

Public Broadcasting Revenue Fiscal Year 2008



Corporation
for Public
Broadcasting

401 Ninth St. NW
Washington DC 20004-2129

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Table 1
Public Broadcasting Revenue by Major Source
Fiscal Years 1998 - 2008 (Both Radio and TV Stations)

(In Thousands of Nominal Dollars)

Revenue Source	FY 1998	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006****	FY 2007	FY 2008
Corp. for Public Broadcasting* (Percent of total)	\$250,000 12.4%	\$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%
Federal grants & contracts** (Percent of total)	\$47,458 2.4%	\$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%
State & local tax-based*** (Percent of total)	\$543,701 27.0%	\$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%
Private (Percent of total)	\$1,174,927 58.3%	\$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 60.4%	\$1,786,804 61.1%	\$1,710,007 60.0%
Total non-federal revenue (Percent of total)	\$1,718,628 85.2%	\$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 82.6%	\$2,442,931 83.6%	\$2,382,527 83.6%
Total Revenue (Percent)	\$2,016,086 100.0%	\$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%

* Does not include Digital, and 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 2007 - 2008**

(In Thousands of Nominal Dollars)

Source of Revenue	System	FY 2007	Percent of total	FY 2008	Percent of total	% Change 2007-2008
Corporation for Public Broadcasting	PB	\$400,000	13.7%	\$393,000	13.8%	-1.8%
	PT	\$300,000	15.3%	\$294,750	15.7%	-1.8%
	PR	\$100,000	10.4%	\$98,250	10.1%	-1.8%
Federal Grants and Contracts	PB	\$79,760	2.7%	\$73,729	2.6%	-7.6%
	PT	\$68,815	3.5%	\$65,911	3.5%	-4.2%
	PR	\$10,945	1.1%	\$7,819	0.8%	-28.6%
Local Governments	PB	\$96,560	3.3%	\$97,697	3.4%	1.2%
	PT	\$82,554	4.2%	\$82,609	4.4%	0.1%
	PR	\$14,007	1.5%	\$15,088	1.6%	7.7%
State Governments	PB	\$334,091	11.4%	\$336,770	11.8%	0.8%
	PT	\$299,409	15.3%	\$303,565	16.1%	1.4%
	PR	\$34,681	3.6%	\$33,205	3.4%	-4.3%
State Colleges and Universities	PB	\$204,794	7.0%	\$216,826	7.6%	5.9%
	PT	\$112,745	5.8%	\$119,227	6.3%	5.7%
	PR	\$92,049	9.6%	\$97,599	10.1%	6.0%
Other Colleges and Universities*	PB	\$68,018	2.3%	\$74,000	2.6%	8.8%
	PT	\$37,764	1.9%	\$40,103	2.1%	6.2%
	PR	\$30,254	3.1%	\$33,897	3.5%	12.0%
Foundations	PB	\$224,032	7.7%	\$224,833	7.9%	0.4%
	PT	\$146,579	7.5%	\$131,504	7.0%	-10.3%
	PR	\$77,452	8.0%	\$93,329	9.6%	20.5%
Business	PB	\$458,359	15.7%	\$507,882	17.8%	10.8%
	PT	\$260,785	13.3%	\$303,398	16.1%	16.3%
	PR	\$197,574	20.5%	\$204,483	21.1%	3.5%
Subscribers	PB	\$714,558	24.4%	\$749,764	26.3%	4.9%
	PT	\$421,591	21.5%	\$438,793	23.3%	4.1%
	PR	\$292,967	30.4%	\$310,971	32.1%	6.1%
All Other	PB	\$342,519	11.7%	\$174,756	6.1%	-49.0%
	PT	\$229,758	11.7%	\$101,270	5.4%	-55.9%
	PR	\$112,761	11.7%	\$73,485	7.6%	-34.8%
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Non-Federal	PB	\$2,442,931	83.6%	\$2,382,527	83.6%	-2.5%
	PT	\$1,591,187	81.2%	\$1,520,469	80.8%	-4.4%
	PR	\$851,744	88.5%	\$862,057	89.0%	1.2%
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Total Revenue	PB	\$2,922,690	100.0%	\$2,849,256	100.0%	-2.5%
	PT	\$1,960,001	100.0%	\$1,881,130	100.0%	-4.0%
	PR	\$962,689	100.0%	\$968,126	100.0%	0.6%

* Includes Private Colleges & Universities

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 1998 - 2008

(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
1998	\$1,457,564	\$1,096,766	\$238,446	\$341,286	4,653	\$73	23.4%
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%

* 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 1998 - 2008

(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
1998	\$447,848	\$362,206	\$71,834	\$154,438	2,192	\$70	34.5%
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%

* Excludes volunteer values.

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

Source: Corporation for Public Broadcasting

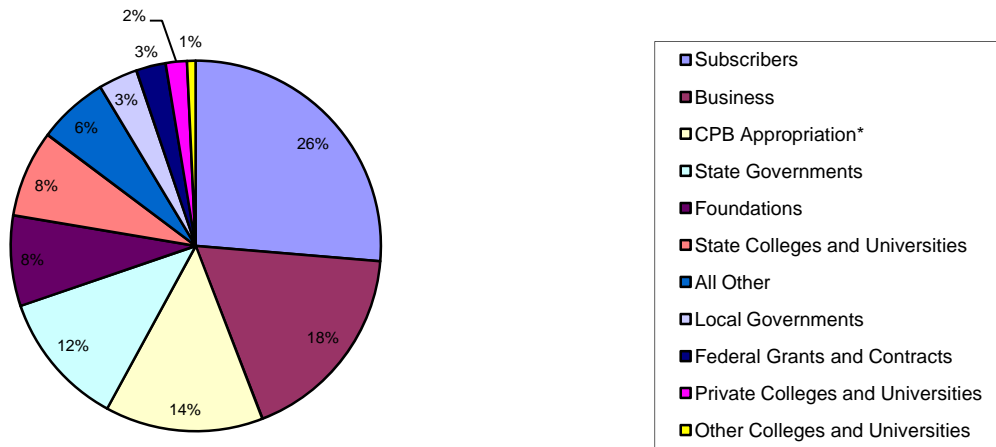
Table 5
Entrepreneurial Revenues of Public Television and Radio Stations
Fiscal Years 1998 - 2008

(In Thousands)

Fiscal Year	Public Television Stations		Public Radio Stations	
	Amount	% Change from Previous Year	Amount	% Change from Previous Year
1998	\$121,877	3.9%	\$16,208	5.0%
1999	\$143,908	18.1%	\$17,913	10.5%
2000	\$152,229	5.8%	\$21,637	20.8%
2001	\$84,562	-44.5%	\$8,672	-59.9%
2002	\$242,576	186.9%	\$8,815	1.7%
2003	\$129,252	-46.7%	\$18,752	112.7%
2004	\$171,031	32.3%	\$39,476	110.5%
2005	\$161,878	-5.4%	\$28,665	-27.4%
2006	\$120,035	-25.8%	\$23,660	-17.5%
2007	\$153,166	27.6%	\$23,940	1.2%
2008	\$168,468	10.0%	\$27,199	13.6%

Source: Corporation for Public Broadcasting

Public Broadcasting Revenue by Source, FY 2008
Public Radio and Public Television
Total Revenue: \$2.85 Billion



Source of Revenue	% of Total	(In Thousands)	Federal/Non-Federal	Tax/Non-Tax Based
Subscribers	26.3%	\$749,764	Non-Federal	Non-Tax Based
Business	17.8%	\$507,882	Non-Federal	Non-Tax Based
CPB Appropriation*	13.8%	\$393,000	Federal	Tax Based
State Governments	11.8%	\$336,770	Non-Federal	Tax Based
Foundations	7.9%	\$224,833	Non-Federal	Non-Tax Based
State Colleges and Universities	7.6%	\$216,826	Non-Federal	Tax Based
All Other	6.1%	\$174,756	Non-Federal	Non-Tax Based
Local Governments	3.4%	\$97,697	Non-Federal	Tax Based
Federal Grants and Contracts	2.6%	\$73,729	Federal	Tax Based
Private Colleges and Universities	1.9%	\$52,772	Non-Federal	Non-Tax Based
Other Colleges and Universities	0.7%	\$21,228	Non-Federal	Tax Based
Total Reportable Revenue	100%	\$2,849,256		
Total Federal Revenue	16.4%	\$466,729		
Total Non-Federal Revenue	83.6%	\$2,382,527		
All Tax Based Revenue	40.0%	\$1,139,249		
Non-Tax Based Revenue	60.0%	\$1,710,007		

* 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, 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 and subscription contributions and friends groups.