

# Public Broadcasting Revenue

## Fiscal Year 2014



Corporation  
for Public  
Broadcasting

401 Ninth Street, NW  
Washington, DC 20004-2129

**Table 1**  
**Public Broadcasting Revenue by Major Source**  
**Fiscal Years 2004 - 2014 (Both Radio and TV Stations)**

(In Thousands of Nominal Dollars)

Revenue Source	FY 2004	FY 2005	FY 2006 <sup>(4)</sup>	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	
<b>Corp. for Public Broadcasting<sup>(1)</sup></b>	Amount	\$377,800	\$386,800	\$396,000	\$400,000	\$393,000	\$400,000	\$420,000	\$429,100	\$444,100	\$421,900	\$445,000
	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%	14.8%
<b>Federal grants &amp; contracts<sup>(2)</sup></b>	Amount	\$67,006	\$66,005	\$74,275	\$79,760	\$73,729	\$79,027	\$88,781	\$82,613	\$60,054	\$45,617	\$32,161
	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%	1.1%
<b>State &amp; local tax-based<sup>(3)</sup></b>	Amount	\$582,398	\$590,051	\$599,889	\$656,127	\$672,520	\$655,733	\$591,665	\$564,972	\$538,701	\$546,451	\$562,528
	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%	18.7%
<b>Private</b>	Amount	\$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	\$1,969,353
	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%	65.4%
<b>Total non-federal revenue</b>	\$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	\$2,531,881	
(Percent of total)	80.5%	81.2%	81.0%	93.3%	83.6%	83.6%	81.9%	81.2%	82.0%	81.9%	84.1%	
<b>Total Revenue</b>	Amount	\$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	\$3,009,042
	10 yrs. Trend											

(1) Does not include Digital.

(2) Includes the satellite replacement funds.

(3) State and local tax-based sources include revenue received from state and local governments and all tax-supported colleges and universities.

(4) 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 2013-2014**

(In Thousands of Nominal Dollars)

Source of Revenue	System					% Change	
		FY 2013	% of total	FY 2014	% of total	2013-2014	
Corporation for Public Broadcasting Appropriation	PB	\$421,900	14.9%	\$445,000	14.8%	↑	5.5%
	PT	\$316,425	18.6%	\$333,750	18.5%	↑	5.5%
	PR	\$105,475	9.3%	\$111,250	9.2%	↑	5.5%
Federal Grants and Contracts*	PB	\$45,617	1.6%	\$32,161	1.1%	↓	-29.5%
	PT	\$41,322	2.4%	\$29,786	1.7%	↓	-27.9%
	PR	\$4,294	0.4%	\$2,374	0.2%	↓	-44.7%
Local Governments	PB	\$85,315	3.0%	\$79,204	2.6%	↓	-7.2%
	PT	\$71,048	4.2%	\$63,521	3.5%	↓	-10.6%
	PR	\$14,267	1.3%	\$15,683	1.3%	↑	9.9%
State Governments	PB	\$234,268	8.3%	\$250,227	8.3%	↑	6.8%
	PT	\$191,900	11.3%	\$212,169	11.8%	↑	10.6%
	PR	\$42,368	3.7%	\$38,058	3.2%	↓	-10.2%
State Colleges and Universities	PB	\$210,369	7.4%	\$221,729	7.4%	↑	5.4%
	PT	\$106,304	6.2%	\$111,598	6.2%	↑	5.0%
	PR	\$104,065	9.2%	\$110,131	9.1%	↑	5.8%
Other Colleges and Universities	PB	\$76,527	2.7%	\$72,252	2.4%	↓	-5.6%
	PT	\$35,244	2.1%	\$32,560	1.8%	↓	-7.6%
	PR	\$41,283	3.6%	\$39,692	3.3%	↓	-3.9%
Foundations	PB	\$239,053	8.4%	\$261,079	8.7%	↑	9.2%
	PT	\$141,071	8.3%	\$141,595	7.9%	↑	0.4%
	PR	\$97,982	8.7%	\$119,485	9.9%	↑	21.9%
Business	PB	\$410,413	14.5%	\$423,283	14.1%	↑	3.1%
	PT	\$194,835	11.4%	\$204,474	11.3%	↑	4.9%
	PR	\$215,578	19.0%	\$218,809	18.1%	↑	1.5%
Subscribers	PB	\$808,906	28.5%	\$862,810	28.7%	↑	6.7%
	PT	\$411,619	24.2%	\$441,067	24.5%	↑	7.2%
	PR	\$397,287	35.1%	\$421,743	35.0%	↑	6.2%
Investments and Passive Income	PB	\$163,847	10.7%	\$200,999	6.7%	↑	22.7%
	PT	\$112,966	11.3%	\$145,855	8.1%	↑	29.1%
	PR	\$50,881	9.7%	\$55,145	4.6%	↑	8.4%
All Other	PB	\$138,167	10.7%	\$160,297	5.3%	↑	16.0%
	PT	\$79,043	11.3%	\$86,553	4.8%	↑	9.5%
	PR	\$59,124	9.7%	\$73,743	6.1%	↑	24.7%
Non-Federal	PB	\$2,366,865	83.5%	\$2,531,881	84.1%	↑	7.0%
	PT	\$1,344,031	79.0%	\$1,439,393	79.8%	↑	7.1%
	PR	\$1,022,834	90.3%	\$1,092,488	90.6%	↑	6.8%
<b>Total Revenue</b>	<b>PB</b>	<b>\$2,834,382</b>	<b>100.0%</b>	<b>\$3,009,042</b>	<b>100.0%</b>	<b>↑</b>	<b>6.2%</b>
	<b>PT</b>	<b>\$1,701,778</b>	<b>100.0%</b>	<b>\$1,802,929</b>	<b>100.0%</b>	<b>↑</b>	<b>5.9%</b>
	<b>PR</b>	<b>\$1,132,604</b>	<b>100.0%</b>	<b>\$1,206,112</b>	<b>100.0%</b>	<b>↑</b>	<b>6.5%</b>

**Legend: PB = public broadcasting; PT = public television; PR = public radio**

\* Includes grants for facilities (PTFP), Department of Education, Department of Health and Human Services, National Endowment for the Arts and Humanities, National Science Foundation, and other direct federal grants. CPB is not included in this category.

**Source: Corporation for Public Broadcasting**

**Table 3**  
**Selected Cash Revenue and Non-Federal Financial Support\* (NFFS)**  
**for Public Television Stations, Fiscal Years 2004 - 2014**

(In Thousands of Nominal Dollars)

Fiscal Year	Total Cash Revenue**	Cash NFFS	Cash Business**	Support from Contributors			
				Contribution Amount	No. of Contributors	Per Person Contribution	% of Total Cash Revenue
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%
2014	\$1,753,299	\$993,016	\$175,200	\$441,067	2,937	\$150	25.2%

\* 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 2004 - 2014**

(In Thousands of Nominal Dollars)

Fiscal Year	Total Cash Revenue**	Cash NFFS	Cash Business**	Support from Contributors			
				Contribution Amount	No. of Contributors	Per Person Contribution	% of Total Cash Revenue
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%
2014	\$1,124,025	\$886,202	\$190,675	\$421,743	2,722	\$155	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 2004 - 2014**

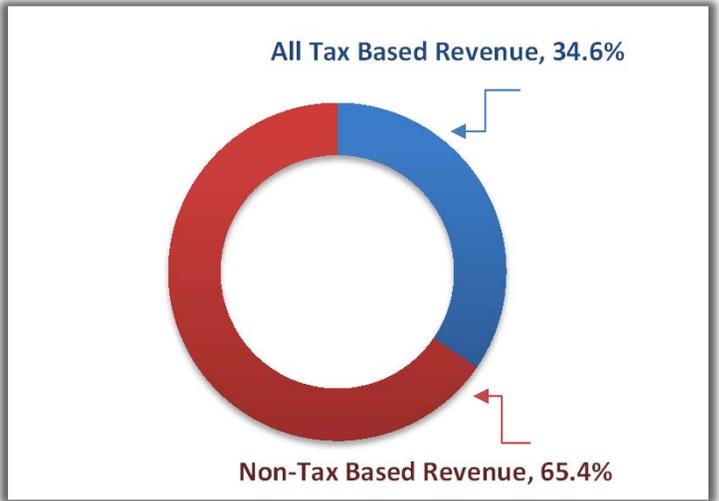
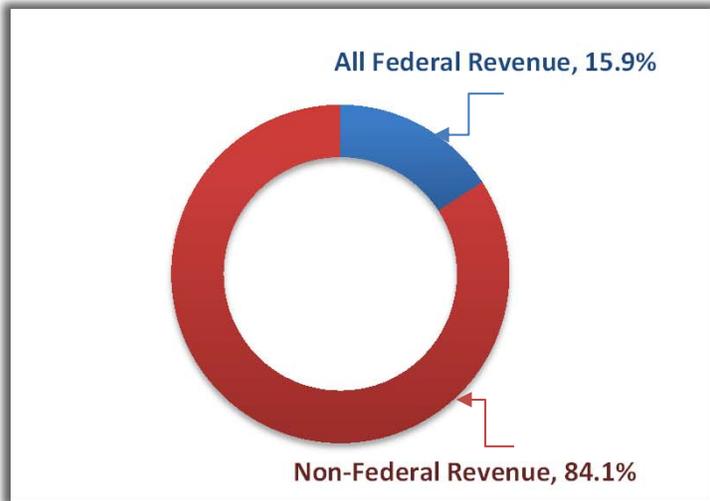
(In Thousands of Nominal Dollars)

Fiscal Year	Public Television Stations		Public Radio Stations	
	Amount	% Change from Previous Year	Amount	% Change from Previous Year
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%
2014	\$170,577	10%	\$48,707	12%

Source: Corporation for Public Broadcasting

**Public Broadcasting Revenue by Source, FY 2014**  
**Public Radio and Public Television**  
**Total Revenue: \$3.0 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	28.7%	<b>\$862,810</b>
Federal	Tax Based	CPB Appropriation	14.8%	<b>\$445,000</b>
Non-Federal	Non-Tax Based	Business	14.1%	<b>\$423,283</b>
Non-Federal	Non-Tax Based	Foundations	8.7%	<b>\$261,079</b>
Non-Federal	Tax Based	State Governments	8.3%	<b>\$250,227</b>
Non-Federal	Tax Based	State Colleges and Universities	7.4%	<b>\$221,729</b>
Non-Federal	Non-Tax Based	Investments and Passive Income	6.7%	<b>\$200,999</b>
Non-Federal	Tax Based	Local Governments	2.6%	<b>\$79,204</b>
Non-Federal	Non-Tax Based	Private Colleges and Universities	2.0%	<b>\$60,884</b>
Federal	Tax Based	Federal Grants and Contracts	1.1%	<b>\$32,161</b>
Non-Federal	Tax Based	Other Colleges and Universities	0.4%	<b>\$11,369</b>
Non-Federal	Non-Tax Based	All Other	5.3%	<b>\$160,297</b>
<b>Total Reportable Revenue</b>			<b>100%</b>	<b>\$3,009,042</b>



Source: Corporation for Public Broadcasting

<b>Glossary</b>	
<b>Term</b>	<b>Definition</b>
All Other	Revenue that can't be classified in other categories. Includes revenue from Subsidiaries, Special Fundraising Activities, 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.
Investments and Passive Income	Includes Royalties, Interest and Dividends, Gains (Losses) on sales of Assets or Securities
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.