

# Public Broadcasting Revenue Fiscal Year 2016



Corporation  
for Public  
Broadcasting

401 Ninth St. NW  
Washington DC 20004-2129

**Table 1**  
**Public Broadcasting Revenue by Major Source**  
**Fiscal Years 2006 - 2016 (Both Radio and TV Stations)**

(In Thousands of Nominal Dollars)

Revenue Source	FY 2006 <sup>(4)</sup>	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	
<b>Corp. for Public Broadcasting<sup>(1)</sup></b>	Amount	\$396,000	\$400,000	\$393,000	\$400,000	\$420,000	\$429,100	\$444,100	\$421,900	\$445,000	\$444,750	\$445,000
	10 yrs. Trend											
	% of total	14.6%	13.7%	13.8%	15.1%	15.5%	15.1%	16.0%	14.9%	14.8%	14.6%	14.6%
<b>Federal grants &amp; contracts<sup>(2)</sup></b>	Amount	\$74,275	\$79,760	\$73,729	\$79,027	\$88,781	\$82,613	\$60,054	\$45,617	\$32,161	\$35,069	\$37,452
	10 yrs. Trend											
	% of total	2.7%	2.7%	2.6%	3.0%	3.3%	2.9%	2.2%	1.6%	1.1%	1.2%	1.2%
<b>State &amp; local tax-based<sup>(3)</sup></b>	Amount	\$599,889	\$656,127	\$672,520	\$655,733	\$591,665	\$564,972	\$538,701	\$546,451	\$562,528	\$586,307	\$582,514
	10 yrs. Trend											
	% of total	22.2%	22.4%	23.6%	24.8%	21.8%	19.9%	19.4%	19.3%	18.7%	19.2%	19.1%
<b>Private</b>	Amount	\$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	\$1,981,861	\$1,984,976
	10 yrs. Trend											
	% of total	60.4%	61.1%	60.0%	57.1%	59.4%	62.0%	62.5%	64.2%	65.4%	65.0%	65.1%
Total non-federal revenue	\$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	\$2,568,168	\$2,567,490	
(Percent of total)	82.6%	83.6%	83.6%	81.9%	81.2%	82.0%	81.9%	83.5%	84.1%	84.3%	84.2%	
<b>Total Revenue</b>	Amount	\$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	\$3,047,987	\$3,049,942
	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 2015-2016**

(In Thousands of Nominal Dollars)

Source of Revenue	System					% Change	
		FY 2015	% of total	FY 2016	% of total	2015-2016	
Corporation for Public Broadcasting Appropriation	PB	\$444,750	14.6%	\$445,000	14.6%	↑	0.1%
	PT	\$333,563	18.3%	\$333,750	18.6%	↑	0.1%
	PR	\$111,188	9.1%	\$111,250	8.9%	↑	0.1%
Federal Grants and Contracts	PB	\$35,069	1.2%	\$37,452	1.2%	↑	6.8%
	PT	\$31,700	1.7%	\$34,754	1.9%	↑	9.6%
	PR	\$3,368	0.3%	\$2,698	0.2%	↓	-19.9%
Local Governments	PB	\$76,195	2.5%	\$74,305	2.4%	↓	-2.5%
	PT	\$59,974	3.3%	\$59,049	3.3%	↓	-1.5%
	PR	\$16,221	1.3%	\$15,255	1.2%	↓	-6.0%
State Governments	PB	\$270,582	8.9%	\$273,129	9.0%	↑	0.9%
	PT	\$228,641	12.6%	\$231,851	12.9%	↑	1.4%
	PR	\$41,941	3.4%	\$41,278	3.3%	↓	-1.6%
State Colleges and Universities	PB	\$227,048	7.4%	\$225,021	7.4%	↓	-0.9%
	PT	\$111,572	6.1%	\$112,232	6.3%	↑	0.6%
	PR	\$115,476	9.4%	\$112,790	9.0%	↓	-2.3%
Other Colleges and Universities	PB	\$70,522	2.3%	\$66,693	2.2%	↓	-5.4%
	PT	\$34,959	1.9%	\$29,269	1.6%	↓	-16.3%
	PR	\$35,563	2.9%	\$37,424	3.0%	↑	5.2%
Foundations	PB	\$290,445	9.5%	\$304,680	10.0%	↑	4.9%
	PT	\$170,777	9.4%	\$173,462	9.7%	↑	1.6%
	PR	\$119,669	9.8%	\$131,218	10.4%	↑	9.7%
Business	PB	\$464,287	15.2%	\$424,665	13.9%	↓	-8.5%
	PT	\$221,776	12.2%	\$185,389	10.3%	↓	-16.4%
	PR	\$242,511	19.8%	\$239,276	19.0%	↓	-1.3%
Subscribers	PB	\$946,282	31.0%	\$959,345	31.5%	↑	1.4%
	PT	\$495,818	27.2%	\$494,463	27.6%	↓	-0.3%
	PR	\$450,464	36.7%	\$464,882	37.0%	↑	3.2%
Investments and Passive Income	PB	\$58,957	1.9%	\$59,536	2.0%	↑	1.0%
	PT	\$43,500	2.4%	\$44,666	2.5%	↑	2.7%
	PR	\$15,457	1.3%	\$14,870	1.2%	↓	-3.8%
All Other	PB	\$163,850	5.4%	\$180,116	5.9%	↑	9.9%
	PT	\$89,466	4.9%	\$94,936	5.3%	↑	6.1%
	PR	\$74,384	6.1%	\$85,180	6.8%	↑	14.5%
Non-Federal	PB	\$2,568,168	84.3%	\$2,567,490	84.2%	↓	0.0%
	PT	\$1,456,483	79.9%	\$1,425,316	79.5%	↓	-2.1%
	PR	\$1,111,685	90.7%	\$1,142,174	90.9%	↑	2.7%
<b>Total Revenue</b>	<b>PB</b>	<b>\$3,047,987</b>	<b>100.0%</b>	<b>\$3,049,942</b>	<b>100.0%</b>	<b>↑</b>	<b>0.1%</b>
	<b>PT</b>	<b>\$1,821,746</b>	<b>100.0%</b>	<b>\$1,793,821</b>	<b>100.0%</b>	<b>↓</b>	<b>-1.5%</b>
	<b>PR</b>	<b>\$1,226,240</b>	<b>100.0%</b>	<b>\$1,256,121</b>	<b>100.0%</b>	<b>↑</b>	<b>2.4%</b>

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 2006 - 2016**

(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
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%
2015	\$1,755,419	\$1,077,146	\$192,184	\$495,818	3,120	\$159	28.2%
2016	\$1,675,659	\$1,020,118	\$157,946	\$494,463	3,181	\$155	29.5%

\* 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 2006 - 2016**

(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
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%
2015	\$1,149,017	\$938,053	\$214,304	\$450,464	2,772	\$162	39.2%
2016	\$1,174,251	\$957,625	\$208,216	\$464,882	2,788	\$167	39.6%

\* 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 2006 - 2016**

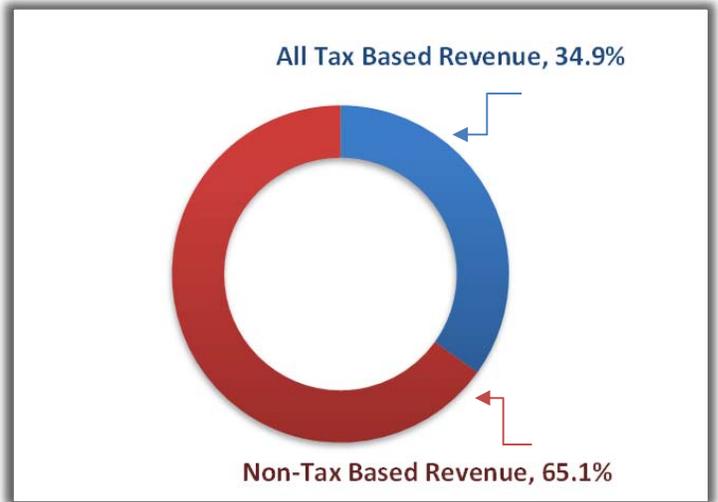
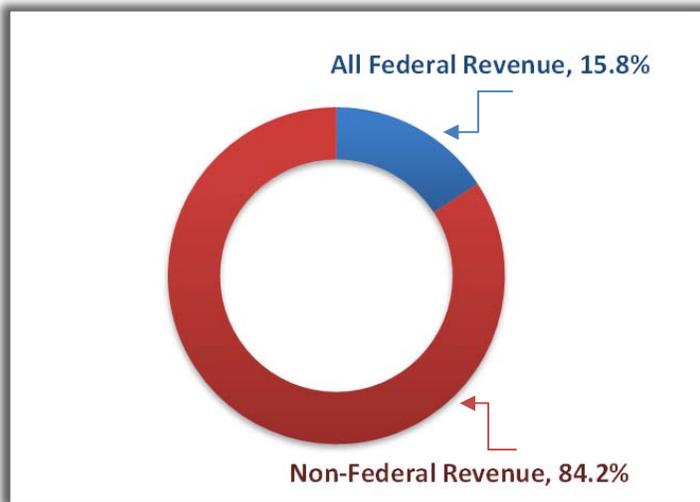
(In Thousands)

Fiscal Year	Public Television Stations		Public Radio Stations	
	Amount	% Change from Previous Year	Amount	% Change from Previous Year
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%
2015	\$184,144	8%	\$54,614	12%
2016	\$156,656	-15%	\$53,287	-2%

Source: Corporation for Public Broadcasting

**Public Broadcasting Revenue by Source, FY 2016**  
**Public Radio and Public Television**  
**Total Revenue: \$3.05 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	31.5%	<b>\$959,345</b>
Federal	Tax Based	CPB Appropriation	14.6%	<b>\$445,000</b>
Non-Federal	Non-Tax Based	Business	13.9%	<b>\$424,665</b>
Non-Federal	Non-Tax Based	Foundations	10.0%	<b>\$304,680</b>
Non-Federal	Tax Based	State Governments	9.0%	<b>\$273,129</b>
Non-Federal	Tax Based	State Colleges and Universities	7.4%	<b>\$225,021</b>
Non-Federal	Non-Tax Based	Investments and Passive Income	2.0%	<b>\$59,536</b>
Non-Federal	Tax Based	Local Governments	2.4%	<b>\$74,305</b>
Non-Federal	Non-Tax Based	Private Colleges and Universities	1.9%	<b>\$56,635</b>
Federal	Tax Based	Federal Grants and Contracts	1.2%	<b>\$37,452</b>
Non-Federal	Tax Based	Other Colleges and Universities	0.3%	<b>\$10,059</b>
Non-Federal	Non-Tax Based	All Other	5.9%	<b>\$180,116</b>
<b>Total Reportable Revenue</b>			<b>100%</b>	<b>\$3,049,942</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, 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.