

Public Broadcasting Revenue Fiscal Year 2020



Corporation
for Public
Broadcasting

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Washington DC 20004-2129

Table 1
Public Broadcasting Revenue by Major Source
Fiscal Years 2010 - 2020 (Both Radio and TV Stations)

(In Thousands of Nominal Dollars)

Revenue Source	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	
Corp. for Public Broadcasting⁽¹⁾	Amount	\$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	15.5%	15.1%	16.0%	14.9%	14.8%	14.6%	14.6%	13.6%	13.8%	13.1%	13.8%
Federal grants & contracts⁽²⁾	Amount	\$88,781	\$82,613	\$60,054	\$45,617	\$32,161	\$35,069	\$37,452	\$40,761	\$39,740	\$45,886	\$51,247
	10 yrs. Trend											
	% of total	3.3%	2.9%	2.2%	1.6%	1.1%	1.2%	1.2%	1.2%	1.2%	1.4%	1.6%
State & local tax-based⁽³⁾	Amount	\$591,665	\$564,972	\$538,701	\$546,451	\$562,528	\$586,307	\$582,514	\$565,908	\$547,192	\$581,254	\$544,024
	10 yrs. Trend											
	% of total	21.8%	19.9%	19.4%	19.3%	18.7%	19.2%	19.1%	17.3%	16.9%	17.1%	16.9%
Private	Amount	\$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	\$2,188,281
	10 yrs. Trend											
	% of total	59.4%	62.0%	62.5%	64.2%	65.4%	65.0%	65.1%	67.8%	68.0%	68.4%	67.8%
Total non-federal revenue	\$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	\$2,903,031	\$2,732,305	
(Percent of total)	81.9%	81.2%	82.0%	81.9%	83.5%	84.1%	84.3%	84.2%	85.1%	85.5%	84.6%	
Total Revenue	Amount	\$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	\$3,228,552
	10 yrs. Trend											
Extraordinary Item⁽⁴⁾	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$771,446	\$290,873	\$98,671	\$95,411	

(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 2019-2020

(In Thousands of Nominal Dollars)

Source of Revenue	System	FY 2019	% of total	FY 2020	% of total	% Change 2019-2020
Corporation for Public Broadcasting Appropriation	PB	\$445,000	13.8%	\$445,000	13.8%	0.0%
	PT	\$333,750	18.2%	\$333,750	18.3%	0.0%
	PR	\$111,250	8.0%	\$111,250	7.9%	0.0%
Federal Grants and Contracts	PB	\$45,886	1.2%	\$51,247	1.6%	↑ 11.7%
	PT	\$43,094	2.0%	\$37,818	2.1%	↓ -12.2%
	PR	\$2,792	0.2%	\$13,429	1.0%	↑ 381.0%
Local Governments	PB	\$75,460	2.5%	\$71,802	2.2%	↓ -4.8%
	PT	\$57,559	3.4%	\$52,871	2.9%	↓ -8.1%
	PR	\$17,901	1.3%	\$18,931	1.3%	↑ 5.8%
State Governments	PB	\$289,632	8.0%	\$272,048	8.4%	↓ -6.1%
	PT	\$247,538	12.1%	\$235,871	12.9%	↓ -4.7%
	PR	\$42,094	2.7%	\$36,178	2.6%	↓ -14.1%
State Colleges and Universities	PB	\$211,104	6.3%	\$195,582	6.1%	↓ -7.4%
	PT	\$103,039	5.4%	\$91,543	5.0%	↓ -11.2%
	PR	\$108,065	7.6%	\$104,039	7.4%	↓ -3.7%
Other Colleges and Universities	PB	\$45,601	1.4%	\$49,465	1.5%	↑ 8.5%
	PT	\$10,480	0.6%	\$11,300	0.6%	↑ 7.8%
	PR	\$35,121	2.4%	\$38,165	2.7%	↑ 8.7%
Foundations	PB	\$354,637	8.9%	\$269,332	8.3%	↓ -24.1%
	PT	\$205,314	8.2%	\$141,193	7.7%	↓ -31.2%
	PR	\$149,323	9.9%	\$128,138	9.1%	↓ -14.2%
Business	PB	\$457,920	13.9%	\$399,202	12.4%	↓ -12.8%
	PT	\$192,259	10.4%	\$173,345	9.5%	↓ -9.8%
	PR	\$265,661	18.4%	\$225,857	16.1%	↓ -15.0%
Subscribers	PB	\$1,076,918	32.8%	\$1,162,790	36.0%	↑ 8.0%
	PT	\$526,987	28.8%	\$565,292	31.0%	↑ 7.3%
	PR	\$549,931	38.1%	\$597,498	42.6%	↑ 8.6%
Investments and Passive Income	PB	\$157,114	4.5%	\$127,595	4.0%	↓ -18.8%
	PT	\$115,745	5.3%	\$92,897	5.1%	↓ -19.7%
	PR	\$41,368	3.4%	\$34,698	2.5%	↓ -16.1%
All Other	PB	\$234,645	6.7%	\$184,489	5.7%	↓ -21.4%
	PT	\$124,367	5.6%	\$88,660	4.9%	↓ -28.7%
	PR	\$110,278	8.1%	\$95,829	6.8%	↓ -13.1%
Non-Federal	PB	\$2,903,031	85.0%	\$2,732,305	84.6%	↓ -5.9%
	PT	\$1,583,288	79.8%	\$1,452,973	79.6%	↓ -8.2%
	PR	\$1,319,742	91.9%	\$1,279,332	91.1%	↓ -3.1%
Total Revenue	PB	\$3,393,917	100.0%	\$3,228,552	100.0%	↓ -4.9%
	PT	\$1,960,133	100.0%	\$1,824,541	100.0%	↓ -6.9%
	PR	\$1,433,784	100.0%	\$1,404,011	100.0%	↓ -2.1%
Extraordinary Item ⁽¹⁾	PT	\$98,671		\$95,411		

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

⁽¹⁾ Includes revenues related to spectrum auction. 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 2010 - 2020

(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
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%
2020	\$1,800,849	\$1,070,924	\$150,485	\$565,292	3,406	\$166	31.4%

* 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 2010 - 2020

(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
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%
2020	\$1,367,279	\$1,092,975	\$203,969	\$597,498	3,101	\$193	43.7%

* 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 2010 - 2020

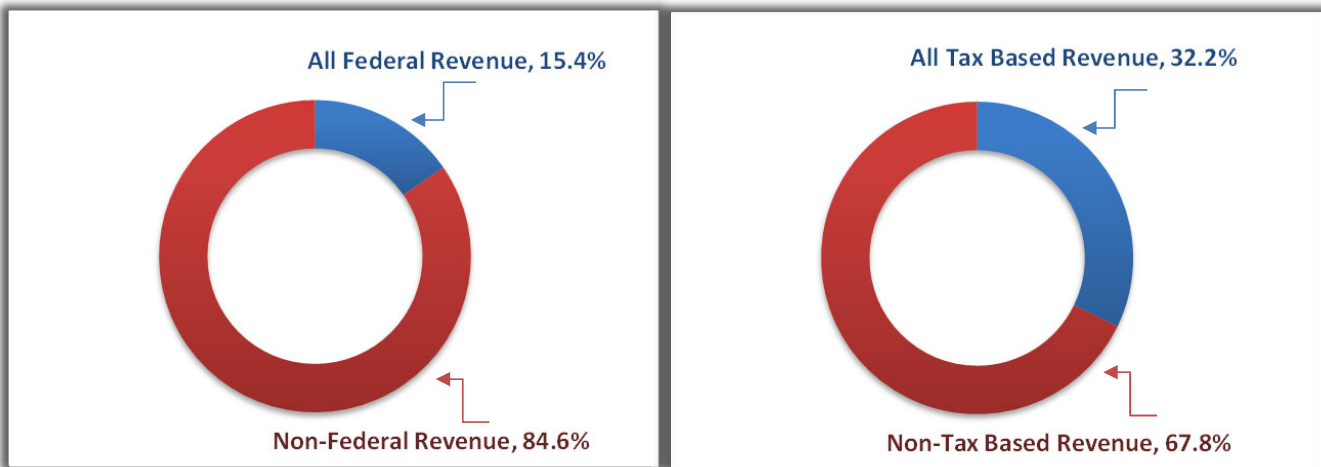
(In Thousands)

Fiscal Year	Public Television Stations		Public Radio Stations	
	Amount	% Change from Previous Year	Amount	% Change from Previous Year
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%
2020	\$125,541	-27%	\$63,572	-20%

Source: Corporation for Public Broadcasting

Table 6
Public Broadcasting Revenue by Source, FY 2020
Public Radio and Public Television
Total Revenue: \$3.23 Billion⁽¹⁾

Federal/Non-Federal	Tax/Non-Tax Based	Source of Revenue	% of Total	(In Thousands)
Non-Federal	Non-Tax Based	Subscribers	36.0%	\$1,162,790
Federal	Tax Based	CPB Appropriation	13.8%	\$445,000
Non-Federal	Non-Tax Based	Business	12.4%	\$399,202
Non-Federal	Non-Tax Based	Foundations	8.3%	\$269,332
Non-Federal	Tax Based	State Governments	8.4%	\$272,048
Non-Federal	Tax Based	State Colleges and Universities	6.1%	\$195,582
Non-Federal	Non-Tax Based	Investments and Passive Income *	4.0%	\$127,595
Non-Federal	Tax Based	Local Governments	2.2%	\$71,802
Non-Federal	Non-Tax Based	Private Colleges and Universities	1.4%	\$44,873
Federal	Tax Based	Federal Grants and Contracts	1.6%	\$51,247
Non-Federal	Tax Based	Other Colleges and Universities	0.1%	\$4,592
Non-Federal	Non-Tax Based	All Other	5.7%	\$184,489
Total Reportable Revenue			100%	\$3,228,552
Extraordinary Item⁽²⁾				\$95,411



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

⁽²⁾ includes revenues related to spectrum auction. 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.