

# Public Broadcasting Revenue Fiscal Year 2012



Corporation  
for Public  
Broadcasting

401 Ninth St. NW  
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**Table 1  
Public Broadcasting Revenue by Major Source  
Fiscal Years 2002 - 2012 (Both Radio and TV Stations)**

(In Thousands of Nominal Dollars)

Revenue Source	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006****	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012
Corp. for Public Broadcasting* (Percent of total)	\$350,000 15.3%	\$362,809 15.5%	\$377,800 15.9%	\$386,800 16.2%	\$396,000 14.6%	\$400,000 13.7%	\$393,000 13.8%	\$400,000 15.1%	\$420,000 15.5%	\$429,100 15.1%	\$444,100 16.0%
Federal grants & contracts** (Percent of total)	\$59,454 2.6%	\$91,841 3.9%	\$67,006 2.8%	\$66,005 2.8%	\$74,275 2.7%	\$79,760 2.7%	\$73,729 2.6%	\$79,027 3.0%	\$88,781 3.3%	\$82,613 2.9%	\$60,054 2.2%
State & local tax-based*** (Percent of total)	\$589,747 25.8%	\$583,350 25.0%	\$582,398 24.6%	\$590,051 24.7%	\$599,889 22.2%	\$656,127 22.4%	\$672,520 23.6%	\$655,733 24.8%	\$591,665 21.8%	\$564,972 19.9%	\$538,701 19.4%
Private (Percent of total)	\$1,287,904 56.3%	\$1,295,498 55.5%	\$1,343,411 56.7%	\$1,349,172 56.3%	\$1,634,555 68.2%	\$1,786,804 61.1%	\$1,710,007 60.0%	\$1,508,577 57.1%	\$1,608,210 59.4%	\$1,759,241 62.0%	\$1,734,937 62.5%
Total non-federal revenue (Percent of total)	\$1,877,651 82.1%	\$1,878,848 80.5%	\$1,925,809 81.2%	\$1,939,223 81.0%	\$2,234,444 93.3%	\$2,442,931 83.6%	\$2,382,527 83.6%	\$2,164,309 81.9%	\$2,199,874 81.2%	\$2,324,214 82.0%	\$2,273,638 81.9%
Total Revenue (Percent)	\$2,287,105 100.0%	\$2,333,498 100.0%	\$2,370,615 100.0%	\$2,392,028 100.0%	\$2,704,719 100.0%	\$2,922,690 100.0%	\$2,849,256 100.0%	\$2,643,336 100.0%	\$2,708,656 100.0%	\$2,835,927 100.0%	\$2,777,792 100.0%

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

\*\* Includes the satellite replacement funds.

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

\*\*\*\* All fiscal years 2006 and beyond include all "non-eligible" in-kind revenue that was previously not collected by CPB.

Source: Corporation for Public Broadcasting

**Table 2**  
**Public Broadcasting Revenue by Public Television and Radio System**  
**and Source of Revenue, Fiscal Year 2011-2012**

(In Thousands of Nominal Dollars)

Source of Revenue	System	FY 2011	Percent of total	FY 2012	Percent of total	% Change 2011-2012
Corporation for Public Broadcasting	PB	\$429,100	15.5%	\$444,100	16.0%	3.5%
	PT	\$321,825	18.1%	\$333,075	19.6%	3.5%
	PR	\$107,275	10.9%	\$111,025	10.3%	3.5%
Federal Grants and Contracts	PB	\$82,613	3.3%	\$60,054	2.2%	-27.3%
	PT	\$74,979	4.6%	\$52,880	3.1%	-29.5%
	PR	\$7,634	0.9%	\$7,175	0.7%	-6.0%
Local Governments	PB	\$93,627	3.3%	\$85,204	3.1%	-9.0%
	PT	\$80,695	4.4%	\$71,784	4.2%	-11.0%
	PR	\$12,932	1.2%	\$13,420	1.2%	3.8%
State Governments	PB	\$247,838	10.1%	\$234,452	8.4%	-5.4%
	PT	\$215,706	14.0%	\$203,351	12.0%	-5.7%
	PR	\$32,132	3.1%	\$31,101	2.9%	-3.2%
State Colleges and Universities	PB	\$204,488	7.6%	\$200,339	7.2%	-2.0%
	PT	\$103,013	6.4%	\$98,965	5.8%	-3.9%
	PR	\$101,475	9.9%	\$101,375	9.4%	-0.1%
Other Colleges and Universities	PB	\$66,738	2.3%	\$66,914	2.4%	0.3%
	PT	\$31,441	1.7%	\$31,718	1.9%	0.9%
	PR	\$35,297	3.4%	\$35,196	3.3%	-0.3%
Foundations	PB	\$217,044	7.3%	\$232,370	8.4%	7.1%
	PT	\$132,599	7.0%	\$136,397	8.0%	2.9%
	PR	\$84,445	7.7%	\$95,973	8.9%	13.7%
Business	PB	\$409,216	15.0%	\$434,490	15.6%	6.2%
	PT	\$204,814	12.9%	\$229,863	13.5%	12.2%
	PR	\$204,402	19.0%	\$204,627	18.9%	0.1%
Subscribers	PB	\$778,067	26.6%	\$791,985	28.5%	1.8%
	PT	\$408,265	22.3%	\$407,020	24.0%	-0.3%
	PR	\$369,802	34.5%	\$384,965	35.6%	4.1%
All Other	PB	\$307,196	8.9%	\$227,883	8.2%	-25.8%
	PT	\$200,612	8.6%	\$132,085	7.8%	-34.2%
	PR	\$106,584	9.6%	\$95,798	8.9%	-10.1%
Non-Federal	PB	\$2,324,214	81.2%	\$2,273,638	81.9%	-2.2%
	PT	\$1,377,144	77.3%	\$1,311,183	77.3%	-4.8%
	PR	\$947,069	88.2%	\$962,455	89.1%	1.6%
Total Revenue	PB	\$2,835,927	100.0%	\$2,777,792	100.0%	-2.0%
	PT	\$1,773,948	100.0%	\$1,697,138	100.0%	-4.3%
	PR	\$1,061,978	100.0%	\$1,080,655	100.0%	1.8%

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

**Table 3**  
**Selected Cash Revenue and Non-Federal Financial Support\* (NFFS)**  
**for Public Television Stations, Fiscal Years 2002 - 2012**

(In Thousands)

Fiscal Year	Total Cash Revenue**	Cash NFFS	Cash Business**	Support from Contributors			
				Contribution Amount	No. of Contributors	Per Person Contribution	% of Total Cash Revenue
2002	\$1,925,878	\$1,155,639	\$272,358	\$360,601	4,002	\$90	18.7%
2003	\$1,871,206	\$1,129,885	\$230,546	\$365,724	3,919	\$93	19.5%
2004	\$1,773,968	\$1,134,098	\$229,054	\$366,095	3,909	\$94	20.6%
2005	\$1,782,906	\$1,128,828	\$233,742	\$369,544	3,739	\$99	20.7%
2006	\$1,861,162	\$1,145,770	\$230,657	\$412,774	3,610	\$114	22.2%
2007	\$1,991,233	\$1,226,696	\$233,047	\$414,268	3,566	\$116	20.8%
2008	\$1,991,595	\$1,245,896	\$259,425	\$430,660	3,470	\$124	21.6%
2009	\$1,778,186	\$1,125,612	\$208,847	\$397,114	3,177	\$125	22.3%
2010	\$1,700,240	\$1,010,120	\$180,610	\$384,568	3,124	\$123	22.6%
2011	\$1,772,106	\$998,698	\$171,836	\$405,178	3,111	\$130	22.9%
2012	\$1,630,955	\$1,001,521	\$190,691	\$403,786	2,985	\$135	24.8%

\* Excludes volunteer values.

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

Source: Corporation for Public Broadcasting

**Table 4**  
**Selected Cash Revenue and Non-Federal Financial Support\* (NFFS)**  
**for Public Radio Stations, Fiscal Years 2002 - 2012**

(In Thousands)

Fiscal Year	Total Cash Revenue**	Cash NFFS	Cash Business**	Support from Contributors			
				Contribution Amount	No. of Contributors	Per Person Contribution	% of Total Cash Revenue
2002	\$604,556	\$512,088	\$112,052	\$216,976	2,405	\$90	35.9%
2003	\$663,967	\$545,746	\$125,742	\$231,664	2,522	\$92	34.9%
2004	\$715,104	\$572,886	\$134,062	\$242,883	2,516	\$97	34.0%
2005	\$755,819	\$612,406	\$146,300	\$255,312	2,556	\$100	33.8%
2006	\$839,526	\$671,770	\$158,876	\$275,159	2,556	\$108	32.8%
2007	\$896,821	\$715,395	\$171,397	\$287,003	2,526	\$114	32.0%
2008	\$907,561	\$752,267	\$176,590	\$304,320	2,451	\$124	33.5%
2009	\$878,249	\$733,233	\$160,233	\$316,400	2,483	\$127	36.0%
2010	\$899,737	\$711,311	\$151,583	\$327,171	2,527	\$129	36.4%
2011	\$1,000,522	\$782,578	\$172,869	\$364,465	2,767	\$132	36.4%
2012	\$1,014,055	\$813,223	\$174,458	\$379,854	2,845	\$134	37.5%

\* Excludes volunteer values.

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

Source: Corporation for Public Broadcasting

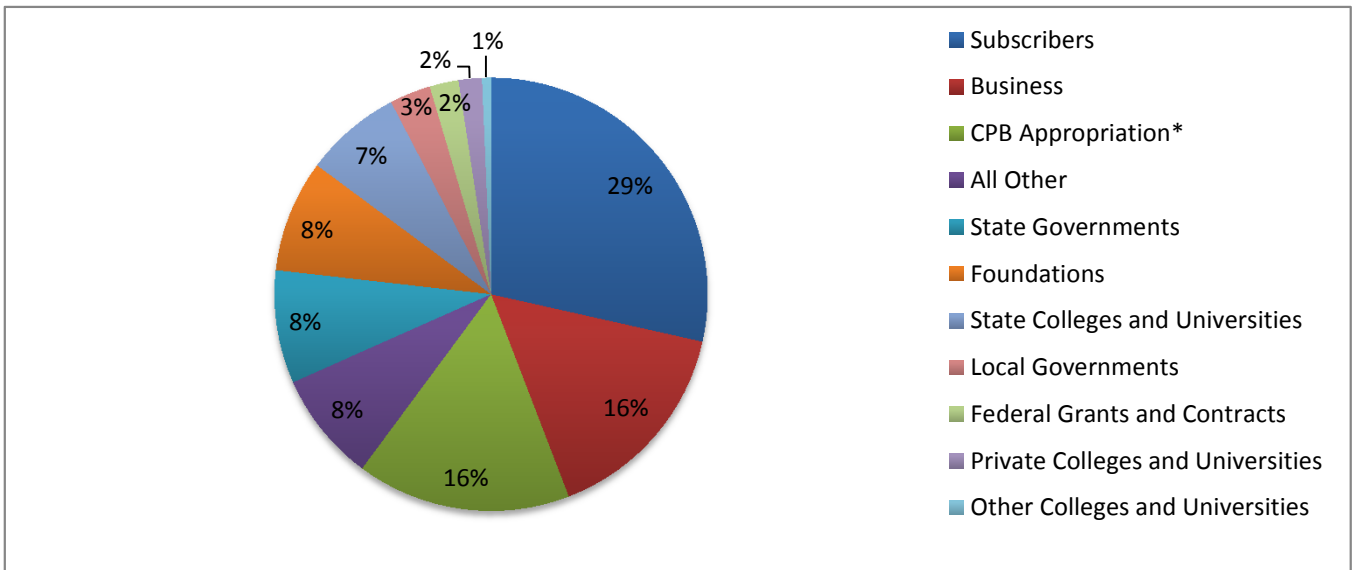
**Table 5**  
**Entrepreneurial Revenues of Public Television and Radio Stations**  
**Fiscal Years 2002 - 2012**

(In Thousands)

Fiscal Year	Public Television Stations		Public Radio Stations	
	Amount	% Change from Previous Year	Amount	% Change from Previous Year
2002	\$242,576	187%	\$8,815	2%
2003	\$129,252	-47%	\$18,752	113%
2004	\$171,031	32%	\$39,476	111%
2005	\$161,878	-5%	\$28,665	-27%
2006	\$120,035	-26%	\$23,660	-18%
2007	\$153,166	28%	\$23,940	1%
2008	\$168,468	10%	\$27,199	14%
2009	\$154,521	-8%	\$29,255	8%
2010	\$143,355	-7%	\$27,439	-6%
2011	\$148,888	4%	\$38,491	40%
2012	\$153,054	3%	\$41,471	8%

Source: Corporation for Public Broadcasting

**Public Broadcasting Revenue by Source, FY 2012**  
**Public Radio and Public Television**  
**Total Revenue: \$2.8 Billion**



<b>Federal/Non-Federal</b>	<b>Tax/Non-Tax Based</b>	<b>Source of Revenue</b>	<b>% of Total</b>	<b>(In Thousands)</b>
Non-Federal	Non-Tax Based	Subscribers	28.5%	\$791,985
Non-Federal	Non-Tax Based	Business	15.6%	\$434,490
Federal	Tax Based	CPB Appropriation*	16.0%	\$444,100
Non-Federal	Non-Tax Based	All Other	8.2%	\$227,883
Non-Federal	Tax Based	State Governments	8.4%	\$234,452
Non-Federal	Non-Tax Based	Foundations	8.4%	\$232,370
Non-Federal	Tax Based	State Colleges and Universities	7.2%	\$200,339
Non-Federal	Tax Based	Local Governments	3.1%	\$85,204
Federal	Tax Based	Federal Grants and Contracts	2.2%	\$60,054
Non-Federal	Non-Tax Based	Private Colleges and Universities	1.7%	\$48,209
Non-Federal	Tax Based	Other Colleges and Universities	0.7%	\$18,706
<b>Total Reportable Revenue</b>			<b>100%</b>	<b>\$2,777,792</b>
Total Federal Revenue			18.1%	\$504,154
Total Non-Federal Revenue			81.9%	\$2,273,638
All Tax Based Revenue			37.5%	\$1,042,856
Non-Tax Based Revenue			62.5%	\$1,734,937

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

Source: Corporation for Public Broadcasting

## Glossary

Term	Definition
All Other	Revenue that can't be classified in other categories. Includes revenue from Subsidiaries, Special Fundraising Activities, Passive Income, Gains (Losses) on sales of Assets or Securities, Endowment Revenue, and Capital Campaigns.
Business	Gross revenue received from commercial stations, networks, cable companies and other for-profit entities. Includes underwriting revenue and payments for goods and services.
Corporation for Public Broadcasting	CPB Federal Appropriation
Entrepreneurial Revenue	Also known as commercial revenue. This is revenue received from commercial transactions. This amount is comprised of revenue that does not qualify as NFFS.
Federal Grants and Contracts	Funds provided by the federal government
Foundations	Revenue received from national, regional, local foundations or non-profit associations. Includes underwriting revenue and payments for goods and services. The term non-profit is used to describe any non-for-profit corporation, foundation, or association that is not a public telecommunications entity, no part of the net earnings of which inures, or may lawfully inure, to the benefit of any private shareholder or individual.
Local Governments	All grants, payments, or appropriations from local governmental agencies, including county government support.
NFFS	Non Federal Financial Support
Other Colleges and Universities	Any revenue from other tax-supported colleges and universities, including community colleges. Includes discretionary work-study funds, and any direct costs incurred or absorbed by the university specifically for the station.
State Colleges and Universities	Grants, payments or appropriations received from state colleges and universities. Includes discretionary work-study funds, and any direct costs incurred or absorbed by the university specifically for the station.
State Governments	Grants, payments or appropriations from state agencies, including state public broadcasting agencies or networks.
Subscribers	Revenue from membership, subscription contributions and friends groups.