



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

FORM

IN-51250 (11-16-2011)

2012 ECONOMIC CENSUS

Motion Picture and Video Production and Distribution (Consolidated)

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-51250

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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 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).

1 - 4 Not Applicable.

**HOW TO
REPORT
DOLLAR
FIGURES**

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

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

Report → ☐

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

Report → ☒

Mark "X"
if None

2012		
\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/> 2 <input type="text"/>	<input type="text"/> 0 3 6
EXAMPLE		

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X"
if None

Operating receipts of this consolidated reporting unit 0100

☐

2012		
\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>

6 Not Applicable.

7 EMPLOYMENT AND PAYROLL**Include:**

- Full- and part-time employees for this consolidated reporting unit whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return.

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).

Mark "X"
if None

2012

Number

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

2012

\$ Bil.

Mil.

Thou.

1. Annual payroll 0300 ☐2. First quarter payroll (January-March 2012) 0310 ☐**8** Not Applicable.**9 VALUE OF INVENTORIES**

A. Did this consolidated reporting unit own inventories, regardless of where held, at the end of 2012 and/or 2011?

0486 ☐ Yes - Go to line B0487 ☐ No - Go to **19**

B. Report inventories owned by this consolidated reporting unit as of December 31 before Last-in, First-out (LIFO) adjustment (if any).

Mark "X"
if None

End of 2012

\$ Bil.

Mil.

Thou.

Mark "X"
if None

End of 2011

\$ Bil.

Mil.

Thou.

1. Finished goods

☐

0461

☐

0471

2. Work-in-process

☐

0463

☐

0473

3. Materials, supplies,
fuels, etc.☐

0462

☐

0472

4. **Total inventories**
(Add lines B1 through
B3.)☐

0460

☐

0470

5. LIFO reserve (if any)

☐

0466

☐

0476

6. **Total inventories**
after LIFO
adjustment (Line B4
minus line B5.)☐

0468

☐

0469

51250025

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

10 INVENTORIES BY VALUATION METHOD

Report how much of the inventory reported in **9**, line B4 for 2012 is subject to the following valuation methods:

Mark "X" if None

A. LIFO valuation method before adjustment 0244

☐

B. First-in, First-out (FIFO) 0491

☐

C. Average cost 0492

☐

D. Standard cost 0493

☐

E. Other valuation method - *Specify method*

0895

0494

☐

F. TOTAL (Sum of lines A through E should equal **9**, line B4.) 0490

☐

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"/>
<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"/>

11-18 Not Applicable.

19 KIND OF BUSINESS OR ACTIVITY

Which **ONE** of the following best describes this consolidated reporting unit'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.

Motion picture, television, and video production, including distribution of productions by own company and distribution of productions by other companies

- 0700
- 512 110 00 2 ☐ Producer of television shows, including commercials, infomercials, and music videos
- 512 110 00 3 ☐ Producer of educational, training, corporate, religious, direct-to-home videos/DVDs, or other non-theatrical films and videos/DVDs
- 512 110 00 1 ☐ Producer of motion pictures
- 512 110 00 4 ☐ Producer of animated or computer animated films or videos/DVDs, including commercials and music videos
- 512 110 00 5 ☐ Other film, video, or digital media productions - *Describe*

0701

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

- 512 120 00 1 ☐ Motion picture or television distributor - 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 2 ☐ Distributor of educational, training, corporate, religious, direct-to-home videos/DVDs, or other non-theatrical films and videos/DVDs
- 512 120 00 3 ☐ Distributor of animated or computer animated films or videos/DVDs, including commercials and music videos

CONTINUE WITH **19** ON PAGE 4

CONTINUE ON PAGE 4


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19 KIND OF BUSINESS OR ACTIVITY - Continued**Motion picture, television, and video distribution exclusively for other companies - Continued**

- 0700 512 120 00 4 ☐ Sales offices of motion picture or television production or distribution company
- 777 512 50 3 ☐ DVD/video cassette wholesaler - buying and reselling DVDs/cassettes to other wholesalers, video rental stores, and retailers

Services allied to film and video production and distribution

- 512 191 00 2 ☐ Postproduction services for film, video, or digital media
- 777 512 50 1 ☐ Other services allied to film, video, or digital media production and distribution - *Describe* 
- 0701

Other kind of business or activity

- 773 000 00 2 ☐ Other kind of business or activity - *Describe type of business or activity* 
- 0701

 INFORMATION COPY
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20 and 21 Not Applicable.HOW TO
REPORT
PERCENTS
 Percents 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.

\$ Bil.	Mil.	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; text-align: center;">39</div>

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 5). 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.)

Line 1 - Report receipts from granting permission to others to distribute audiovisual works, protected by copyright owned or controlled by this establishment, to the domestic commercial theater, television, home video market, etc. The distributor may or may not be responsible for reproducing the audiovisual works. Report licensing for foreign distribution of domestic audiovisual works on the appropriate detail lines under **line 3a**; and outright sale of rights on the appropriate detail lines under **line 5**.

Line 2 - Report receipts from granting permission to domestically exhibit, broadcast, or rent audiovisual works, protected by copyright owned or controlled by this establishment. Report licensing for foreign exhibition, broadcast, and rent of domestic works on **line 3b**; contract production services on the appropriate detail lines under **line 4**; outright sale of rights on the appropriate detail lines under **line 5**; and sale of copies of videos, DVDs, etc., to the wholesale, retail, and rental markets on **line 7**.

Line 2a - Report receipts from granting permission to domestically exhibit, broadcast, or rent live action or animated feature films. Include feature films intended for commercial theaters, drive-in theaters, open air theaters, etc., as well as subsequent distribution of the feature films through various other media (e.g., broadcast, home video). Report licensing of domestic exhibition, broadcast, and rent of short films on **line 2b**; and licensing of made-for-TV movies on the appropriate detail lines under **line 2c**.

Line 2b - Report receipts from granting permission to domestically exhibit, broadcast, or rent live action or animated short films.

Line 2c - Report receipts from granting permission to domestically broadcast or rent television programming (documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies, etc.). Include television programming for broadcast as well as to the home video market.

Line 3a - Report receipts from granting permission to others for the distribution of audiovisual works, protected by copyright owned or controlled by this establishment, to foreign markets. The distributor may or may not be responsible for reproducing the audiovisual works.

Line 3b - Report receipts from granting permission to exhibit, broadcast, and rent domestic audiovisual works, protected by copyright owned or controlled by this establishment, in foreign markets.

Line 4 - Report receipts from the contract production of audiovisual works that may result in the creation of works protected by copyright. Include all production aspects of an entire or piece of an audiovisual work.

CONTINUE WITH **22** 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 5 - Report receipts from the outright sale, with all attendant property rights, of copyrighted audiovisual works. Include productions intended for commercial theaters, television, or the home video market. Report audiovisual works produced under contract for others on the appropriate detail lines under **line 4**; and sale of copies of videos, DVDs, etc., to the wholesale, retail, and rental markets on **line 7**.

Line 7 - Report receipts from copies of audiovisual works (videos, DVDs, etc.) produced for sale to the wholesale, retail, and rental markets. Include copies of own works and of works that you have a license to distribute.

Line 8 - Report receipts from providing services for other producers on all phases of audiovisual preproduction. Include script editing, casting, location scouting, consultation, etc. This work is contracted or subcontracted by the production house on a contract or fee basis, usually for films and TV shows.

Line 9 - Report receipts from providing technical and artistic support services for other producers on all phases of an audiovisual production. Include cameramen, grips, sound engineers, extras, special effects services, etc. This work is contracted or subcontracted by the production house on a contract or fee basis, usually for films and TV shows.

Line 10 - 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 11 - 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 films 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 12 - Report receipts from providing third-party distribution services under contract to producers and distributors of audiovisual works. Include warehousing, processing of orders, shipping, billing, collecting money, etc.

Line 13 - Report receipts from providing a bundled fulfillment and large-run duplication service under contract to producers and distributors of audiovisual works. Include assuming responsibility for generating copies of client's audiovisual works and performing the following distribution activities for the client: warehousing, processing of orders, shipping, billing, collecting money for the client, etc.

Line 15 - Report receipts from renting or leasing motion picture and video production facilities. Include soundstages, property, space on the lot, etc. Include related equipment and studio personnel if bundled with the studio rental service.

Line 16 - Report receipts from granting permission for the commercial use of trademarked property owned or controlled by this establishment on merchandise (e.g., T-shirts, hats, pens, toys, etc.) owned by other economic entities.

Description of sales, shipments, receipts, or revenue		2012			
		Report thousands of dollars OR whole percents. Estimates are acceptable.			
		\$ Bil.	Mil.	Thou.	Percent
1.	Licensing of domestic rights to distribute audiovisual works				
a.	Motion picture films 35001				
b.	Television programming 35002				
c.	Other audiovisual works 35003				
d.	Add lines 1a through 1c 35000				
2.	Licensing of domestic rights to exhibit, broadcast, or rent audiovisual works				
a.	Licensing of domestic rights to exhibit, broadcast, or rent feature films (Include "revenue-sharing" agreements.)				
(1)	Exhibit feature films 35021				
(2)	Broadcast feature films on television 35022				

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
2. Licensing of domestic rights to exhibit, broadcast, or rent audiovisual works - Continued				
a. Licensing of domestic rights to exhibit, broadcast, or rent feature films - Continued				
(3) Broadcast or exhibit feature films to other markets . . . 35023	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(4) Rent feature films to the home video market 35024	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(5) Add lines 2a(1) through 2a(4) 35020	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
b. Licensing of domestic rights to exhibit, broadcast, or rent short films <i>(Include "revenue-sharing" agreements.)</i> 35030	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
c. Licensing of domestic rights to broadcast or rent television and cable programming <i>(Include "revenue-sharing" agreements.)</i>				
(1) Broadcast television or cable programming (Television Program Rights) 35046	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(2) Rent to the home video market 35044	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(3) Broadcast/rent to other markets 35045	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(4) Add lines 2c(1) through 2c(3) 35040	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
d. Licensing of domestic rights to exhibit, broadcast, or rent other audiovisual works <i>(Include exercise, travel, and training videos, public service messages, etc.)</i> 35050	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3. Licensing of international rights to use audiovisual works				
a. Licensing of international rights to distribute audiovisual works				
(1) Motion picture films 35071	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(2) Television programming 35072	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(3) Other audiovisual works 35073	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(4) Add lines 3a(1) through 3a(3) 35070	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

CONTINUE WITH **22** ON PAGE 7

CONTINUE ON PAGE 7

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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
3. Licensing of international rights to use audiovisual works - Continued					
b. Licensing of international rights to exhibit, broadcast, or rent audiovisual works <i>(Include "revenue-sharing" agreements.)</i>					
(1) Motion picture films 35081					
(2) Television programming 35082					
(3) Other audiovisual works 35083					
(4) Add lines 3b(1) through 3b(3) 35080					
c. Licensing of international rights to use the concept of domestic audiovisual works <i>(Include works that use different actors than the domestic original.)</i> 35090					
d. Licensing of international rights for other uses of audiovisual works 35100					
4. Contract production services for audiovisual works					
a. Motion picture films 35111					
b. Television programming 35112					
c. Commercials 35113					
d. Music videos 35114					
e. Other audiovisual works 35115					
f. Add lines 4a through 4e 35110					
5. Outright sale of audiovisual works					
a. Motion picture films 35121					
b. Television programming 35122					

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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
5. Outright sale of audiovisual works - Continued				
c. Other audiovisual works 35123				
d. Add lines 5a through 5c 35120				
6. Audiovisual works sold directly to the consumer				
a. Physical media (e.g., DVD, Blu-ray, videos) 35411				
b. Download of electronic media 35412				
c. Add lines 6a and 6b 35450				
7. Sale of copies of audiovisual works to the wholesale, retail, and rental markets 35130				
8. Preproduction services for audiovisual works 35140				
9. Production support services for audiovisual works 35150				
10. Postproduction services for audiovisual works - Describe ↴				
<div style="border: 1px solid black; height: 30px; width: 450px;"></div> 35180				
11. Large-run duplication services for audiovisual works 35503				
12. Fulfillment services for audiovisual works 35160				
13. Bundled fulfillment and duplication service for audiovisual works 35170				
14. Rental of equipment for motion picture and video production (Include cameras, lighting, sound recording equipment, etc.) 39514				
15. Rental of motion picture and video production studios 39515				
16. Merchandise licensing - Domestic and international 35460				
17. Resale of merchandise - Describe ↴				
<div style="border: 1px solid black; height: 30px; width: 450px;"></div> 39612				

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CONTINUE WITH **22** ON PAGE 9**CONTINUE ON PAGE 9**

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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
18. All other receipts - Describe if more than 10 percent of total receipts 				
<div></div> 39708	<div></div>	<div></div>	<div></div>	<div></div>
19. TOTAL RECEIPTS - Sum of lines should equal 5 if reporting in dollars 39850	<div></div>	<div></div>	<div></div>	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 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 transferred or 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 23**B.** Amount of receipts or revenue for exported goods or services 0914

2012		
\$ Bil.	Mil.	Thou.
<div></div>	<div></div>	<div></div>

26 and 27 Not Applicable.**28** LOCATIONS OF OPERATION**A.** Complete the Pre-identified Locations of Operation supplement (See attached pages for 28 A.)**B.** Complete the Additional Locations of Operation supplement (See attached pages for 28 B.)**C.** Number of locations**Include:**

- All locations in operation or temporarily inactive in 28 A.
- All locations added in 28 B.

Exclude:

- All locations that have ceased operation or were sold.

Total number of locations currently in operation 6070Mark "X"
if None

2012
Number
<div></div>

29 Not Applicable.**INFORMATION COPY
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REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

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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

Tele-
phone

Area code

Number

Extension

Fax

Area code

Number

E-mail address

Date
completed

Month

Day

Year

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

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