS - Sum of lines should equal 5 if reporting in dollars 39850				100

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 (e.g., 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 **5**) include any amounts for exported goods or services?0911 ☐ Yes - Go to line B0912 ☐ No - Go to **30****B.** Amount of receipts or revenue for exported goods or services 0914

2012		
\$ Bil.	Mil.	Thou.

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 →

FROM	Month	Year	TO	Month	Year

Name of person to contact regarding this report

Title

Area code		Number		Extension		Area code		Number	
Tele- phone				-			-		
E-mail address						Date completed		Month	Day

Thank you for completing your 2012 ECONOMIC CENSUS form.**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

51205086