

# 2009 Annual Services Report Service Annual Survey

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



FORM

SA-5121T

REPORT DUE

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

**Visit** our web site:  
[www.census.gov/econhelp/sas](http://www.census.gov/econhelp/sas)

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

### Internet Reporting

To complete this report online go to: [www.census.gov/econhelp/sas](http://www.census.gov/econhelp/sas)  
Click on "Census Taker" and use your username and password to login.

Username:

Password:

## 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.

# 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

Does the above coverage describe this firm's business activity?

- 0001  Yes – Go to **2**
- 0002  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 2009 calendar year if possible.
- For locations that were sold or acquired during the year, only report for the periods that this firm operated the locations.

0006  2009 calendar year – Go to **3**

0006  Other than calendar year – Enter the periods this report will cover. . . . .  
(e.g., fiscal years, periods with less than a full calendar year).

2009			
	Month	Day	Year
0007 From	<input type="text"/>	<input type="text"/>	<input type="text"/>
0008 To	<input type="text"/>	<input type="text"/>	<input type="text"/>

### 3 Operating Revenue

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.

		2009 Operating Revenue					
		Bil.	Mil.	Thou.	Dol.		
1.	<b>Domestic licensing of rights to motion picture films</b> – Granting permission on a fee, royalty, or other basis, for an agreed period of time, to exhibit, broadcast, or rent motion picture films. These revenues are licensing (distribution) revenues, not revenue for producing films. . . . . 6191	Mark "X" if None <input type="checkbox"/>	\$				
2.	<b>Domestic licensing of rights to television programs</b> – Granting permission on a fee, royalty, or other basis, for an agreed period of time, to broadcast or rent television programs. These revenues are licensing (distribution) revenues, not revenue for producing programs. . . . . 6192	Mark "X" if None <input type="checkbox"/>	\$				
3.	<b>International licensing of rights to motion picture films</b> – Granting permission on a fee, royalty, or other basis, for an agreed period of time, to exhibit, broadcast, or rent motion picture films. These revenues are licensing (distribution) revenues, not revenue for producing films. . . . . 6193	Mark "X" if None <input type="checkbox"/>	\$				
4.	<b>International licensing of rights to television programs</b> – Granting permission on a fee, royalty, or other basis, for an agreed period of time, to broadcast or rent television programs. These revenues are licensing (distribution) revenues, not revenue for producing programs. . . . . 6194	Mark "X" if None <input type="checkbox"/>	\$				
5.	<b>Audiovisual works speculatively produced for outright sale</b> – The production and sale of original audiovisual works (e.g., feature films, short films, documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies). Sale of such productions requires relinquishing all rights. <b>Exclude</b> programs produced for own account and programs under contract. . . . . 6195	Mark "X" if None <input type="checkbox"/>	\$				
6.	<b>Contract production of audiovisual works</b> – Contracted or fee based production of audiovisual works (e.g., feature films, short films, commercials television programs, training and instruction, public relations, promotional campaigns, public service messages, educational, corporate, religious). <b>Include</b> all production aspects of the fully completed or partially completed audiovisual work. . . . . 6196	Mark "X" if None <input type="checkbox"/>	\$				
7.	<b>Domestic licensing of rights to others to distribute audiovisual works</b> – Granting permission on a fee, royalty, or other basis to another company to distribute audiovisual works (e.g., feature films, short films, documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies). . . . . 6197	Mark "X" if None <input type="checkbox"/>	\$				
8.	<b>International licensing of rights to others to distribute audiovisual works</b> – Granting permission on a fee, royalty, or other basis to another company to distribute audiovisual works (e.g., feature films, short films, documentaries, serials, news and public affairs shows, game shows, reality shows, made-for-TV movies). . . . . 6198	Mark "X" if None <input type="checkbox"/>	\$				

### 3 Operating Revenue – (Continued)

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.

2009 Operating Revenue				
	Bil.	Mil.	Thou.	Dol.
9. <b>Sale of audiovisual works for the wholesale, retail, and rental markets –</b> The distribution of audiovisual works for the purpose of resale. . . . .6199				

2009 Operating Revenue				
	Bil.	Mil.	Thou.	Dol.
10. <b>Other production services –</b> Providing services for other producers on all phases of <b>preproduction</b> (e.g., script editing, casting, location scouting, consultation), <b>production</b> (e.g., cameramen, grips, sound engineers, extras, special effects services), and <b>postproduction</b> (e.g., editing, transfer, color correction, digital restoration, visual effects, animation, duplication of masters, format conversion, compression and digital encoding, captioning, titling, subtitling, sound editing, sound design). . . . .6200				

2009 Operating Revenue				
	Bil.	Mil.	Thou.	Dol.
11. <b>Merchandise licensing –</b> Granting permission to use word(s), phrase(s), symbol(s), or design(s) for merchandise on a fee, royalty, or other basis. <b>Include</b> merchandise licensing if the licensing is performed at the location(s) involved in production and/or distribution of audiovisual works. <b>Exclude</b> merchandise licensing if the licensing is performed at separate establishment(s) of the company not involved in production and/or distribution of audiovisual works. . . . .6201				

2009 Operating Revenue				
	Bil.	Mil.	Thou.	Dol.
12. <b>All other operating revenue –</b> Revenue not reported in lines 1–11. If this item is greater than 20% of the total operating revenue, specify the primary source of the revenue here ↗ 1560 _____ 1799				

2009 Operating Revenue				
	Bil.	Mil.	Thou.	Dol.
13. <b>TOTAL OPERATING REVENUE –</b> Sum of lines 1–12 . . . . .1800				

### 4 Not Applicable

## 5 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

2009 Operating Expenses				
	Bil.	Mil.	Thou.	Dol.
1821				

Mark "X" if None

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 or IRS Form 944 Employer's Annual Federal Tax Return line 4(c). . . . .

1822				
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Mark "X" if None

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. . . . .

1823				
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Mark "X" if None

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)

1824				
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Mark "X" if None

4. **Expensed equipment** – Expensed computer hardware and other equipment (e.g., copiers, fax machines, telephones, shop and lab equipment, CPUs and monitors). Report packaged software in line 6. Report leased and rented equipment in line 8. . . . .

1825				
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Mark "X" if None

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. . . . .

### Expensed Purchased Services

1826				
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Mark "X" if None

6. **Expensed purchases of software** – Purchases of prepackaged, custom coded, or vendor customized software. **Include** 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. . . . .

1827				
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Mark "X" if None

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. . . . .

1828				
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Mark "X" if None

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. . . . .

## 5 Operating Expenses – (Continued)

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

### Expensed Purchased Services – (Continued)

		2009 Operating Expenses			
		Bil.	Mil.	Thou.	Dol.
<p><b>9. Purchased repair and maintenance – Include</b> expensed repair and maintenance to buildings and integral building components (e.g., elevators, heating and cooling systems), structures, offices, machinery, vehicles, equipment, and computer hardware. <b>Exclude</b> materials, parts, and supplies used for repair and maintenance performed by this firm's employees. Report janitorial and grounds maintenance services in line 13. . . . .</p>	<p>1829 <input type="checkbox"/></p>	\$			
		<i>Mark "X" if None</i>			
<p><b>10. Purchased advertising and promotional services – Include</b> marketing and public relations services. . . . .</p>	<p>1830 <input type="checkbox"/></p>	\$			
		<i>Mark "X" if None</i>			

### Other Operating Expenses

<p><b>11. Depreciation and amortization charges – Include</b> depreciation charges taken against tangible assets owned and used by your firm, tangible assets and improvements owned by 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. . . . .</p>	<p>1831 <input type="checkbox"/></p>	\$			
		<i>Mark "X" if None</i>			
<p><b>12. 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 taxes collected from customers. . . . .</p>	<p>1832 <input type="checkbox"/></p>	\$			
		<i>Mark "X" if None</i>			
<p><b>13. 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>Include</b> office postage and package delivery. <b>Exclude</b> purchases of merchandise for resale and non-operating expenses. . . . .</p>	<p>1899 <input type="checkbox"/></p>	\$			
		<i>Mark "X" if None</i>			
<p><b>14. TOTAL OPERATING EXPENSES –</b> Sum of lines 1–13. . . . .</p>	<p>1900</p>	\$			

## 6 Not Applicable

**7** Not Applicable

**8** E-Commerce Revenue

E-commerce includes sales, receipts, and contributions from any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods and services may or may not be made online.

Did the revenue reported in **3** include any e-commerce revenue?

**2009 E-Commerce Revenue**

Bil. Mil. Thou. Dol.

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- 1  Yes – What was this firm’s e-commerce revenue? . . . . . 2000 \$
- 0011 2  No – Go to **9**

**9** Export Revenue

An exported service is a service 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:**

- Revenue from the sale of personal, business, or mainframe computer software to clients and customers located outside the United States.
- Services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.).

**Exclude:**

- Services provided to domestic subsidiaries of foreign firms.

Did the revenue reported in **3** include any revenue from exports?

**2009 Export Revenue**

Bil. Mil. Thou. Dol.

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- 1  Yes – What was this firm’s revenue from exports? . . . . . 2100 \$
- 0009 2  No – Go to **10**

**10** Inventories at End of Year

Report inventories at end of year at cost or market value using generally accepted accounting principles.

**2009 Inventories**

Mark "X" if None Bil. Mil. Thou. Dol.

1. Finished goods . . . . . 1751  \$

Mark "X" if None

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2. Work-in-process . . . . . 1752  \$

Mark "X" if None

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3. Materials, supplies, fuel, etc. . . . . 1753  \$

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4. TOTAL BOOK VALUE – Sum of lines 1–3. . . . . 1754 \$

Of the total inventories reported in line 4, were any stored or in route OUTSIDE the 50 U.S. States and the District of Columbia?

Bil. Mil. Thou. Dol.

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- 1  Yes – What was the total value of those inventories? (Do not report inventory held in Foreign Trade Zones or in bond warehouses in the U.S.) . . . 6042 \$
- 6041 2  No – Go to **11**

**10** Inventories at End of Year – (Continued)

**Source of Inventories at End of Year**

Report inventories of total book value inventories by type of inventory.

**2009**  
**Source of Inventories**

<b>1. Film and programming production costs.</b> .....	6450 <input type="text"/> %
<b>2. Merchandise costs.</b> .....	6451 <input type="text"/> %
<b>3. Other inventory costs.</b> .....	6452 <input type="text"/> %



