



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

FORM

**IN-51701** (11-16-2011)

## 2012 ECONOMIC CENSUS

### Cable and Other Program Distribution

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](http://econhelp.census.gov)
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

**IN-51701**

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**Report Online** - It's fast and secure!  
**Go to:** [econhelp.census.gov](http://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"/>
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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"/>
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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"/>
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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 ☐

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

**1.** Annual payroll . . . . . 0300 ☐

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

Mark "X" if None

2012  
Number

--	--	--	--	--	--

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"/>

**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.**

### Cable and other program distribution

- 0700
- 517 110 20 1 ☐ Cable television distribution systems
- 517 110 20 2 ☐ Public access cable television
- 517 110 20 3 ☐ Direct broadcast satellite(DBS) and other direct to home (television) satellite services
- 517 110 20 4 ☐ Multipoint distribution services, including MMDS, LMDS, and MDS
- 517 110 20 5 ☐ Other pay television distribution services, including SMATV, VOD, Uplink, and Closed Circuit television - Describe 

0701

### Cable and other subscription programming

- 515 210 00 4 ☐ Cable television network
- 519 130 10 3 ☐ 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 - Describe 

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CONTINUE WITH 19 ON PAGE 4

CONTINUE ON PAGE 4

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**19** KIND OF BUSINESS OR ACTIVITY - Continued**Other kind of business or activity**

- 0700 517 110 30 1 ☐ Internet Service Provider - broadband ISP (e.g., cable, DSL system provider)
- 517 919 10 1 ☐ Internet Service Provider - ISP providing services via client supplied telecommunications connections (i.e., dial-up)
- 238 210 00 5 ☐ Cable television hookup - contractor
- 237 130 00 3 ☐ Cable television line construction - contractor
- 532 490 20 5 ☐ Cable equipment rental and leasing
- 517 919 90 4 ☐ Satellite terminal stations, excluding carriers
- 423 690 10 3 ☐ Cable equipment wholesalers
- 773 000 00 1 ☐ Other kind of business or activity - Describe 

0701

**INFORMATION COPY  
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1. Household consumers and individuals . . . . . 3112

2. All other . . . . . 3113

3. **TOTAL** . . . . .

2012			
Whole percent of receipts			
<input type="text"/>	<input type="text"/>	<input type="text"/>	%
<input type="text"/>	<input type="text"/>	<input type="text"/>	%
<b>1</b>	<b>0</b>	<b>0</b>	%

**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
<input type="text"/>	<input type="text"/>	<input type="text"/>	<b>39</b>

**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. Also include charges for initial connection or reconnection to the network on the basic programming package.**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.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 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 carrier's 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.

**Line 3b(1) and line 3b(3)** - Include call services that are self-defined in the carrier's 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, microwave, 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.

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>1.</b> Cable and other program distribution				
<b>a.</b> Multichannel programming distribution services ( <i>analog and digital</i> )				
<b>(1)</b> Basic programming package ( <i>Include startup and reconnect fees.</i> ) . . . . . 36031				
<b>(2)</b> Premium programming package . . . . . 36032				
<b>(3)</b> Pay-per-view . . . . . 36033				
<b>(4)</b> Add lines 1a(1) through 1a(3) . . . . . 36030				
<b>b.</b> Air time - Program distribution networks ( <i>Include local, regional, and national.</i> )				
<b>(1)</b> Advertising . . . . . 36041				
<b>(2)</b> Programs . . . . . 36042				
<b>(3)</b> Add lines 1b(1) and 1b(2) . . . . . 36040				

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
<b>2.</b> Program distribution related services				
<b>a.</b> Installation services for connections to program distribution networks . . . . . 36470	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>b.</b> Rental of program distribution equipment . . . . . 39516	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>c.</b> Resale of program distribution equipment . . . . . 39673	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>d.</b> Other program distribution related services - <i>Describe</i>				
<div style="border: 1px solid black; height: 20px; width: 400px;"></div> . . . . . 36400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>3.</b> Telecommunication services				
<b>a.</b> Carrier services and Internet backbone services ( <i>Include network access services to other telecommunication carriers.</i> ) . . . . . 35840	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>b.</b> Basic fixed local telephony services ( <i>Include subscriber line services to end user.</i> )				
<b>(1)</b> Residential . . . . . 35851	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>(2)</b> Business . . . . . 35852	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>(3)</b> Public . . . . . 35853	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>(4) Add lines 3b(1) through 3b(3)</b> . . . . . 35850	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>c.</b> Calling features - Fixed telephony ( <i>Include call waiting, caller ID, voice mail, etc.</i> ) . . . . . 35860	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>d.</b> Basic fixed long distance telephony - Outbound . . . . . 35870	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>e.</b> Basic fixed long distance telephony - Inbound . . . . . 35880	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>f.</b> Basic fixed all distance telephony ( <i>Include both local and long distance calls.</i> ) . . . . . 35890	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>4.</b> Private network services . . . . . 35900	<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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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
<b>5.</b> Internet telephony				
<b>a.</b> Residential . . . . . 35981				
<b>b.</b> Business . . . . . 35982				
<b>6.</b> Internet access services				
<b>a.</b> Broadband ( <i>i.e., always-on</i> )				
<b>(1)</b> Residential . . . . . 36191				
<b>(2)</b> Business . . . . . 36192				
<b>(3) Add lines 6a(1) and 6a(2)</b> . . . . . 36190				
<b>b.</b> Narrowband ( <i>i.e., dial-up</i> ) . . . . . 36200				
<b>7.</b> Licensing of rights to use intellectual property protected as industrial property . . . . . 39402				
<b>8.</b> Resale of other merchandise - <i>Describe</i> ↴				
<div style="border: 1px solid black; height: 30px; width: 450px;"></div> . . . . . 39615				
<b>9.</b> All other receipts - <i>Describe if more than 10 percent of total receipts</i> ↴				
<div style="border: 1px solid black; height: 30px; width: 450px;"></div> . . . . . 39714				
<b>10. TOTAL RECEIPTS - Sum of lines should equal 5 if reporting in dollars</b> . . . . . 39850				100

**23 and 24** Not Applicable.

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**25** EXPORTED SERVICES

**NOTE** - An exported service is a product (e.g., service performed, license agreement) that is sold or transferred to, or performed for 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

2012								
\$ Bil.		Mil.			Thou.			

**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 2012?

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

2012								
\$ Bil.		Mil.			Thou.			

**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

2012	
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 2012?  
(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

2012								
\$ Bil.		Mil.			Thou.			

**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

2012	
Percent	
<input type="checkbox"/>	%

**27-29** Not Applicable.

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

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

Month

Year

TO

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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