

*Public Broadcasting Revenue  
Fiscal Year 2004*



Corporation  
for Public  
Broadcasting

March 2006

Table 1

## Public Broadcasting Revenue by Major Source

Fiscal Years 1994 - 2004 (Both Radio and TV Stations)

(In Thousands of Nominal Dollars)

Revenue Source	FY 1994	FY 1995	FY 1996	FY 1997	FY 1998	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004
Corp. for Public Broadcasting**	\$275,000	\$285,640	\$275,000	\$260,000	\$250,000	\$250,000	\$300,000	\$340,000	\$350,000	\$362,809	\$377,800
(Percent of total)	15.3%	14.9%	14.1%	13.5%	12.4%	12.3%	13.6%	14.9%	15.3%	15.5%	15.9%
Federal grants & contracts***	\$54,976	\$52,703	\$63,975	\$62,271	\$47,458	\$50,996	\$42,358	\$45,185	\$59,454	\$91,841	\$67,006
(Percent of total)	3.1%	2.7%	3.3%	3.2%	2.4%	2.5%	1.9%	2.0%	2.6%	3.9%	2.8%
State & local tax-based****	\$509,528	\$560,483	\$517,623	\$542,872	\$543,701	\$541,382	\$577,187	\$593,449	\$589,747	\$583,350	\$582,398
(Percent of total)	28.4%	29.2%	26.5%	28.1%	27.0%	26.5%	26.2%	26.0%	25.8%	25.0%	24.6%
Private	\$955,127	\$1,018,365	\$1,099,127	\$1,067,117	\$1,174,927	\$1,196,820	\$1,283,446	\$1,301,829	\$1,287,904	\$1,295,498	\$1,343,411
(Percent of total)	53.2%	53.1%	56.2%	55.2%	58.3%	58.7%	58.3%	57.1%	56.3%	55.5%	56.7%
Total nonfederal revenue	\$1,464,655	\$1,578,848	\$1,616,750	\$1,609,989	\$1,718,628	\$1,738,202	\$1,860,633	\$1,895,278	\$1,877,651	\$1,878,848	\$1,925,809
(Percent of total)	81.6%	82.4%	82.7%	83.3%	85.2%	85.2%	84.5%	83.1%	82.1%	80.5%	81.2%
Total Revenue	\$1,794,631	\$1,917,191	\$1,955,725	\$1,932,260	\$2,016,086	\$2,039,197	\$2,202,991	\$2,280,464	\$2,287,105	\$2,333,498	\$2,370,615
(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 2003 - 2004**

(In Thousands of Nominal Dollars)

Source of Revenue	System	FY 2003	Percent of total	FY 2004	Percent of total	% Change 2003-2004
Corporation for Public Broadcasting	PB	362,808	15.5%	377,800	15.9%	4.1%
	PT	272,106	16.8%	283,350	17.4%	4.1%
	PR	90,702	12.7%	94,450	12.7%	4.1%
Federal Grants and Contracts	PB	91,841	3.9%	67,006	2.8%	-27.0%
	PT	86,178	5.3%	62,035	3.8%	-28.0%
	PR	5,663	0.8%	4,971	0.7%	-12.2%
Local Governments	PB	56,263	2.4%	58,242	2.5%	3.5%
	PT	48,359	3.0%	50,805	3.1%	5.1%
	PR	7,904	1.1%	7,437	1.0%	-5.9%
State Governments	PB	317,482	13.6%	309,777	13.1%	-2.4%
	PT	286,768	17.7%	280,832	17.2%	-2.1%
	PR	30,714	4.3%	28,945	3.9%	-5.8%
State Colleges and Universities	PB	184,493	7.9%	188,506	8.0%	2.2%
	PT	106,166	6.5%	110,212	6.8%	3.8%
	PR	78,327	11.0%	78,294	10.6%	0.0%
Other Colleges and Universities	PB	25,112	1.1%	25,873	1.1%	3.0%
	PT	19,088	1.2%	19,399	1.2%	1.6%
	PR	6,024	0.8%	6,474	0.9%	7.5%
Private Colleges and Universities	PB	36,988	1.6%	38,203	1.6%	3.3%
	PT	18,548	1.1%	17,092	1.0%	-7.8%
	PR	18,440	2.6%	21,111	2.8%	14.5%
Foundations	PB	155,493	6.7%	159,049	6.7%	2.3%
	PT	114,018	7.0%	115,470	7.1%	1.3%
	PR	41,475	5.8%	43,579	5.9%	5.1%
Business	PB	351,398	15.1%	368,925	15.6%	5.0%
	PT	214,144	13.2%	224,134	13.8%	4.7%
	PR	137,254	19.3%	144,791	19.5%	5.5%
Subscribers	PB	609,210	26.1%	619,836	26.1%	1.7%
	PT	370,258	22.8%	372,204	22.8%	0.5%
	PR	238,952	33.5%	247,632	33.4%	3.6%
Auctions	PB	11,354	0.5%	11,925	0.5%	5.0%
	PT	10,496	0.6%	10,859	0.7%	3.5%
	PR	858	0.1%	1,066	0.1%	24.2%
All Other	PB	131,055	5.6%	145,473	6.1%	11.0%
	PT	74,812	4.6%	82,780	5.1%	10.7%
	PR	56,243	7.9%	62,693	8.5%	11.5%
Non Federal	PB	1,878,848	80.5%	1,925,809	81.2%	2.5%
	PT	1,262,657	77.9%	1,283,787	78.8%	1.7%
	PR	616,191	86.5%	642,022	86.6%	4.2%
Total Revenue	PB	2,333,497	100.0%	2,370,615	100.0%	1.6%
	PT	1,620,941	100.0%	1,629,172	100.0%	0.5%
	PR	712,556	100.0%	741,443	100.0%	4.1%

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

Revenue Data for Public Broadcasting Stations:

Table 3

**Selected Cash Revenue and Nonfederal Financial Support\* (NFFS)**  
for Public Television Stations, Fiscal Years 1994 - 2004 (In Thousands)

Fiscal Year	Total Cash Revenue**	Cash NFFS	Membership				% of Total Cash Revenue
			Cash Business**	Contribution Amount	No. of Contributors	Per Person Contribution	
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%
2004	1,773,968	1,134,098	229,054	366,095	3,909	93.66	20.6%

\* 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 av

Source: Corporation for Public Broadcasting

Table 4

**Selected Cash Revenue and Nonfederal Financial Support\* (NFFS)**  
for Public Radio Stations, Fiscal Years 1994 - 2004 (In Thousands)

Fiscal Year	Total Cash Revenue**	Cash NFFS	Membership				% of Total Cash Revenue
			Cash Business**	Contribution Amount	No. of Contributors	Per Person Contribution	
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%
2004	715,104	572,886	134,062	242,883	2,516	96.58	34.0%

\* 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 av

Source: Corporation for Public Broadcasting

**Table 5**  
**Entrepreneurial Revenues of Public Television and Radio Stations (In Thousands)**  
**Fiscal Years 1994 - 2004**

<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>
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	1.7%
2003	129,110	-46.8%	18,752	112.7%
2004	171,031	32.5%	39,471	110.5%

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

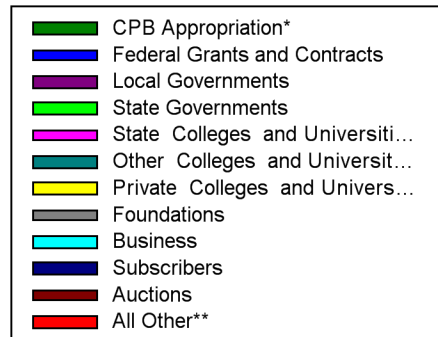
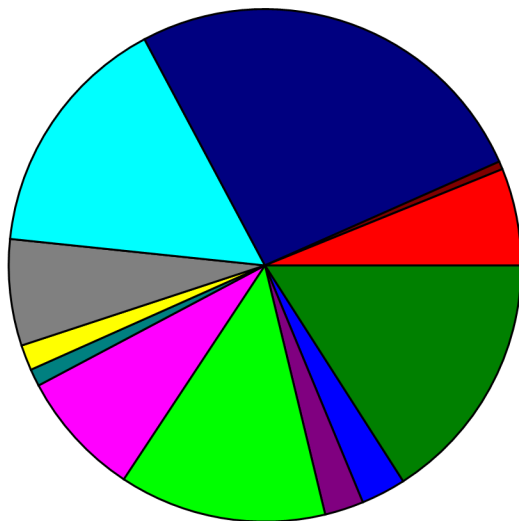
\*\* Due to changes in financial reporting guidelines established by the Financial Accounting Standards Board (FASB), comparisons between pre-1996 and post-1996 data should be avoided.

Source: Corporation for Public Broadcasting

## Public Broadcasting Revenue by Source, FY 2004

### Public Radio and Public Television

Total Revenue: \$2.4 Billion



Source of Revenue	% of Total	\$000s
CPB Appropriation*	15.9%	377,800
Federal Grants and Contracts	2.8%	67,006
Local Governments	2.5%	58,242
State Governments	13.1%	309,777
State Colleges and Universities	8.0%	188,506
Other Colleges and Universities	1.1%	25,873
Private Colleges and Universities	1.6%	38,203
Foundations	6.7%	159,049
Business	15.6%	368,926
Subscribers	26.1%	619,836
Auctions	0.5%	11,926
All Other**	6.1%	145,472
<b>Total Reportable Revenue</b>	<b>100.0%</b>	<b>2,370,616</b>
Total Federal Revenue	18.8%	444,806
Total Non-Federal Revenue	81.2%	1,925,810
All Tax Based Revenue	43.3%	1,027,204
Non-Tax Based Revenue	56.7%	1,343,412

\* Does not include separate appropriation for Digital and Interconnection.

\*\* I.e. major gifts, bequests, and endowment.