



# 2012 ECONOMIC CENSUS

## Cable and Other Program Distribution (Consolidated)

**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-51751**

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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 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="checkbox"/>	<input type="checkbox"/> 2	<input type="checkbox"/> 036
<input type="checkbox"/>	EXAMPLE	

**5** SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

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

Operating receipts of this consolidated reporting unit . . . . . 0100

**6** Not Applicable.

51751014



**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

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**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


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**8 - 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.**

**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 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 3

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

**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)
- 777 517 01 4  Cable equipment rental or leasing
- 517 919 90 4  Satellite terminal stations, excluding carriers
- 777 517 01 3  Cable television hookup - contractor
- 777 517 01 2  Cable television line construction - contractor
- 777 517 01 5  Cable equipment wholesaler
- 773 000 00 1  Other kind of business or activity - Describe

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0701

**20** CLASS OF CUSTOMER

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

- 1. Household consumers and individuals . . . . . 3112
- 2. All other . . . . . 3113
- 3. **TOTAL** . . . . .

2012	
Whole percent of receipts	
[ ][ ]	%
[ ][ ]	%
100	%

**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
[ ][ ]	[ ][ ]	[ ][ ]	39

**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 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 4

CONTINUE ON PAGE 4

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**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 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.

**Line 3b(1) and line 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, microwave, cellular, etc.) telecommunication link(s) between specified points for the exclusive use of the link. Exclude the provision of private lines 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.

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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) Add lines 1a(1) through 1a(3)</b> . . . . . 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) Add lines 1b(1) and 1b(2)</b> . . . . . 36040				

CONTINUE WITH **22** ON PAGE 5

51751048

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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				
<b>b.</b> Rental of program distribution equipment . . . . . 39516				
<b>c.</b> Resale of program distribution equipment . . . . . 36483				
<b>d.</b> Other program distribution related services - Describe 7 <div style="border: 1px solid black; height: 20px; width: 100%;"></div> . . . . . 36480				
<b>3.</b> Telecommunication services				
<b>a.</b> Carrier services and Internet backbone services (Include network access services to other telecommunication carriers.) . . . . . 35840				
<b>b.</b> Basic fixed local telephony services (Include subscriber line services to end user.)				
<b>(1)</b> Residential . . . . . 35851				
<b>(2)</b> Business . . . . . 35852				
<b>(3)</b> Public . . . . . 35853				
<b>(4) Add lines 3b(1) through 3b(3)</b> . . . . . 35850				
<b>c.</b> Calling features - Fixed telephony (Include call waiting, caller ID, voice mail, etc.) . . . . . 35860				
<b>d.</b> Basic fixed long distance telephony - Outbound . . . . . 35870				
<b>e.</b> Basic fixed long distance telephony - Inbound . . . . . 35880				
<b>f.</b> Basic fixed all distance telephony (Include both local and long distance calls.) . . . . . 35890				
<b>4.</b> Private network services . . . . . 35900				

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CONTINUE WITH **22** ON PAGE 6

**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 - Describe ↴				
[ ] . . . . . 39615				
<b>9.</b> All other receipts - Describe if more than 10 percent of total receipts ↴				
[ ] . . . . . 39714				
<b>10. TOTAL RECEIPTS - Sum of lines should equal 5 if reporting in dollars</b> . . . . . 39850				100

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**23** and **24** Not Applicable.

**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.

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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 consolidated reporting unit 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.
<input type="text"/>	<input type="text"/>	<input type="text"/>

**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="text"/>	%

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**B. MAINTENANCE AND REPAIR**

**1.** Was this consolidated reporting unit 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 **28**

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

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

**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="text"/>	%

**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 . . . . . 6070

2012	
Number	
<input type="text"/>	

**29** Not Applicable.

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

Name of person to contact regarding this report

Title

Area code	Number	Extension
<input type="text"/>	<input type="text"/>	<input type="text"/>

Fax	Area code	Number
<input type="text"/>	<input type="text"/>	<input type="text"/>

E-mail address

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

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

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