



*Public Broadcasting Revenue*  
*Fiscal Year 2003*

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**Corporation for Public Broadcasting**  
**March 2005**

Table 1

## Public Broadcasting Revenue by Major Source

Fiscal Years 1993 - 2003 (Both Radio and TV Stations)

(In Thousands of Nominal Dollars)

Revenue Source	FY 1993	FY 1994	FY 1995	FY 1996	FY 1997	FY 1998	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Corp. for Public Broadcasting**	\$253,309	\$275,000	\$285,640	\$275,000	\$260,000	\$250,000	\$250,000	\$300,000	\$340,000	\$350,000	\$362,809
(Percent of total)	14.2%	15.3%	14.9%	14.1%	13.4%	12.4%	12.3%	13.6%	14.9%	15.3%	15.5%
Federal grants & contracts***	\$116,218	\$54,975	\$52,703	\$63,976	\$62,053	\$47,458	\$50,996	\$42,358	\$45,185	\$59,454	\$91,841
(Percent of total)	6.5%	3.1%	2.7%	3.3%	3.2%	2.4%	2.5%	1.9%	2.0%	2.6%	3.9%
State & local tax-based****	\$475,116	\$509,528	\$560,481	\$517,623	\$536,456	\$543,701	\$541,382	\$577,187	\$593,449	\$589,747	\$583,350
(Percent of total)	26.5%	28.4%	29.2%	26.5%	27.7%	27.0%	26.5%	26.2%	26.0%	25.8%	25.0%
Private	\$945,392	\$955,128	\$1,018,367	\$1,099,125	\$1,076,855	\$1,174,927	\$1,196,820	\$1,283,446	\$1,301,829	\$1,287,904	\$1,295,498
(Percent of total)	52.8%	53.2%	53.1%	56.2%	55.6%	58.3%	58.7%	58.3%	57.1%	56.3%	55.5%
Total nonfederal revenue	\$1,420,568	\$1,464,656	\$1,578,848	\$1,616,748	\$1,613,311	\$1,718,628	\$1,738,202	\$1,860,633	\$1,895,278	\$1,877,651	\$1,878,848
(Percent of total)	79.4%	81.6%	82.4%	82.7%	83.4%	85.2%	85.2%	84.5%	83.1%	82.1%	80.5%
Total Revenue	\$1,790,095	\$1,794,631	\$1,917,191	\$1,955,724	\$1,935,364	\$2,016,086	\$2,039,197	\$2,202,991	\$2,280,464	\$2,287,105	\$2,333,498
(Percent)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

\* Revenues for 1996 are accounted on the basis of the new reporting standards. Accordingly, direct comparison between 1996 and other years should be avoided.

\*\* Does not include Digital, and in FY 2003, .65% of appropriation was withheld and later CPB received a supplemental appropriation.

\*\*\* Includes the satellite replacement fund.

\*\*\*\* State and local tax-based sources include revenue received from state and local governments and all tax-supported colleges and universities.

Source: Corporation for Public Broadcasting

**Table 2**  
**Public Broadcasting Revenue by Public Television and Radio System**  
**and Source of Revenue, Fiscal Year 2002-2003**  
(In Thousands of Nominal Dollars)

<u>Source of Revenue</u>	<u>System</u>	<u>FY 2002</u>	<u>Percent of total</u>	<u>FY 2003</u>	<u>Percent of total</u>	<u>% Change 2002-2003</u>
Corporation for Public Broadcasting	PB	350,000	15.3%	362,809	15.5%	3.7%
	PT	262,500	16.1%	272,106	16.8%	3.7%
	PR	87,500	13.3%	90,702	12.7%	3.7%
Federal grants and contracts	PB	59,454	2.6%	91,841	3.9%	54.5%
	PT	55,479	3.4%	86,178	5.3%	55.3%
	PR	3,975	0.6%	5,663	0.8%	42.5%
Local governments	PB	58,232	2.5%	56,263	2.4%	-3.4%
	PT	50,678	3.1%	48,359	3.0%	-4.6%
	PR	7,554	1.1%	7,904	1.1%	4.6%
State governments	PB	322,460	14.1%	317,482	13.6%	-1.5%
	PT	291,202	17.9%	286,768	17.7%	-1.5%
	PR	31,258	4.7%	30,714	4.3%	-1.7%
State colleges and universities	PB	186,062	8.1%	184,493	7.9%	-0.8%
	PT	109,361	6.7%	106,166	6.5%	-2.9%
	PR	76,701	11.6%	78,327	11.0%	2.1%
Other public colleges and universities	PB	22,993	1.0%	25,112	1.1%	9.2%
	PT	17,644	1.1%	19,088	1.2%	8.2%
	PR	5,349	0.8%	6,024	0.8%	12.6%
Private colleges and universities	PB	33,404	1.5%	36,988	1.6%	10.7%
	PT	15,740	1.0%	18,548	1.1%	17.8%
	PR	17,664	2.7%	18,440	2.6%	4.4%
Foundations	PB	147,130	6.4%	155,493	6.7%	5.7%
	PT	104,990	6.4%	114,018	7.0%	8.6%
	PR	42,140	6.4%	41,475	5.8%	-1.6%
Business	PB	376,182	16.4%	351,398	15.1%	-6.6%
	PT	254,453	15.6%	214,144	13.2%	-15.8%
	PR	121,729	18.5%	137,254	19.3%	12.8%
Subscribers	PB	593,525	26.0%	609,210	26.1%	2.6%
	PT	370,343	22.7%	370,258	22.8%	0.0%
	PR	223,182	33.9%	238,952	33.5%	7.1%
Auction	PB	12,367	0.5%	11,354	0.5%	-8.2%
	PT	11,615	0.7%	10,496	0.6%	-9.6%
	PR	752	0.1%	858	0.1%	14.1%
All others	PB	125,296	5.5%	131,055	5.6%	4.6%
	PT	84,088	5.2%	74,812	4.6%	-11.0%
	PR	41,208	6.3%	56,243	7.9%	36.5%
Total nonfederal revenue	PB	1,877,651	82.1%	1,878,848	80.5%	0.1%
	PT	1,310,114	80.5%	1,262,657	77.9%	-3.6%
	PR	567,537	86.1%	616,191	86.5%	8.6%
Total revenue	PB	2,287,105	100.0%	2,333,498	100.0%	2.0%
	PT	1,628,093	100.0%	1,620,941	100.0%	-0.4%
	PR	659,012	100.0%	712,556	100.0%	8.1%

Legend: PB = public broadcasting; PT = public television; PR = public radio  
Source: Corporation for Public Broadcasting

**Note:**

**The amounts contained in Tables 1 and 2 include revenue from all federal sources (except digital appropriations) and reportable nonfederal revenue for public broadcasting under the Communications Act of 1934, [47 U.S.C. 397] as amended, in reference to nonfederal financial support (NFFS). Tables 1 and 2 do not include revenue from business related activities (entrepreneurial revenue), which is reported separately. Also excluded is the fair market value of volunteer services in order to keep consistency in historical trends in revenue.**

**Revenue Data for Public Broadcasting Stations:**

**Table 3**  
**Selected Cash Revenue and Nonfederal Financial Support\* (NFFS)**  
**for Public Television Stations, Fiscal Years 1993-2003 (In Thousands)**

<u>Fiscal Year</u>	<u>Total Cash Revenue**</u>	<u>Cash NFFS</u>	<u>Cash Business**</u>	<u>Membership</u>			
				<u>Contribution Amount</u>	<u>No. of Contributors</u>	<u>Per Person Contribution</u>	<u>% of Total Cash Revenue</u>
1993	1,244,817	900,641	179,534	297,358	5,033	59.08	23.9%
1994	1,293,385	920,006	200,758	297,957	4,889	60.94	23.0%
1995	1,374,017	996,317	198,558	311,837	4,938	63.15	22.7%
1996***	1,515,452	1,053,405	234,646	327,534	4,821	67.94	21.6%
1997	1,462,931	1,041,317	213,003	331,109	4,659	71.07	22.6%
1998	1,457,564	1,096,766	238,446	341,286	4,653	73.35	23.4%
1999	1,667,041	1,145,348	257,206	373,226	4,705	77.05	22.4%
2000	1,719,750	1,193,304	269,631	380,545	4,541	83.80	22.1%
2001	1,805,429	1,216,582	245,317	363,994	4,264	85.36	20.1%
2002	1,925,878	1,155,639	272,358	360,601	4,002	90.11	18.7%
2003	1,871,206	1,129,885	230,546	365,724	3,919	93.32	19.5%

\*Excludes volunteer values.

\*\*All cash revenue including the portion which is excluded from NFFS.

\*\*\*Due to changes in financial reporting guidelines established by the Financial Accounting Standards Board (FASB) and in CPB guidelines for the recognition of non-federal financial support (NFFS), comparisons between pre-1996 and post-1996 data should be avoided.

Source: Corporation for Public Broadcasting

**Table 4**  
**Selected Cash Revenue and Nonfederal Financial Support\* (NFFS)**  
**for Public Radio Stations, Fiscal Years 1993-2003 (In Thousands)**

<u>Fiscal Year</u>	<u>Total Cash Revenue**</u>	<u>Cash NFFS</u>	<u>Cash Business**</u>	<u>Membership</u>			
				<u>Contribution Amount</u>	<u>No. of Contributors</u>	<u>Per Person Contribution</u>	<u>% of Total Cash Revenue</u>
1993	315,653	239,191	33,867	93,212	1,575	59.18	29.5%
1994	333,276	253,261	37,196	101,268	1,631	62.09	30.4%
1995	363,652	281,454	41,607	114,424	1,808	63.29	31.5%
1996***	399,728	316,012	53,009	128,162	1,797	71.32	32.1%
1997	407,239	327,363	59,664	140,689	1,970	71.42	34.5%
1998	447,848	362,206	71,834	154,438	2,192	70.45	34.5%
1999	492,075	405,088	94,195	177,538	2,414	73.22	36.1%
2000	547,830	448,281	114,469	185,283	2,222	83.40	33.8%
2001	561,941	469,062	113,894	192,396	2,258	85.19	34.2%
2002	604,556	512,088	112,052	216,976	2,405	90.22	35.9%
2003	663,967	545,746	125,742	231,664	2,522	91.86	34.9%

\*Excludes volunteer values.

\*\*All cash revenue including the portion which is excluded from NFFS.

\*\*\*Due to changes in financial reporting guidelines established by the Financial Accounting Standards Board (FASB) and in CPB guidelines for the recognition of non-federal financial support (NFFS), comparisons between pre-1996 and post-1996 data should be avoided.

Source: Corporation for Public Broadcasting

**Table 5**  
**Entrepreneurial Revenues of Public Television and Radio Stations (In Thousands)**  
**Fiscal Years 1993 - 2003**

<u>Fiscal Year</u>	<u>Public Television Stations</u>		<u>Public Radio Stations</u>	
	<u>Amount</u>	<u>% Change from Previous year</u>	<u>Amount</u>	<u>% Change from Previous year</u>
1993	59,936	11.4%	12,546	13.5%
1994*	94,896	58.3%	14,112	12.5%
1995	89,552	-5.6%	15,270	8.2%
1996**	105,983	n/a	16,067	n/a
1997	117,302	10.7%	15,431	-4.0%
1998	121,877	3.9%	16,208	5.0%
1999	143,908	18.1%	17,913	10.5%
2000	152,229	5.8%	21,637	20.8%
2001	84,562	-44.5%	8,672	-59.9%
2002	242,576	186.9%	8,815	1.6%
2003	129,110	-46.8%	18,752	112.7%

\*Of 1994 revenue, \$19.1 million was "pass-through" revenue to non-public broadcasting entities and did not benefit television stations.

\*\*Due to changes in financial reporting guidelines established by the Financial Accounting Standards Board (FASB), comparisons between pre-1996 and post-1996 data should be avoided.

**Source: Corporation for Public Broadcasting**