

Motion Picture and Video Industries: 2002

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2002 Economic Census

Information

Industry Series



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U.S. Department of Commerce
Economics and Statistics Administration
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-- Not applicable for this report.

Table 1. Summary Statistics for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records ¹	Estimated ²
5121	Motion picture and video industries	19 101	62 012 526	10 235 709	2 540 424	275 396	5.8	7.6
51211	Motion picture and video production	11 106	45 019 139	7 136 607	1 783 635	110 247	5.3	5.4
512110	Motion picture and video production	11 106	45 019 139	7 136 607	1 783 635	110 247	5.3	5.4
51212	Motion picture and video distribution	520	1 386 692	260 909	64 080	4 709	14.1	15.3
512120	Motion picture and video distribution	520	1 386 692	260 909	64 080	4 709	14.1	15.3
51213	Motion picture and video exhibition	5 268	11 211 397	1 307 481	297 977	133 124	5.8	12.3
512131	Motion picture theaters (except drive-ins)	4 978	11 099 222	1 285 397	294 448	131 540	5.7	12.2
512132	Drive-in motion picture theaters	290	112 175	22 084	3 529	1 584	14.9	23.4
51219	Post production and other motion picture and video industries	2 207	4 395 298	1 530 712	394 732	27 316	8.6	16.1
512191	Teleproduction and other post production services	1 873	3 437 000	1 295 779	337 787	23 187	9.0	19.3
512199	Other motion picture and video industries	334	958 298	234 933	56 945	4 129	7.0	4.6

¹Includes receipts information obtained from administrative records of other federal agencies.

²Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

1997 NAICS code	Kind of business		Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
5121	Motion picture and video industries	2002..	19 101	62 012 526	10 235 709	275 396
		1997..	19 269	44 785 652	8 280 395	254 467
51211	Motion picture and video production	2002..	11 106	45 019 139	7 136 607	110 247
		1997..	N	N	N	N
512110	Motion picture and video production	2002..	11 106	45 019 139	7 136 607	110 247
		1997..	N	N	N	N
51212	Motion picture and video distribution	2002..	520	1 386 692	260 909	4 709
		1997..	N	N	N	N
512120	Motion picture and video distribution	2002..	520	1 386 692	260 909	4 709
		1997..	N	N	N	N
51213	Motion picture and video exhibition	2002..	5 268	11 211 397	1 307 481	133 124
		1997..	6 358	7 597 319	944 454	125 041
512131	Motion picture theaters (except drive-ins)	2002..	4 978	11 099 222	1 285 397	131 540
		1997..	5 998	7 486 977	923 677	123 045
512132	Drive-in motion picture theaters	2002..	290	112 175	22 084	1 584
		1997..	360	110 342	20 777	1 996
51219	Post production and other motion picture and video industries	2002..	2 207	4 395 298	1 530 712	27 316
		1997..	3 378	4 527 581	1 624 556	33 205
512191	Teleproduction and other post production services	2002..	1 873	3 437 000	1 295 779	23 187
		1997..	3 001	3 684 397	1 436 584	29 114
512199	Other motion picture and video industries	2002..	334	958 298	234 933	4 129
		1997..	377	843 184	187 972	4 091

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 3. Product Lines by Kind of Business for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
5121		Motion picture and video industries	19 101	X	62 012 526	X	100.0	80.3
	30500	Admissions, excluding admission taxes	N	N	7 699 416	N	12.4	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	N	N	57 981	N	.1	X
	30560	Amusement machines operated by this establishment	N	N	21 478	N	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	N	N	35 543	N	.1	X
	31990	Distribution of commercial theater motion pictures	N	N	23 946 481	N	38.6	67.3
	31991	To theaters	N	N	4 753 312	N	7.7	X
	31992	To television networks and stations	N	N	3 820 867	N	6.2	X
	31993	To cable networks and systems and direct broadcast satellite (DBS) systems	N	N	3 745 447	N	6.0	X
	31994	To wholesalers, retailers, and rental chains or stores, including video cassettes and DVDs	N	N	9 439 169	N	15.2	X
	31995	To foreign independent distributors and exchanges	N	N	1 290 948	N	2.1	X
	31996	To domestic independent distributors and exchanges	N	N	547 611	N	.9	X
	31997	To other	N	N	349 127	N	.6	X
	32000	Distribution of television programs, excluding commercials and music videos	N	N	13 092 226	N	21.1	67.1
	32001	To television networks and stations (for television exhibition)	N	N	8 731 858	N	14.1	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	N	N	1 983 420	N	3.2	X
	32003	To independent distributors and syndicates	N	N	1 947 937	N	3.1	X
	32004	To other, including video cassettes and DVDs	N	N	429 011	N	.7	X
	32010	Distribution of commercials	N	N	1 370 657	N	2.2	X
	32020	Distribution of music videos	N	N	77 432	N	.1	X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	N	N	975 378	N	1.6	70.3
	32031	To independent distributors	N	N	127 881	N	.2	X
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	N	N	277 674	N	.4	X
	32033	To other	N	N	569 823	N	.9	X
	32040	Contract production, excluding postproduction services	N	N	2 404 407	N	3.9	78.4
	32041	For other producers	N	N	465 492	N	.8	X
	32042	For television networks and stations	N	N	874 077	N	1.4	X
	32043	For other	N	N	1 064 838	N	1.7	X
	32050	Postproduction services	N	N	3 770 737	N	6.1	77.9
	32051	Linear video/audio editing	N	N	365 658	N	.6	X
	32052	Non-linear video/audio editing	N	N	618 938	N	1.0	X
	32053	Film to tape transfer	N	N	251 328	N	.4	X
	32054	Audio postproduction	N	N	312 152	N	.5	X
	32055	Graphics and animation	N	N	375 528	N	.6	X
	32056	Visual and compositing effects	N	N	843 577	N	1.4	X
	32057	Captioning	N	N	23 654	N	Z	X
	32058	Format conversion and compression	N	N	81 931	N	.1	X
	32059	Duplication	N	N	502 289	N	.8	X
	32061	All other services	N	N	395 682	N	.6	X
	32070	Other services allied to film, video, or digital media production and distribution	N	N	457 153	N	.7	X
	32080	Receipts received for screen advertising	N	N	151 658	N	.2	X
	32090	Motion picture film processing	N	N	808 007	N	1.3	X
	39000	Merchandise sales	N	N	188 858	N	.3	80.0
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	N	N	166 812	N	.3	X
	39037	Sales of other merchandise, not specified by type	N	N	22 046	N	Z	X
	39200	Sales of food and beverages	N	N	3 148 020	N	5.1	66.5
	39201	Sales of food and nonalcoholic beverages	N	N	3 147 920	N	5.1	X
	39500	All other receipts	N	N	3 807 094	N	6.1	80.2
	39528	All other receipts	N	N	3 731 839	N	6.0	X
	39529	All other receipts	N	N	75 255	N	.1	X
51211		Motion picture and video production	11 106	X	45 019 139	X	100.0	81.6
	31990	Distribution of commercial theater motion pictures	Q	Q	23 249 452	Q	51.6	68.3
	31991	To theaters	Q	Q	4 639 149	Q	10.3	X
	31992	To television networks and stations	Q	Q	3 718 480	Q	8.3	X
	31993	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	3 725 688	Q	8.3	X
	31994	To wholesalers, retailers, and rental chains or stores, including video cassettes and DVDs	Q	Q	9 332 470	Q	20.7	X
	31995	To foreign independent distributors and exchanges	Q	Q	1 072 022	Q	2.4	X
	31996	To domestic independent distributors and exchanges	Q	Q	430 110	Q	1.0	X
	31997	To other	Q	Q	331 533	Q	.7	X
	32000	Distribution of television programs, excluding commercials and music videos	Q	Q	12 788 459	Q	28.4	68.0
	32001	To television networks and stations (for television exhibition)	Q	Q	8 590 520	Q	19.1	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	1 935 022	Q	4.3	X
	32003	To independent distributors and syndicates	Q	Q	1 890 901	Q	4.2	X
	32004	To other, including video cassettes and DVDs	Q	Q	372 016	Q	.8	X
	32010	Distribution of commercials	Q	Q	1 293 837	Q	2.9	X
	32020	Distribution of music videos	Q	Q	76 982	Q	.2	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51211		Motion picture and video production—Con.						
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	Q	Q	740 108	Q	1.6	70.1
	32031	To independent distributors	Q	Q	83 026	Q	.2	X
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	Q	Q	182 031	Q	.4	X
	32033	To other	Q	Q	475 051	Q	1.1	X
	32040	Contract production, excluding postproduction services	Q	Q	2 372 034	Q	5.3	79.6
	32041	For other producers	Q	Q	450 715	Q	1.0	X
	32042	For television networks and stations	Q	Q	868 671	Q	1.9	X
	32043	For other	Q	Q	1 052 648	Q	2.3	X
	32050	Postproduction services	Q	Q	436 231	Q	1.0	81.2
	32051	Linear video/audio editing	Q	Q	64 401	Q	.1	X
	32052	Non-linear video/audio editing	Q	Q	124 612	Q	.3	X
	32053	Film to tape transfer	Q	Q	9 008	Q	.0	X
	32054	Audio postproduction	Q	Q	18 248	Q	.0	X
	32055	Graphics and animation	Q	Q	53 059	Q	.1	X
	32056	Visual and compositing effects	Q	Q	62 041	Q	.1	X
	32057	Captioning	Q	Q	1 658	Q	.0	X
	32058	Format conversion and compression	Q	Q	24 455	Q	.1	X
	32059	Duplication	Q	Q	44 810	Q	.1	X
	32061	All other services	Q	Q	33 939	Q	.1	X
	32070	Other services allied to film, video, or digital media production and distribution	Q	Q	225 094	Q	.5	X
	32090	Motion picture film processing	Q	Q	450	Q	.0	X
	39000	Merchandise sales	Q	Q	151 262	Q	.3	81.5
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	Q	Q	151 262	Q	.3	X
	39500	All other receipts	Q	Q	3 685 230	Q	8.2	81.5
	39528	All other receipts	Q	Q	3 685 230	Q	8.2	X
512110		Motion picture and video production	11 106	X	45 019 139	X	100.0	81.6
	31990	Distribution of commercial theater motion pictures	Q	Q	23 249 452	Q	51.6	68.3
	31991	To theaters	Q	Q	4 639 149	Q	10.3	X
	31992	To television networks and stations	Q	Q	3 718 480	Q	8.3	X
	31993	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	3 725 688	Q	8.3	X
	31994	To wholesalers, retailers, and rental chains or stores, including video cassettes and DVDs	Q	Q	9 332 470	Q	20.7	X
	31995	To foreign independent distributors and exchanges	Q	Q	1 072 022	Q	2.4	X
	31996	To domestic independent distributors and exchanges	Q	Q	430 110	Q	1.0	X
	31997	To other	Q	Q	331 533	Q	.7	X
	32000	Distribution of television programs, excluding commercials and music videos	Q	Q	12 788 459	Q	28.4	68.0
	32001	To television networks and stations (for television exhibition)	Q	Q	8 590 520	Q	19.1	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	1 935 022	Q	4.3	X
	32003	To independent distributors and syndicates	Q	Q	1 890 901	Q	4.2	X
	32004	To other, including video cassettes and DVDs	Q	Q	372 016	Q	.8	X
	32010	Distribution of commercials	Q	Q	1 293 837	Q	2.9	X
	32020	Distribution of music videos	Q	Q	76 982	Q	.2	X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	Q	Q	740 108	Q	1.6	70.1
	32031	To independent distributors	Q	Q	83 026	Q	.2	X
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	Q	Q	182 031	Q	.4	X
	32033	To other	Q	Q	475 051	Q	1.1	X
	32040	Contract production, excluding postproduction services	Q	Q	2 372 034	Q	5.3	79.6
	32041	For other producers	Q	Q	450 715	Q	1.0	X
	32042	For television networks and stations	Q	Q	868 671	Q	1.9	X
	32043	For other	Q	Q	1 052 648	Q	2.3	X
	32050	Postproduction services	Q	Q	436 231	Q	1.0	81.2
	32051	Linear video/audio editing	Q	Q	64 401	Q	.1	X
	32052	Non-linear video/audio editing	Q	Q	124 612	Q	.3	X
	32053	Film to tape transfer	Q	Q	9 008	Q	.0	X
	32054	Audio postproduction	Q	Q	18 248	Q	.0	X
	32055	Graphics and animation	Q	Q	53 059	Q	.1	X
	32056	Visual and compositing effects	Q	Q	62 041	Q	.1	X
	32057	Captioning	Q	Q	1 658	Q	.0	X
	32058	Format conversion and compression	Q	Q	24 455	Q	.1	X
	32059	Duplication	Q	Q	44 810	Q	.1	X
	32061	All other services	Q	Q	33 939	Q	.1	X
	32070	Other services allied to film, video, or digital media production and distribution	Q	Q	225 094	Q	.5	X
	32090	Motion picture film processing	Q	Q	450	Q	.0	X
	39000	Merchandise sales	Q	Q	151 262	Q	.3	81.5
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	Q	Q	151 262	Q	.3	X
	39500	All other receipts	Q	Q	3 685 230	Q	8.2	81.5
	39528	All other receipts	Q	Q	3 685 230	Q	8.2	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51212		Motion picture and video distribution	520	X	1 386 692	X	100.0	68.3
	31990	Distribution of commercial theater motion pictures	Q	Q	695 689	Q	50.2	61.7
	31991	To theaters	Q	Q	114 163	Q	8.2	X
	31992	To television networks and stations	Q	Q	102 343	Q	7.4	X
	31993	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	18 651	Q	1.3	X
	31994	To wholesalers, retailers, and rental chains or stores, including video cassettes and DVDs	Q	Q	106 642	Q	7.7	X
	31995	To foreign independent distributors and exchanges	Q	Q	218 926	Q	15.8	X
	31996	To domestic independent distributors and exchanges	Q	Q	117 370	Q	8.5	X
	31997	To other	Q	Q	17 594	Q	1.3	X
	32000	Distribution of television programs, excluding commercials and music videos	Q	Q	301 911	Q	21.8	66.1
	32001	To television networks and stations (for television exhibition)	Q	Q	140 840	Q	10.2	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	47 240	Q	3.4	X
	32003	To independent distributors and syndicates	Q	Q	56 967	Q	4.1	X
	32004	To other, including video cassettes and DVDs	Q	Q	56 864	Q	4.1	X
	32010	Distribution of commercials	Q	Q	73 314	Q	5.3	X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	Q	Q	233 713	Q	16.9	67.1
	32031	To independent distributors	Q	Q	44 789	Q	3.2	X
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	Q	Q	95 144	Q	6.9	X
	32033	To other	Q	Q	93 780	Q	6.8	X
	32040	Contract production, excluding postproduction services	Q	Q	97	Q	Z	X
	32050	Postproduction services	Q	Q	30 036	Q	2.2	66.7
	32051	Linear video/audio editing	Q	Q	1 153	Q	.1	X
	32052	Non-linear video/audio editing	Q	Q	1 242	Q	.1	X
	32053	Film to tape transfer	Q	Q	705	Q	.1	X
	32055	Graphics and animation	Q	Q	583	Q	Z	X
	32058	Format conversion and compression	Q	Q	234	Q	Z	X
	32059	Duplication	Q	Q	5 149	Q	.4	X
	32061	All other services	Q	Q	20 437	Q	1.5	X
	32070	Other services allied to film, video, or digital media production and distribution	Q	Q	30 341	Q	2.2	X
	39000	Merchandise sales	Q	Q	9 305	Q	.7	68.3
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	Q	Q	9 305	Q	.7	X
	39500	All other receipts	Q	Q	11 870	Q	.9	68.3
	39528	All other receipts	Q	Q	11 870	Q	.9	X
512120		Motion picture and video distribution	520	X	1 386 692	X	100.0	68.3
	31990	Distribution of commercial theater motion pictures	Q	Q	695 689	Q	50.2	61.7
	31991	To theaters	Q	Q	114 163	Q	8.2	X
	31992	To television networks and stations	Q	Q	102 343	Q	7.4	X
	31993	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	18 651	Q	1.3	X
	31994	To wholesalers, retailers, and rental chains or stores, including video cassettes and DVDs	Q	Q	106 642	Q	7.7	X
	31995	To foreign independent distributors and exchanges	Q	Q	218 926	Q	15.8	X
	31996	To domestic independent distributors and exchanges	Q	Q	117 370	Q	8.5	X
	31997	To other	Q	Q	17 594	Q	1.3	X
	32000	Distribution of television programs, excluding commercials and music videos	Q	Q	301 911	Q	21.8	66.1
	32001	To television networks and stations (for television exhibition)	Q	Q	140 840	Q	10.2	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	47 240	Q	3.4	X
	32003	To independent distributors and syndicates	Q	Q	56 967	Q	4.1	X
	32004	To other, including video cassettes and DVDs	Q	Q	56 864	Q	4.1	X
	32010	Distribution of commercials	Q	Q	73 314	Q	5.3	X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	Q	Q	233 713	Q	16.9	67.1
	32031	To independent distributors	Q	Q	44 789	Q	3.2	X
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	Q	Q	95 144	Q	6.9	X
	32033	To other	Q	Q	93 780	Q	6.8	X
	32040	Contract production, excluding postproduction services	Q	Q	97	Q	Z	X
	32050	Postproduction services	Q	Q	30 036	Q	2.2	66.7
	32051	Linear video/audio editing	Q	Q	1 153	Q	.1	X
	32052	Non-linear video/audio editing	Q	Q	1 242	Q	.1	X
	32053	Film to tape transfer	Q	Q	705	Q	.1	X
	32055	Graphics and animation	Q	Q	583	Q	Z	X
	32058	Format conversion and compression	Q	Q	234	Q	Z	X
	32059	Duplication	Q	Q	5 149	Q	.4	X
	32061	All other services	Q	Q	20 437	Q	1.5	X
	32070	Other services allied to film, video, or digital media production and distribution	Q	Q	30 341	Q	2.2	X
	39000	Merchandise sales	Q	Q	9 305	Q	.7	68.3
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	Q	Q	9 305	Q	.7	X
	39500	All other receipts	Q	Q	11 870	Q	.9	68.3
	39528	All other receipts	Q	Q	11 870	Q	.9	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51213		Motion picture and video exhibition	5 268	X	11 211 397	X	100.0	78.0
	30500	Admissions, excluding admission taxes	5 268	11 211 397	7 699 416	68.7	68.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	1 769	6 277 982	57 981	.9	.5	X
	30560	Amusement machines operated by this establishment	1 033	3 323 730	21 478	.6	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	1 439	5 455 108	35 543	.7	.3	X
	32080	Receipts received for screen advertising	3 299	9 406 800	151 658	1.6	1.4	X
	39000	Merchandise sales	459	985 933	22 046	.2	.2	77.7
	39037	Sales of other merchandise, not specified by type	459	985 933	22 046	2.2	.2	X
	39200	Sales of food and beverages	4 910	10 848 988	3 148 020	29.0	28.1	64.6
	39201	Sales of food and nonalcoholic beverages	4 910	10 848 988	3 147 920	29.0	28.1	X
	39500	All other receipts	2 488	7 817 528	75 255	1.0	.7	77.7
	39529	All other receipts	2 488	7 817 528	75 255	1.0	.7	X
512131		Motion picture theaters (except drive-ins)	4 978	X	11 099 222	X	100.0	77.9
	30500	Admissions, excluding admission taxes	4 978	11 099 222	7 608 740	68.6	68.6	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	1 747	6 263 513	54 608	.9	.5	X
	30560	Amusement machines operated by this establishment	1 023	3 319 444	21 421	.6	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	1 421	5 446 943	35 185	.6	.3	X
	32080	Receipts received for screen advertising	3 286	9 401 818	151 615	1.6	1.4	X
	39000	Merchandise sales	445	975 178	21 865	2.2	.2	77.6
	39037	Sales of other merchandise, not specified by type	445	975 178	21 865	2.2	.2	X
	39200	Sales of food and beverages	4 721	10 791 663	3 132 311	29.0	28.2	64.4
	39201	Sales of food and nonalcoholic beverages	4 721	10 791 663	3 132 311	29.0	28.2	X
	39500	All other receipts	2 463	7 806 860	73 477	.9	.7	77.6
	39529	All other receipts	2 463	7 806 860	73 477	.9	.7	X
512132		Drive-in motion picture theaters	290	X	112 175	X	100.0	95.3
	30500	Admissions, excluding admission taxes	290	112 175	90 676	80.8	80.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	22	14 469	3 373	23.3	3.0	X
	30560	Amusement machines operated by this establishment	10	4 286	57	1.3	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	18	8 165	358	4.4	.3	X
	32080	Receipts received for screen advertising	13	4 982	43	.9	.2	X
	39000	Merchandise sales	14	10 755	181	1.7	.2	82.0
	39037	Sales of other merchandise, not specified by type	14	10 755	181	1.7	.2	X
	39200	Sales of food and beverages	189	57 325	15 709	27.4	14.0	92.3
	39201	Sales of food and nonalcoholic beverages	189	57 325	15 609	27.2	13.9	X
	39500	All other receipts	25	10 668	1 778	16.7	1.6	93.2
	39529	All other receipts	25	10 668	1 778	16.7	1.6	X
51219		Post production and other motion picture and video industries	2 207	X	4 395 298	X	100.0	77.4
	31990	Distribution of commercial theater motion pictures	11	22 211	1 340	6.0	Z	X
	32000	Distribution of television programs, excluding commercials and music videos	23	22 658	1 856	8.2	Z	75.6
	32001	To television networks and stations (for television exhibition)	12	13 472	498	3.7	Z	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	8	16 384	1 158	7.1	Z	X
	32010	Distribution of commercials	37	24 575	3 506	14.3	.1	X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	32	22 998	1 557	6.8	Z	54.5
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	10	11 135	499	4.5	Z	X
	32033	To other	20	11 692	992	8.5	Z	X
	32040	Contract production, excluding postproduction services	196	160 775	32 276	20.1	.7	76.9
	32041	For other producers	99	88 708	14 709	16.6	.3	X
	32042	For television networks and stations	30	45 281	5 406	11.9	.1	X
	32043	For other	100	57 840	12 161	21.0	.3	X
	32050	Postproduction services	1 936	3 550 817	3 304 470	93.1	75.2	67.6
	32051	Linear video/audio editing	462	1 137 378	300 104	26.4	6.8	X
	32052	Non-linear video/audio editing	819	1 423 099	493 084	34.6	11.2	X
	32053	Film to tape transfer	316	1 230 963	241 615	19.6	5.5	X
	32054	Audio postproduction	600	1 322 805	293 371	22.2	6.7	X
	32055	Graphics and animation	729	1 240 570	321 886	25.9	7.3	X
	32056	Visual and compositing effects	327	1 207 577	781 536	64.7	17.8	X
	32057	Captioning	87	230 795	21 996	9.5	.5	X
	32058	Format conversion and compression	275	602 622	57 242	9.5	.5	X
	32059	Duplication	659	1 517 259	452 330	29.8	10.3	X
	32061	All other services	399	927 378	341 306	36.8	7.8	X
	32070	Other services allied to film, video, or digital media production and distribution	404	597 112	201 718	33.8	4.6	X
	32090	Motion picture film processing	69	900 398	807 557	89.7	18.4	X
	39000	Merchandise sales	44	56 641	6 245	11.0	.1	75.5
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	44	56 641	6 245	11.0	.1	X
	39500	All other receipts	163	852 319	34 739	4.1	.8	77.4
	39528	All other receipts	163	852 319	34 739	4.1	.8	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments ¹	
512191		Teleproduction and other post production services	1 873	X	3 437 000	X	100.0	76.2
	31990	Distribution of commercial theater motion pictures	8	21 722	1 340	6.2	Z	X
	32000	Distribution of television programs, excluding commercials and music videos	20	22 169	1 856	8.4	.1	76.2
	32001	To television networks and stations (for television exhibition)	12	13 472	498	3.7	Z	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	8	16 384	1 158	7.1	Z	X
	32010	Distribution of commercials	37	24 575	3 506	14.3	.1	X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	29	22 203	1 547	7.0	Z	52.8
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	10	11 135	499	4.5	Z	X
	32033	To other	17	10 897	982	9.0	Z	X
	32040	Contract production, excluding postproduction services	183	158 858	31 998	20.1	.9	75.7
	32041	For other producers	99	88 708	14 709	16.6	.4	X
	32042	For television networks and stations	30	45 281	5 406	11.9	.2	X
	32043	For other	87	55 923	11 883	21.2	.3	X
	32050	Postproduction services	1 873	3 437 000	3 253 843	94.7	94.7	66.2
	32051	Linear video/audio editing	443	1 044 161	297 599	28.5	8.7	X
	32052	Non-linear video/audio editing	794	1 410 339	489 025	34.7	14.2	X
	32053	Film to tape transfer	284	1 124 724	223 378	19.9	6.5	X
	32054	Audio postproduction	584	1 229 037	289 465	23.6	8.4	X
	32055	Graphics and animation	713	1 228 006	320 539	26.1	9.3	X
	32056	Visual and compositing effects	321	1 197 691	781 255	65.2	22.7	X
	32057	Captioning	87	230 795	21 996	9.5	.6	X
	32058	Format conversion and compression	266	599 344	57 204	9.5	1.7	X
	32059	Duplication	624	1 410 682	432 180	30.6	12.6	X
	32061	All other services	393	926 684	341 202	36.8	9.9	X
	32070	Other services allied to film, video, or digital media production and distribution	120	325 415	117 752	36.2	3.4	X
	39000	Merchandise sales	25	44 097	5 018	11.4	.1	73.8
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	25	44 097	5 018	11.4	.1	X
	39500	All other receipts	122	148 650	20 106	13.5	.6	76.2
	39528	All other receipts	122	148 650	20 106	13.5	.6	X
512199		Other motion picture and video industries	334	X	958 298	X	100.0	81.8
	32040	Contract production, excluding postproduction services	13	1 917	278	14.5	Z	81.8
	32043	For other	13	1 917	278	14.5	Z	X
	32050	Postproduction services	63	113 817	50 627	44.5	5.3	81.8
	32051	Linear video/audio editing	19	93 217	2 505	2.7	.3	X
	32052	Non-linear video/audio editing	25	12 760	4 059	31.8	.4	X
	32053	Film to tape transfer	32	106 239	18 237	17.2	1.9	X
	32054	Audio postproduction	16	93 768	3 906	4.2	.4	X
	32055	Graphics and animation	16	12 564	1 347	10.7	.1	X
	32056	Visual and compositing effects	6	9 886	281	2.8	Z	X
	32058	Format conversion and compression	9	3 278	38	1.2	Z	X
	32059	Duplication	35	106 577	20 150	18.9	2.1	X
	32061	All other services	6	694	104	15.0	Z	X
	32070	Other services allied to film, video, or digital media production and distribution	284	271 697	83 966	30.9	8.8	X
	32090	Motion picture film processing	69	900 398	807 557	89.7	84.3	X
	39000	Merchandise sales	19	12 544	1 227	9.8	.1	81.8
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	19	12 544	1 227	9.8	.1	X
	39500	All other receipts	41	703 669	14 633	2.1	1.5	81.8
	39528	All other receipts	41	703 669	14 633	2.1	1.5	X

¹Product line receipts and/or product line percents may not sum to total due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

²Receipts of establishments reporting product lines as percent of total receipts.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 4. Concentration by Largest Firms for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business and largest firms based on receipts	Establishments (number)	Receipts		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
5121	Motion picture and video industries						
	All firms	19 101	62 012 526	100.0	10 235 709	2 540 424	275 396
	4 largest firms	194	23 562 355	38.0	2 562 784	651 319	38 742
	8 largest firms	653	32 029 131	51.6	3 353 379	860 221	58 661
	20 largest firms	1 921	39 035 362	62.9	4 405 376	1 129 485	117 737
	50 largest firms	2 498	43 737 968	70.5	5 266 598	1 301 931	141 002
51211	Motion picture and video production						
	All firms	11 106	45 019 139	100.0	7 136 607	1 783 635	110 247
	4 largest firms	94	22 997 403	51.1	2 474 683	629 584	33 633
	8 largest firms	164	30 362 580	67.4	3 151 316	808 278	41 555
	20 largest firms	186	32 746 886	72.7	3 774 955	930 164	45 351
	50 largest firms	227	35 031 606	77.8	4 259 498	1 062 375	51 671
512110	Motion picture and video production						
	All firms	11 106	45 019 139	100.0	7 136 607	1 783 635	110 247
	4 largest firms	94	22 997 403	51.1	2 474 683	629 584	33 633
	8 largest firms	164	30 362 580	67.4	3 151 316	808 278	41 555
	20 largest firms	186	32 746 886	72.7	3 774 955	930 164	45 351
	50 largest firms	227	35 031 606	77.8	4 259 498	1 062 375	51 671
51212	Motion picture and video distribution						
	All firms	520	1 386 692	100.0	260 909	64 080	4 709
	4 largest firms	10	342 748	24.7	33 117	8 752	551
	8 largest firms	33	509 477	36.7	62 804	16 567	1 120
	20 largest firms	49	744 720	53.7	100 108	25 437	1 779
	50 largest firms	81	1 013 632	73.1	157 050	39 455	2 788
512120	Motion picture and video distribution						
	All firms	520	1 386 692	100.0	260 909	64 080	4 709
	4 largest firms	10	342 748	24.7	33 117	8 752	551
	8 largest firms	33	509 477	36.7	62 804	16 567	1 120
	20 largest firms	49	744 720	53.7	100 108	25 437	1 779
	50 largest firms	81	1 013 632	73.1	157 050	39 455	2 788
51213	Motion picture and video exhibition						
	All firms	5 268	11 211 397	100.0	1 307 481	297 977	133 124
	4 largest firms	990	4 519 448	40.3	447 897	105 881	41 383
	8 largest firms	1 704	6 496 350	57.9	691 562	159 893	65 884
	20 largest firms	2 274	8 438 838	75.3	878 368	202 551	86 592
	50 largest firms	2 671	9 357 022	83.5	984 845	227 960	98 913
512131	Motion picture theaters (except drive-ins)						
	All firms	4 978	11 099 222	100.0	1 285 397	294 448	131 540
	4 largest firms	990	4 519 448	40.7	447 897	105 881	41 383
	8 largest firms	1 688	6 468 698	58.3	685 032	158 781	65 487
	20 largest firms	2 252	8 404 802	75.7	870 433	201 126	86 041
	50 largest firms	2 640	9 321 507	84.0	976 217	226 184	98 252
512132	Drive-in motion picture theaters						
	All firms	290	112 175	100.0	22 084	3 529	1 584
	4 largest firms	24	42 840	38.2	9 193	1 748	673
	8 largest firms	29	51 953	46.3	11 202	2 198	891
	20 largest firms	52	64 825	57.8	13 878	2 573	1 036
	50 largest firms	84	81 765	72.9	16 944	3 019	1 251
51219	Post production and other motion picture and video industries						
	All firms	2 207	4 395 298	100.0	1 530 712	394 732	27 316
	4 largest firms	38	1 249 697	28.4	368 945	106 111	5 607
	8 largest firms	51	1 610 575	36.6	470 831	137 589	7 692
	20 largest firms	75	2 062 055	46.9	646 698	177 448	10 182
	50 largest firms	135	2 595 123	59.0	854 738	230 553	13 284
512191	Teleproduction and other post production services						
	All firms	1 873	3 437 000	100.0	1 295 779	337 787	23 187
	4 largest firms	44	880 729	25.6	303 014	93 234	4 991
	8 largest firms	56	1 085 295	31.6	378 461	113 142	6 306
	20 largest firms	75	1 428 158	41.6	527 877	146 819	8 272
	50 largest firms	133	1 911 373	55.6	720 033	196 584	11 294
512199	Other motion picture and video industries						
	All firms	334	958 298	100.0	234 933	56 945	4 129
	4 largest firms	6	704 329	73.5	152 799	38 439	2 247
	8 largest firms	11	758 080	79.1	171 297	41 897	2 512
	20 largest firms	30	820 085	85.6	187 951	45 984	2 858
	50 largest firms	62	877 600	91.6	207 014	51 062	3 305

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.