

# Public Broadcasting Revenue Fiscal Year 2009



Corporation  
for Public  
Broadcasting

401 Ninth St. NW  
Washington DC 20004-2129

**Table 1**  
**Public Broadcasting Revenue by Major Source**  
**Fiscal Years 1999 - 2009 (Both Radio and TV Stations)**

(In Thousands of Nominal Dollars)

Revenue Source	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006****	FY 2007	FY 2008	FY 2009
Corp. for Public Broadcasting* (Percent of total)	\$250,000 12.3%	\$300,000 13.6%	\$340,000 14.9%	\$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%
Federal grants & contracts** (Percent of total)	\$50,996 2.5%	\$42,358 1.9%	\$45,185 2.0%	\$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%
State & local tax-based*** (Percent of total)	\$541,382 26.5%	\$577,187 26.2%	\$593,449 26.0%	\$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%
Private (Percent of total)	\$1,196,820 58.7%	\$1,283,446 58.3%	\$1,301,829 57.1%	\$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%
Total non-federal revenue (Percent of total)	\$1,738,202 85.2%	\$1,860,633 84.5%	\$1,895,278 83.1%	\$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%
Total Revenue (Percent)	\$2,039,198 100.0%	\$2,202,991 100.0%	\$2,280,463 100.0%	\$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%

\* 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 2008-2009**

(In Thousands of Nominal Dollars)

Source of Revenue	System	FY 2008	Percent of total	FY 2009	Percent of total	% Change 2008-2009
Corporation for Public Broadcasting	PB	\$393,000	13.8%	\$400,000	15.1%	1.8%
	PT	\$294,750	15.7%	\$300,000	17.6%	1.8%
	PR	\$98,250	10.1%	\$100,000	10.6%	1.8%
Federal Grants and Contracts	PB	\$73,729	2.6%	\$79,027	3.0%	7.2%
	PT	\$65,911	3.5%	\$72,611	4.3%	10.2%
	PR	\$7,819	0.8%	\$6,416	0.7%	-17.9%
Local Governments	PB	\$97,697	3.4%	\$99,475	3.8%	1.8%
	PT	\$82,609	4.4%	\$86,236	5.1%	4.4%
	PR	\$15,088	1.6%	\$13,239	1.4%	-12.3%
State Governments	PB	\$336,770	11.8%	\$317,259	12.0%	-5.8%
	PT	\$303,565	16.1%	\$282,177	16.6%	-7.0%
	PR	\$33,205	3.4%	\$35,083	3.7%	5.7%
State Colleges and Universities	PB	\$216,826	7.6%	\$216,831	8.2%	0.0%
	PT	\$119,227	6.3%	\$118,143	6.9%	-0.9%
	PR	\$97,599	10.1%	\$98,688	10.5%	1.1%
Other Colleges and Universities	PB	\$74,000	2.6%	\$73,667	2.8%	-0.5%
	PT	\$40,103	2.1%	\$37,767	2.2%	-5.8%
	PR	\$33,897	3.5%	\$35,900	3.8%	5.9%
Foundations	PB	\$224,833	7.9%	\$209,863	7.9%	-6.7%
	PT	\$131,504	7.0%	\$132,982	7.8%	1.1%
	PR	\$93,329	9.6%	\$76,880	8.2%	-17.6%
Business	PB	\$507,882	17.8%	\$434,740	16.4%	-14.4%
	PT	\$303,398	16.1%	\$246,339	14.5%	-18.8%
	PR	\$204,483	21.1%	\$188,401	20.1%	-7.9%
Subscribers	PB	\$749,764	26.3%	\$729,383	27.6%	-2.7%
	PT	\$438,793	23.3%	\$406,389	23.8%	-7.4%
	PR	\$310,971	32.1%	\$322,995	34.4%	3.9%
All Other	PB	\$174,756	6.1%	\$83,091	3.1%	-52.5%
	PT	\$101,270	5.4%	\$21,528	1.3%	-78.7%
	PR	\$73,485	7.6%	\$61,564	6.6%	-16.2%
Non-Federal	PB	\$2,382,527	83.6%	\$2,164,309	81.9%	-9.2%
	PT	\$1,520,469	80.8%	\$1,331,559	78.1%	-12.4%
	PR	\$862,057	89.0%	\$832,750	88.7%	-3.4%
Total Revenue	PB	\$2,849,256	100.0%	\$2,643,336	100.0%	-7.2%
	PT	\$1,881,130	100.0%	\$1,704,170	100.0%	-9.4%
	PR	\$968,126	100.0%	\$939,166	100.0%	-3.0%

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 1999 - 2009**

(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
1999	\$1,667,041	\$1,145,348	\$257,206	\$373,226	4,705	\$77	22.4%
2000	\$1,719,750	\$1,193,304	\$269,631	\$380,545	4,541	\$84	22.1%
2001	\$1,805,429	\$1,216,582	\$245,317	\$363,994	4,264	\$85	20.1%
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%

\* 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 1999 - 2009**

(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
1999	\$492,075	\$405,088	\$94,195	\$177,538	2,414	\$73	36.1%
2000	\$547,830	\$448,281	\$114,469	\$185,283	2,222	\$83	33.8%
2001	\$561,941	\$469,062	\$113,894	\$192,396	2,258	\$85	34.2%
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%

\* Excludes volunteer values.

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

Source: Corporation for Public Broadcasting

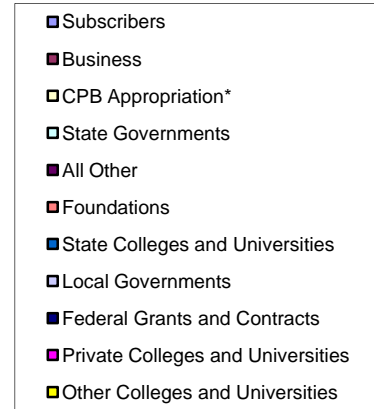
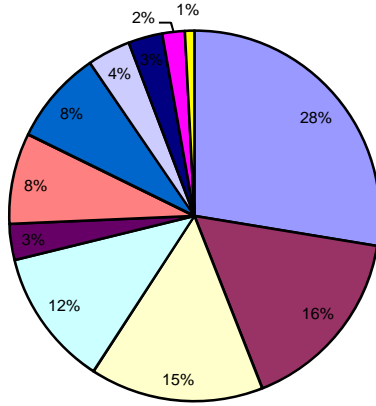
**Table 5**  
**Entrepreneurial Revenues of Public Television and Radio Stations**  
**Fiscal Years 1999 - 2009**

(In Thousands)

Fiscal Year	Public Television Stations		Public Radio Stations	
	Amount	% Change from Previous Year	Amount	% Change from Previous Year
1999	\$143,908	18%	\$17,913	11%
2000	\$152,229	6%	\$21,637	21%
2001	\$84,562	-45%	\$8,672	-60%
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	-8.3%	\$29,255	7.6%

Source: Corporation for Public Broadcasting

**Public Broadcasting Revenue by Source, FY 2009**  
**Public Radio and Public Television**  
**Total Revenue: \$2.6 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	27.6%	\$729,383
Non-Federal	Non-Tax Based	Business	16.4%	\$434,740
Federal	Tax Based	CPB Appropriation*	15.1%	\$400,000
Non-Federal	Tax Based	State Governments	12.0%	\$317,259
Non-Federal	Non-Tax Based	All Other	3.1%	\$83,091
Non-Federal	Non-Tax Based	Foundations	7.9%	\$209,863
Non-Federal	Tax Based	State Colleges and Universities	8.2%	\$216,831
Non-Federal	Tax Based	Local Governments	3.8%	\$99,475
Federal	Tax Based	Federal Grants and Contracts	3.0%	\$79,027
Non-Federal	Non-Tax Based	Private Colleges and Universities	1.9%	\$51,499
Non-Federal	Tax Based	Other Colleges and Universities	0.8%	\$22,168
<b>Total Reportable Revenue</b>			<b>100%</b>	<b>\$2,643,336</b>
Total Federal Revenue			18.1%	\$479,027
Total Non-Federal Revenue			81.9%	\$2,164,309
All Tax Based Revenue			42.9%	\$1,134,760
Non-Tax Based Revenue			57.1%	\$1,508,577

\* 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.