

Public Broadcasting Revenue Fiscal Year 2013



Corporation
for Public
Broadcasting

401 Ninth St. NW
Washington DC 20004-2129

Table 1
Public Broadcasting Revenue by Major Source
Fiscal Years 2003 - 2013 (Both Radio and TV Stations)

(In Thousands of Nominal Dollars)

Revenue Source	FY 2003	FY 2004	FY 2005	FY 2006****	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	
Corp. for Public Broadcasting*	Amount	\$362,809	\$377,800	\$386,800	\$396,000	\$400,000	\$393,000	\$400,000	\$420,000	\$429,100	\$444,100	\$421,900
	10 yrs. Trend											
	% of total	15.5%	15.9%	16.2%	14.6%	13.7%	13.8%	15.1%	15.5%	15.1%	16.0%	14.9%
Federal grants & contracts**	Amount	\$91,841	\$67,006	\$66,005	\$74,275	\$79,760	\$73,729	\$79,027	\$88,781	\$82,613	\$60,054	\$45,617
	10 yrs. Trend											
	% of total	3.9%	2.8%	2.8%	2.7%	2.7%	2.6%	3.0%	3.3%	2.9%	2.2%	1.6%
State & local tax-based***	Amount	\$583,350	\$582,398	\$590,051	\$599,889	\$656,127	\$672,520	\$655,733	\$591,665	\$564,972	\$538,701	\$546,451
	10 yrs. Trend											
	% of total	25.0%	24.6%	24.7%	22.2%	22.4%	23.6%	24.8%	21.8%	19.9%	19.4%	19.3%
Private	Amount	\$1,295,498	\$1,343,411	\$1,349,172	\$1,634,555	\$1,786,804	\$1,710,007	\$1,508,577	\$1,608,210	\$1,759,241	\$1,734,937	1,820,414
	10 yrs. Trend											
	% of total	55.5%	56.7%	56.3%	68.2%	61.1%	60.0%	57.1%	59.4%	62.0%	62.5%	64.2%
Total non-federal revenue	\$1,878,848	\$1,925,809	\$1,939,223	\$2,234,444	\$2,442,931	\$2,382,527	\$2,164,309	\$2,199,874	\$2,324,214	\$2,273,638	\$2,366,865	
(Percent of total)	80.5%	81.2%	81.0%	93.3%	83.6%	83.6%	81.9%	81.2%	82.0%	81.9%	83.5%	
Total Revenue	Amount	\$2,333,498	\$2,370,615	\$2,392,028	\$2,704,719	\$2,922,690	\$2,849,256	\$2,643,336	\$2,708,656	\$2,835,927	\$2,777,792	\$2,834,382

* 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 2012-2013

(In Thousands of Nominal Dollars)

Source of Revenue	System	FY 2012		FY 2013		% Change 2012-2013
			% of total		Percent of total	
Corporation for Public Broadcasting	PB	\$444,100	16.0%	\$421,900	14.9%	-5.0%
	PT	\$333,075	19.6%	\$316,425	18.6%	-5.0%
	PR	\$111,025	10.3%	\$105,475	9.3%	-5.0%
Federal Grants and Contracts	PB	\$60,054	2.2%	\$45,617	1.6%	-24.0%
	PT	\$52,880	3.1%	\$41,322	2.4%	-21.9%
	PR	\$7,175	0.7%	\$4,294	0.4%	-40.1%
Local Governments	PB	\$85,204	3.1%	\$85,315	3.0%	0.1%
	PT	\$71,784	4.2%	\$71,048	4.2%	-1.0%
	PR	\$13,420	1.2%	\$14,267	1.3%	6.3%
State Governments	PB	\$234,452	8.4%	\$234,268	8.3%	-0.1%
	PT	\$203,351	12.0%	\$191,900	11.3%	-5.6%
	PR	\$31,101	2.9%	\$42,368	3.7%	36.2%
State Colleges and Universities	PB	\$200,339	7.2%	\$210,369	7.4%	5.0%
	PT	\$98,965	5.8%	\$106,304	6.2%	7.4%
	PR	\$101,375	9.4%	\$104,065	9.2%	2.7%
Other Colleges and Universities	PB	\$66,914	2.4%	\$76,527	2.7%	14.4%
	PT	\$31,718	1.9%	\$35,244	2.1%	11.1%
	PR	\$35,196	3.3%	\$41,283	3.6%	17.3%
Foundations	PB	\$232,370	8.4%	\$239,053	8.4%	2.9%
	PT	\$136,397	8.0%	\$141,071	8.3%	3.4%
	PR	\$95,973	8.9%	\$97,982	8.7%	2.1%
Business	PB	\$434,490	15.6%	\$410,413	14.5%	-5.5%
	PT	\$229,863	13.5%	\$194,835	11.4%	-15.2%
	PR	\$204,627	18.9%	\$215,578	19.0%	5.4%
Subscribers	PB	\$791,985	28.5%	\$808,906	28.5%	2.1%
	PT	\$407,020	24.0%	\$411,619	24.2%	1.1%
	PR	\$384,965	35.6%	\$397,287	35.1%	3.2%
All Other	PB	\$227,883	8.2%	\$302,014	10.7%	32.5%
	PT	\$132,085	7.8%	\$192,009	11.3%	45.4%
	PR	\$95,798	8.9%	\$110,005	9.7%	14.8%
Non-Federal	PB	\$2,273,638	81.9%	\$2,366,865	83.5%	4.1%
	PT	\$1,311,183	77.3%	\$1,344,031	79.0%	2.5%
	PR	\$962,455	89.1%	\$1,022,834	90.3%	6.3%
Total Revenue	PB	\$2,777,792	100.0%	\$2,834,382	100.0%	2.0%
	PT	\$1,697,138	100.0%	\$1,701,778	100.0%	0.3%
	PR	\$1,080,655	100.0%	\$1,132,604	100.0%	4.8%

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 2003 - 2013

(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
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%
2013	\$1,598,127	\$980,691	\$161,887	\$408,394	3,037	\$134	25.6%

* 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 2003 - 2013

(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
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%
2013	\$1,042,112	\$839,321	\$183,891	\$390,974	2,853	\$137	37.5%

* Excludes volunteer values.

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

Source: Corporation for Public Broadcasting

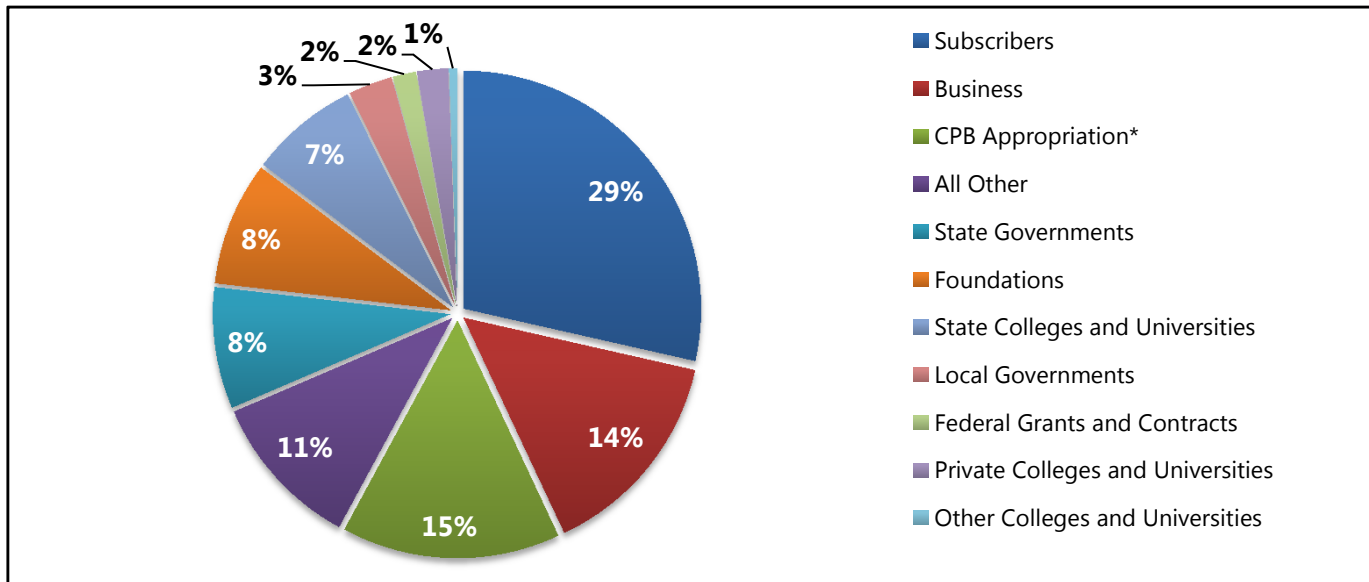
Table 5
Entrepreneurial Revenues of Public Television and Radio Stations
Fiscal Years 2003 - 2013

(In Thousands)

Fiscal Year	Public Television Stations		Public Radio Stations	
	Amount	% Change from Previous Year	Amount	% Change from Previous Year
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%
2013	\$155,628	2%	\$43,304	4%

Source: Corporation for Public Broadcasting

Public Broadcasting Revenue by Source, FY 2013
Public Radio and Public Television
Total Revenue: \$2.8 Billion



Federal/Non-Federal	Tax/Non-Tax Based	Source of Revenue	% of Total	(In Thousands)
Non-Federal	Non-Tax Based	Subscribers	28.5%	\$808,906
Non-Federal	Non-Tax Based	Business	14.5%	\$410,413
Federal	Tax Based	CPB Appropriation*	14.9%	\$421,900
Non-Federal	Non-Tax Based	All Other	10.7%	\$302,014
Non-Federal	Tax Based	State Governments	8.3%	\$234,268
Non-Federal	Non-Tax Based	Foundations	8.4%	\$239,053
Non-Federal	Tax Based	State Colleges and Universities	7.4%	\$210,369
Non-Federal	Tax Based	Local Governments	3.0%	\$85,315
Federal	Tax Based	Federal Grants and Contracts	1.6%	\$45,617
Non-Federal	Non-Tax Based	Private Colleges and Universities	2.1%	\$60,028
Non-Federal	Tax Based	Other Colleges and Universities	0.6%	\$16,498
Total Reportable Revenue			100%	\$2,834,382
Total Federal Revenue			16.5%	\$467,517
Total Non-Federal Revenue			83.5%	\$2,366,865
All Tax Based Revenue			35.8%	\$1,013,968
Non-Tax Based Revenue			64.2%	\$1,820,414

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.