# **2006 Annual Services Report Service Annual Survey**

# **Cable and Other Subscription Programming**



**FORM** 

SA-5152

138 SAS\_I

515210

**REPORT DUE** 

Any questions call **1–800–772–7851** M–F, 8:30 a.m. to 5:00 p.m. EST.

Please correct any error in the name, address, or ZIP Code.

## YOUR RESPONSE IS REQUIRED BY LAW

Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

## YOUR RESPONSE IS CONFIDENTIAL BY LAW

Title 13, U.S. Code, requires that your response may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process.** 

## YOUR RESPONSE IS IMPORTANT

The services industries account for nearly 70 percent of all economic activity. We conduct this survey to obtain timely, comprehensive and consistent measures needed by policy-makers, businesses, and the public to accurately assess domestic economic performance.

2006

## **Annual Services Report**

- This report should be completed and returned on or before the due date in the preaddressed envelope provided.
- If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to:

U.S. CENSUS BUREAU 1201 East 10th Street Jeffersonville, IN 47132-0001

or call a Census Bureau Representative at 1-800-772-7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern standard time.

# 1 Report Coverage

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems, or direct-to-home satellite systems, for transmission to viewers.

	Does the above coverage describe this firm's business activity?	
0001	1 Yes – Go to 2 2 No – Specify the firm's business activity and complete the report where applicable beginning with 2.	
	0002	

# 2 Report Periods

What periods of time will this data represent?

- Report data for the 2006 calendar year if possible.
- For locations that were sold or acquired during a year, only report for the periods that this firm operated the locations.

			Month	Day	Year
		0007			
0006 1	2006 calendar year – Go to 3	From			
2	P ☐ Other than calendar year – Enter the periods this report will cover				
	(e.g., fiscal years, periods with less than a full calendar	8000			
	year).	То			

3	Operating Revenu	e
U	Operating Hevenu	C

Report the total operating revenue for this firm's locations defined in 1 for the following categories.

- Enter "0" where applicable.Estimates are acceptable.

### **Exclude:**

• Transfers made within the company.

Ad۱	vertising and Program Revenue		2006	6 Operati	ng Rever	nue
1.	Licensing of rights to broadcast speciality programming protected by copyright -		Bil.	Mil.	Thou.	Dol.
	Granting permission to broadcast specialty television and audio programming (usually an entire channel that is implicitly or explicitly protected by copyright owned or controlled by the licensor).	6261	\$			
2.	Air time – Providing television air time to clients for broadcasting both advertising content and program content, on television stations and networks and on cable and other subscription television program systems. Include local, regional, or national air time, advertising content such as advertising messages, real estate listings, infomercials, home shopping channels, sponsorships, and non-commercial programs such as news, financial, religious, educational, and community information programs.	6012	\$			
3.	All other operating revenue – Revenue not reported in lines 1–2. If this item is greater than 20% of the total operating revenue, specify the primary source of the revenue here $\nearrow$	1799				
1500			\$			
4.	TOTAL OPERATING REVENUE – Sum of lines 1–3	1800	\$			

Not Applicable

# Operating Expenses

Report operating expenses for this firm's locations as defined in 1 for the following categories.

- Enter "0" where applicable.Estimates are acceptable.

### **Exclude:**

- Transfers made within the company
- Capitalized expenses
- Interest
- Bad debt
- Impairment

• Income tax					
Personnel Costs			-	ing Expe	
1. Gross annual payroll – Total annual Medicare salaries and wages for all employees as reported on your firm's IRS Form 941, Employer's Quarterly Federal Tax Return, line 5(c) for the four quarters that correspond to the survey period.	1821	Bil.	Mil.	Thou.	Dol.
2. Employer's cost for fringe benefits – Employer's cost for legally required programs and programs not required by law. Include insurance premiums for hospital plans, medical plans, and single service plans (e.g., dental, vision, prescription drugs); premium equivalents for self-insured plans and fees paid to third-party administrators (TPAs); defined benefit pension plans defined contribution plans (e.g., profit sharing, 401K and stock option plans); and other fringe benefits (e.g., Social Security, workers' compensation insurance, unemployment tax, state disability insurance programs, life insurance benefits, Medicare). Exclude employee contributions.	; 1822	\$			
3. Temporary staff and leased employee expense – Total costs paid to Professional Employer Organizations (PEOs) and staffing agencies for personnel. Include all charges for payroll, benefits, and services.		\$			
Expensed Materials, Parts and Supplies (not for resale)					
<b>4. Expensed equipment</b> – Expensed computer hardware and other equipment (e.g., copiers, fax machines, telephones, shop and lab equipment, CPUs and monitors). Report packaged software in line <b>6.</b> Report leased and rented equipment in line <b>8.</b>	1824	\$			
5. Expensed purchases of other materials, parts, and supplies – Materials and supplies used in providing services to others; materials and parts used in repairs; office and janitorial supplies; small tools; containers and other packaging materials; and motor fuels	1825	\$			
Expensed Purchased Services					
<b>6. Expensed purchases of software</b> – Purchases of prepackaged, custom coded, or vendor customized software. <b>Include</b> software developed or customized by others, web-design services and purchases, licensing agreements, upgrades of software; and maintenance fees related to software upgrades and alterations	1826	\$			
7. Purchased electricity and fuels (except motor fuels) – If the cost of electricity and heating fuels (e.g., natural gas, propane, oil, coal) are included in lease or rental payments, report in line 8		\$			
8. Lease and rental payments – For land, buildings, offices, structures, machinery, equipment, and other tangible items. Include lease and rental of transportation equipment without operators; and penalties incurred for broken leases. Exclude capital and financing lease agreements and licensing/leasing of software.	1828	\$			

5	Operating	Expenses -	(Continued)
J	Operaning	Expenses -	Oominiueu

Report operating expenses for this firm's locations as defined in 1 for the following categories.

- Enter "0" where applicable.Estimates are acceptable.

## Exclude:

- Transfers made within the company
- Capitalized expenses Interest
- Bad debt
- Impairment Income tax

9.	Purchased repair and maintenance - Include expensed repair and maintenance to buildings		2000	6 Operat	ing Expe	nses
	and integral building components (e.g., elevators, heating and cooling systems), structures, offices, machinery, vehicles, equipment, and computer hardware. <b>Exclude</b> materials, parts,	1829	Bil.	Mil.	Thou.	Dol.
	and supplies used for repair and maintenance performed by this firm's employees. Report janitorial and grounds maintenance services in line 14.		\$			
10.	Purchased advertising and promotional services – Include marketing and public relations	1830				
	services		<b>[</b> \$			
Oth	er Operating Expenses	6013				
11.	<b>Program and production costs – Include</b> talent and music license fees, the value of bartered programming, and all other costs of programming and production. <b>Exclude</b> capitalized costs		\$			
12.	<b>Depreciation and amortization charges – Include</b> depreciation charges taken against tangible assets owned and used by your firm, tangible assets and improvements owned by	1831		1		
	your firm within leaseholds, tangible assets obtained through capital lease agreements, and amortization charges against intangible assets (e.g., patents, copyrights). <b>Exclude</b> impairment.		\$			
13.	<b>Governmental taxes and license fees</b> – Payments to government agencies for taxes and licenses. <b>Include</b> business and property taxes. <b>Exclude</b> income taxes, and sales and excise	1832				
	taxes collected from customers.		\$			
14.	<b>All other operating expenses</b> – All other operating expenses not reported above, unless specifically excluded in the general instructions at the top of the page. <b>Exclude</b> purchases of	1899	Φ.			
	merchandise for resale and non-operating expenses		Φ			
		1900				
15.	TOTAL OPERATING EXPENSES – Sum of lines 1–14		\$			

Not Applicable

E-Commerce Revenue  E-commerce includes sales and receipts from any transaction completed over an Internet, extranet, EDI ne electronic mail or other online system. Transactions are agreements between buyers and sellers to transfer of, or rights to use, goods or services. Payment for these goods and services may or may not be made on  Did the revenue reported in include any e-commerce revenue?  1	Revenue  as sales and receipts from any transaction completed over an Internet, extranet, EDI network, ther online system. Transactions are agreements between buyers and sellers to transfer ownership goods or services. Payment for these goods and services may or may not be made online.  Seported in [8] include any use?  Bil. Mill. Thou. Dol states (i.e., outside the 50 States, District of Columbia, U.S. Commonwealth Territories, or U.S. possessioned for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.).  In the control of the control			Bil.		es Taxes	
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Did you have an Employer Identificati												
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Silver Hill Road, Stop 1500, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0422" as the subject. Please include form name and number in all correspondence. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of this form.

or fax to: 1-800-447-4613

To see aggregate industry results of previous Service Annual Surveys, go to the following website: www.census.gov/econ/www/servmenu.html

# 2006 Annual Services Report

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

## **General Instructions**

- Report data on an accrual basis, except for payroll.
- Dollars should be rounded to the nearest dollar.
- If a figure is \$1,030,280,456 it should be reported as →

# Bil. Mil. Thou. Dol. 1 030 280 456

# Item Specific Instructions - All Firms

Item 3 - Operating Revenue

### Include:

- Report gross billings, except where noted elsewhere on the form.
- Dues and assessments from members and affiliates.

### Exclude from operating revenue:

Taxes collected directly from customers or clients and paid directly to a local, state, or federal tax agency.

## **Instructions for Taxable Firms**

Item 3 - Operating Revenue

### Include:

- Amounts received for work subcontracted to others.
- For locations that were sold or acquired during a year, only report for the periods that this firm operated the locations.
- Revenue from services performed by domestic locations of foreign parent firms, subsidiaries, branches, etc.

## Exclude:

- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- Commissions from vending machine operators.
- Revenue of foreign subsidiaries (those located outside the U.S., i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. Possessions).

# **Instructions for Tax-Exempt Firms**

Item 3 - Operating Revenue

#### Include:

- Program service revenue for services provided in 2006, whether or not payment was received in 2006.
- Gross sales of merchandise minus returns and allowances.
- Income from interest, dividends, gross rents (including display space rentals and share of receipts from departments operated by other companies), royalties, and other investments.
- Gross contributions, gifts, and grants (whether or not restricted for use in operations).
- Commissions earned from the sale of merchandise owned by others (including commissions from vending machine operators).
- Gross receipts from fundraising activities.

### **Exclude:**

- Gross receipts of departments or concessions operated by other companies
- Amounts transferred to operating funds from capital or reserve funds.

# **Item Specific Instructions – All Firms**

Item 5 - Operating Expenses

### Line 1 - Gross annual payroll

**Include** salaries and wages, commissions, dismissal pay, bonuses, employee contributions to Social Security, income tax withholding, union dues, group insurance premiums, savings bonds, cash equivalent in-kind, allowances, holiday pay, vacation pay, sick leave, stock purchase plans, and employee contributions to pension plans. **Exclude** the cost of leased employees, employer's cost for fringe benefits, temporary staff obtained from temporary help services. For unincorporated businesses, **exclude** profit or other compensation of proprietors or partners.

### All other operating expenses

**Include** travel and entertainment; postage, shipping or delivery services, warehousing, and storage services; royalties; security services; janitorial and grounds maintenance services; purchased transportation with operators; and other expenses not reported elsewhere.