

Public Broadcasting Revenue Fiscal Year 2019



Corporation
for Public
Broadcasting

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Washington DC 20004-2129

Table 1
Public Broadcasting Revenue by Major Source
Fiscal Years 2009 - 2019 (Both Radio and TV Stations)

(In Thousands of Nominal Dollars)

Revenue Source	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	
Corp. for Public Broadcasting⁽¹⁾	Amount	\$400,000	\$420,000	\$429,100	\$444,100	\$421,900	\$445,000	\$444,750	\$445,000	\$445,000	\$445,000	\$445,000
	10 yrs. Trend											
	% of total	15.1%	15.5%	15.1%	16.0%	14.9%	14.8%	14.6%	14.6%	13.6%	13.8%	13.1%
Federal grants & contracts⁽²⁾	Amount	\$79,027	\$88,781	\$82,613	\$60,054	\$45,617	\$32,161	\$35,069	\$37,452	\$40,761	\$39,740	\$45,886
	10 yrs. Trend											
	% of total	3.0%	3.3%	2.9%	2.2%	1.6%	1.1%	1.2%	1.2%	1.2%	1.2%	1.4%
State & local tax-based⁽³⁾	Amount	\$655,733	\$591,665	\$564,972	\$538,701	\$546,451	\$562,528	\$586,307	\$582,514	\$565,908	\$547,192	\$581,254
	10 yrs. Trend											
	% of total	24.8%	21.8%	19.9%	19.4%	19.3%	18.7%	19.2%	19.1%	17.3%	16.9%	17.1%
Private	Amount	\$1,508,577	\$1,608,210	\$1,759,241	\$1,734,937	\$1,820,414	\$1,969,353	\$1,981,861	\$1,984,976	\$2,210,445	\$2,197,802	\$2,321,777
	10 yrs. Trend											
	% of total	57.1%	59.4%	62.0%	62.5%	64.2%	65.4%	65.0%	65.1%	67.8%	68.0%	68.4%
Total non-federal revenue	\$2,164,309	\$2,199,874	\$2,324,214	\$2,273,638	\$2,366,865	\$2,531,881	\$2,568,168	\$2,567,490	\$2,776,354	\$2,744,993	\$2,903,031	
(Percent of total)	83.6%	81.9%	81.2%	82.0%	81.9%	83.5%	84.1%	84.3%	84.2%	85.1%	85.5%	
Total Revenue	Amount	\$2,643,336	\$2,708,656	\$2,835,927	\$2,777,792	\$2,834,382	\$3,009,042	\$3,047,987	\$3,049,942	\$3,262,115	\$3,229,734	\$3,393,917
	10 yrs. Trend											
Extraordinary Item⁽⁴⁾	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$771,446	\$290,873	\$98,671	

(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) Includes revenues related to spectrum auction. The one-time only proceeds earned through the broadcast spectrum auction go to the nonprofit entity or state or local governmental body that holds the license for that station. The body that holds the license can use the revenue in whatever manner it chooses and proceeds may be used for purposes outside of public broadcasting.

Source: Corporation for Public Broadcasting

Table 2
Public Broadcasting Revenue by Public Television and Radio System
and Source of Revenue, Fiscal Year 2018-2019

(In Thousands of Nominal Dollars)

Source of Revenue	System	FY 2018	% of total	FY 2019	% of total	% Change 2018-2019
Corporation for Public Broadcasting Appropriation	PB	\$445,000	13.8%	\$445,000	13.1%	▶ 0.0%
	PT	\$333,750	18.2%	\$333,750	17.0%	▶ 0.0%
	PR	\$111,250	8.0%	\$111,250	7.8%	▶ 0.0%
Federal Grants and Contracts	PB	\$39,740	1.2%	\$45,886	1.4%	▲ 15.5%
	PT	\$37,479	2.0%	\$43,094	2.2%	▲ 15.0%
	PR	\$2,261	0.2%	\$2,792	0.2%	▲ 23.5%
Local Governments	PB	\$79,669	2.5%	\$75,460	2.2%	▼ -5.3%
	PT	\$61,970	3.4%	\$57,559	2.9%	▼ -7.1%
	PR	\$17,699	1.3%	\$17,901	1.2%	▲ 1.1%
State Governments	PB	\$258,436	8.0%	\$289,632	8.5%	▲ 12.1%
	PT	\$221,242	12.1%	\$247,538	12.6%	▲ 11.9%
	PR	\$37,194	2.7%	\$42,094	2.9%	▲ 13.2%
State Colleges and Universities	PB	\$203,772	6.3%	\$211,104	6.2%	▲ 3.6%
	PT	\$98,427	5.4%	\$103,039	5.3%	▲ 4.7%
	PR	\$105,345	7.6%	\$108,065	7.5%	▲ 2.6%
Other Colleges and Universities	PB	\$45,357	1.4%	\$45,601	1.3%	▲ 0.5%
	PT	\$11,291	0.6%	\$10,480	0.5%	▼ -7.2%
	PR	\$34,067	2.4%	\$35,121	2.4%	▲ 3.1%
Foundations	PB	\$287,882	8.9%	\$354,637	10.4%	▲ 23.2%
	PT	\$149,883	8.2%	\$205,314	10.5%	▲ 37.0%
	PR	\$137,999	9.9%	\$149,323	10.4%	▲ 8.2%
Business	PB	\$448,423	13.9%	\$457,920	13.5%	▲ 2.1%
	PT	\$191,421	10.4%	\$192,259	9.8%	▲ 0.4%
	PR	\$257,001	18.4%	\$265,661	18.5%	▲ 3.4%
Subscribers	PB	\$1,060,342	32.8%	\$1,076,918	31.7%	▲ 1.6%
	PT	\$528,795	28.8%	\$526,987	26.9%	▼ -0.3%
	PR	\$531,547	38.1%	\$549,931	38.4%	▲ 3.5%
Investments and Passive Income	PB	\$144,629	4.5%	\$157,114	4.6%	▲ 8.6%
	PT	\$96,817	5.3%	\$115,745	5.9%	▲ 19.6%
	PR	\$47,811	3.4%	\$41,368	2.9%	▼ -13.5%
All Other	PB	\$216,484	6.7%	\$234,645	6.9%	▲ 8.4%
	PT	\$103,449	5.6%	\$124,367	6.3%	▲ 20.2%
	PR	\$113,036	8.1%	\$110,278	7.7%	▼ -2.4%
Non-Federal	PB	\$2,744,993	85.0%	\$2,903,031	85.5%	▲ 5.8%
	PT	\$1,463,295	79.8%	\$1,583,288	80.8%	▲ 8.2%
	PR	\$1,281,699	91.9%	\$1,319,742	92.0%	▲ 3.0%
Total Revenue	PB	\$3,229,734	100.0%	\$3,393,917	100.0%	▲ 5.1%
	PT	\$1,834,524	100.0%	\$1,960,133	100.0%	▲ 6.8%
	PR	\$1,395,210	100.0%	\$1,433,784	100.0%	▲ 2.8%
Extraordinary Item ⁽¹⁾	PT	\$290,873		\$98,671		

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

⁽¹⁾ Includes revenues related to spectrum auction. The one-time only proceeds earned through the broadcast spectrum auction go to the nonprofit entity or state or local governmental body that holds the license for that station. The body that holds the license can use the revenue in whatever manner it chooses and proceeds may be used for purposes outside of public broadcasting.

Source: Corporation for Public Broadcasting

Table 3
Selected Cash Revenue and Non-Federal Financial Support* (NFFS)
for Public Television Stations, Fiscal Years 2009 - 2019

(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
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%
2017	\$1,827,556	\$1,076,588	\$153,725	\$510,356	3,372	\$151	27.9%
2018	\$1,793,891	\$1,053,749	\$162,449	\$528,795	3,499	\$151	29.5%
2019	\$1,879,459	\$1,070,886	\$164,099	\$526,987	3,395	\$155	28.0%

* Excludes volunteer values.

** All cash revenue including the portion which is excluded from NFFS. However, excluding extraordinary item (revenue from spectrum auction in 2017)

Source: Corporation for Public Broadcasting

Table 4
Selected Cash Revenue and Non-Federal Financial Support* (NFFS)
for Public Radio Stations, Fiscal Years 2009 - 2019

(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
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%
2017	\$1,282,077	\$1,022,386	\$220,403	\$509,872	2,995	\$170	39.8%
2018	\$1,325,001	\$1,064,519	\$226,496	\$531,547	3,017	\$176	40.1%
2019	\$1,363,794	\$1,116,564	\$236,212	\$549,931	3,042	\$181	40.3%

* 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 2009 - 2019

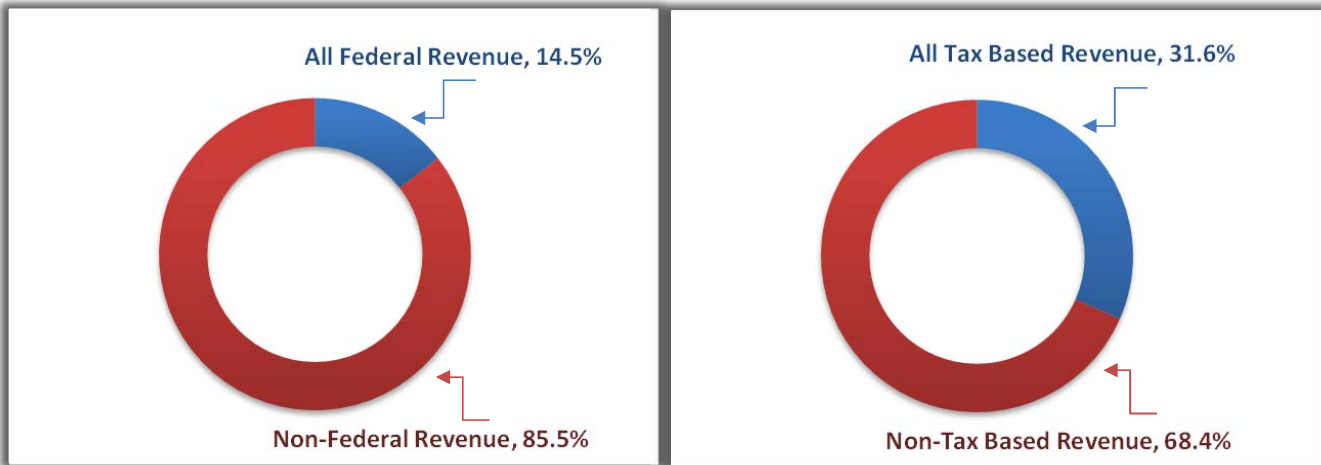
(In Thousands)

Fiscal Year	Public Television Stations		Public Radio Stations	
	Amount	% Change from Previous Year	Amount	% Change from Previous Year
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%
2017	\$125,488	-20%	\$69,778	31%
2018	\$131,670	5%	\$82,693	19%
2019	\$171,720	30%	\$79,348	-4%

Source: Corporation for Public Broadcasting

Table 6
Public Broadcasting Revenue by Source, FY 2019
Public Radio and Public Television
Total Revenue: \$3.4 Billion⁽¹⁾

Federal/Non-Federal	Tax/Non-Tax Based	Source of Revenue	% of Total	(In Thousands)
Non-Federal	Non-Tax Based	Subscribers	31.7%	\$1,076,918
Federal	Tax Based	CPB Appropriation	13.1%	\$445,000
Non-Federal	Non-Tax Based	Business	13.5%	\$457,920
Non-Federal	Non-Tax Based	Foundations	10.4%	\$354,637
Non-Federal	Tax Based	State Governments	8.5%	\$289,632
Non-Federal	Tax Based	State Colleges and Universities	6.2%	\$211,104
Non-Federal	Non-Tax Based	Investments and Passive Income *	4.6%	\$157,114
Non-Federal	Tax Based	Local Governments	2.2%	\$75,460
Non-Federal	Non-Tax Based	Private Colleges and Universities	1.2%	\$40,543
Federal	Tax Based	Federal Grants and Contracts	1.4%	\$45,886
Non-Federal	Tax Based	Other Colleges and Universities	0.1%	\$5,058
Non-Federal	Non-Tax Based	All Other	6.9%	\$234,645
Total Reportable Revenue			100%	\$3,393,917
Extraordinary Item⁽²⁾				\$98,671



⁽¹⁾ Does not include extraordinary item (Revenue from spectrum auction)

⁽²⁾ includes revenues related to spectrum auction. The one-time only proceeds earned through the broadcast spectrum auction go to the nonprofit entity or state or local governmental body that holds the license for that station. The body that holds the license can use the revenue in whatever manner it chooses and proceeds may be used for purposes outside of public broadcasting.

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, 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.