

Public Broadcasting Revenue Fiscal Year 2018



Corporation
for Public
Broadcasting

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Table 1
Public Broadcasting Revenue by Major Source
Fiscal Years 2008 - 2018 (Both Radio and TV Stations)

(In Thousands of Nominal Dollars)

| Revenue Source | FY 2008 | FY 2009 | FY 2010 | FY 2011 | FY 2012 | FY 2013 | FY 2014 | FY 2015 | FY 2016 | FY 2017 | FY 2018 | |
|---|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Corp. for Public Broadcasting⁽¹⁾ | Amount | \$393,000 | \$400,000 | \$420,000 | \$429,100 | \$444,100 | \$421,900 | \$445,000 | \$444,750 | \$445,000 | \$445,000 | \$445,000 |
| | 10 yrs. Trend | | | | | | | | | | | |
| | % of total | 14.0% | 15.9% | 15.8% | 15.7% | 15.2% | 15.7% | 14.8% | 14.6% | 14.6% | 13.6% | 13.8% |
| Federal grants & contracts⁽²⁾ | Amount | \$73,729 | \$79,027 | \$88,781 | \$82,613 | \$60,054 | \$45,617 | \$32,161 | \$35,069 | \$37,452 | \$40,761 | \$39,740 |
| | 10 yrs. Trend | | | | | | | | | | | |
| | % of total | 2.8% | 3.4% | 3.0% | 2.1% | 1.6% | 1.1% | 1.2% | 1.2% | 1.3% | 1.2% | 1.2% |
| State & local tax-based⁽³⁾ | Amount | \$672,520 | \$655,733 | \$591,665 | \$564,972 | \$538,701 | \$546,451 | \$562,528 | \$586,307 | \$582,514 | \$565,908 | \$547,192 |
| | 10 yrs. Trend | | | | | | | | | | | |
| | % of total | 23.0% | 22.4% | 20.9% | 19.0% | 19.7% | 19.8% | 19.5% | 19.1% | 18.6% | 17.3% | 16.9% |
| Private | Amount | \$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 | \$2,210,445 | \$2,197,802 |
| | 10 yrs. Trend | | | | | | | | | | | |
| | % of total | 60.0% | 57.1% | 59.4% | 62.0% | 62.5% | 64.2% | 65.4% | 65.0% | 65.1% | 67.8% | 68.0% |
| Total non-federal revenue | \$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 | \$2,776,354 | \$2,744,993 | |
| (Percent of total) | 83.6% | 81.9% | 81.2% | 82.0% | 81.9% | 83.5% | 84.1% | 84.3% | 84.2% | 85.1% | 85.0% | |
| Total Revenue | Amount | \$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 | \$3,262,115 | \$3,229,734 |
| | 10 yrs. Trend | | | | | | | | | | | |
| | | | | | | | | | | | | |
| Extraordinary Item⁽⁴⁾ | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$771,446 | \$290,873 | |

(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 2017-2018

(In Thousands of Nominal Dollars)

| Source of Revenue | System | FY 2017 | % of total | FY 2018 | % of total | % Change 2017-2018 |
|---|-----------|--------------------|---------------|--------------------|---------------|-----------------------|
| Corporation for Public Broadcasting Appropriation | PB | \$445,000 | 13.6% | \$445,000 | 13.8% | 0.0% |
| | PT | \$333,750 | 17.5% | \$333,750 | 18.2% | 0.0% |
| | PR | \$111,250 | 8.2% | \$111,250 | 8.0% | 0.0% |
| Federal Grants and Contracts | PB | \$40,761 | 1.2% | \$39,740 | 1.2% | -2.5% |
| | PT | \$38,572 | 2.0% | \$37,479 | 2.0% | -2.8% |
| | PR | \$2,189 | 0.2% | \$2,261 | 0.2% | 3.3% |
| Local Governments | PB | \$79,303 | 2.4% | \$79,669 | 2.5% | 0.5% |
| | PT | \$62,164 | 3.3% | \$61,970 | 3.4% | -0.3% |
| | PR | \$17,139 | 1.3% | \$17,699 | 1.3% | 3.3% |
| State Governments | PB | \$273,587 | 8.4% | \$258,436 | 8.0% | -5.5% |
| | PT | \$232,321 | 12.2% | \$221,242 | 12.1% | -4.8% |
| | PR | \$41,266 | 3.0% | \$37,194 | 2.7% | -9.9% |
| State Colleges and Universities | PB | \$207,004 | 6.3% | \$203,772 | 6.3% | -1.6% |
| | PT | \$98,900 | 5.2% | \$98,427 | 5.4% | -0.5% |
| | PR | \$108,104 | 8.0% | \$105,345 | 7.6% | -2.6% |
| Other Colleges and Universities | PB | \$55,733 | 1.7% | \$45,357 | 1.4% | -18.6% |
| | PT | \$21,840 | 1.1% | \$11,291 | 0.6% | -48.3% |
| | PR | \$33,893 | 2.5% | \$34,067 | 2.4% | 0.5% |
| Foundations | PB | \$330,308 | 10.1% | \$287,882 | 8.9% | -12.8% |
| | PT | \$204,453 | 10.7% | \$149,883 | 8.2% | -26.7% |
| | PR | \$125,855 | 9.3% | \$137,999 | 9.9% | 9.6% |
| Business | PB | \$436,915 | 13.4% | \$448,423 | 13.9% | 2.6% |
| | PT | \$187,465 | 9.8% | \$191,421 | 10.4% | 2.1% |
| | PR | \$249,450 | 18.4% | \$257,001 | 18.4% | 3.0% |
| Subscribers | PB | \$1,020,228 | 31.3% | \$1,060,342 | 32.8% | 3.9% |
| | PT | \$510,356 | 26.8% | \$528,795 | 28.8% | 3.6% |
| | PR | \$509,872 | 37.6% | \$531,547 | 38.1% | 4.3% |
| Investments and Passive Income | PB | \$193,766 | 5.9% | \$144,629 | 4.5% | -25.4% |
| | PT | \$140,564 | 7.4% | \$96,817 | 5.3% | -31.1% |
| | PR | \$53,202 | 3.9% | \$47,811 | 3.4% | -10.1% |
| All Other | PB | \$179,510 | 5.5% | \$216,484 | 6.7% | 20.6% |
| | PT | \$76,039 | 4.0% | \$103,449 | 5.6% | 36.0% |
| | PR | \$103,470 | 7.6% | \$113,036 | 8.1% | 9.2% |
| Non-Federal | PB | \$2,776,354 | 85.1% | \$2,744,993 | 85.0% | -1.1% |
| | PT | \$1,534,103 | 80.5% | \$1,463,295 | 79.8% | -4.6% |
| | PR | \$1,242,250 | 91.6% | \$1,281,699 | 91.9% | 3.2% |
| Total Revenue | PB | \$3,262,115 | 100.0% | \$3,229,734 | 100.0% | -1.0% |
| | PT | \$1,906,425 | 100.0% | \$1,834,524 | 100.0% | -3.8% |
| | PR | \$1,355,689 | 100.0% | \$1,395,210 | 100.0% | 2.9% |
| Extraordinary Item ⁽¹⁾ | PT | \$771,446 | | \$290,873 | | |

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 2008 - 2018

(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 |
| 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% |
| 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% |

* 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 2008 - 2018

(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 |
| 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% |
| 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% |

* 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 2008 - 2018

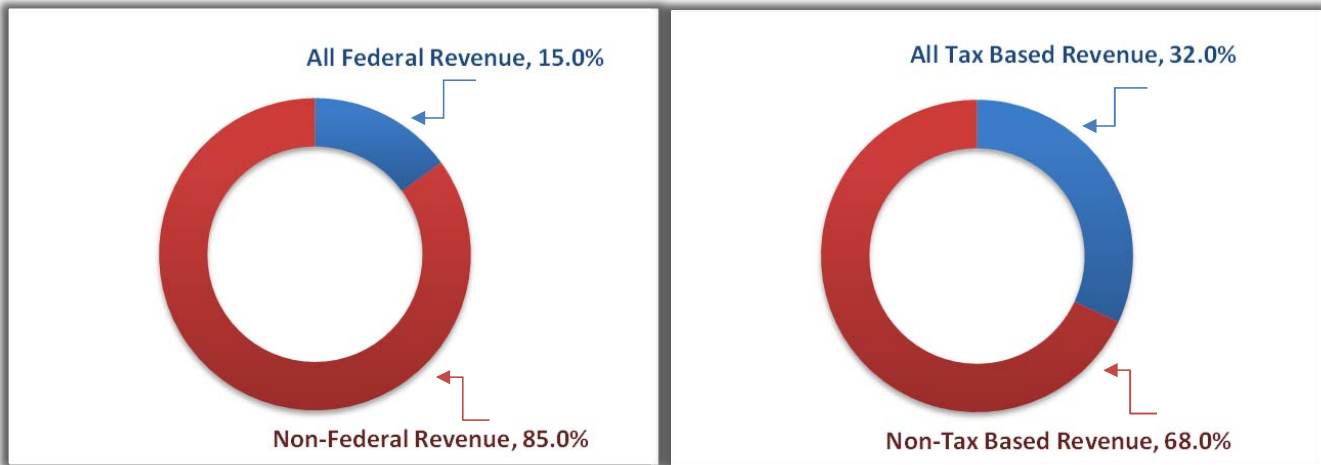
(In Thousands)

| Fiscal Year | Public Television Stations | | Public Radio Stations | |
|-------------|----------------------------|-----------------------------|-----------------------|-----------------------------|
| | Amount | % Change from Previous Year | Amount | % Change from Previous Year |
| 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% |
| 2017 | \$125,488 | -20% | \$69,778 | 31% |
| 2018 | \$131,670 | 5% | \$82,693 | 19% |

Source: Corporation for Public Broadcasting

Table 6
Public Broadcasting Revenue by Source, FY 2018
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 | 32.8% | \$1,060,342 |
| Federal | Tax Based | CPB Appropriation | 13.8% | \$445,000 |
| Non-Federal | Non-Tax Based | Business | 13.9% | \$448,423 |
| Non-Federal | Non-Tax Based | Foundations | 8.9% | \$287,882 |
| Non-Federal | Tax Based | State Governments | 8.0% | \$258,436 |
| Non-Federal | Tax Based | State Colleges and Universities | 6.3% | \$203,772 |
| Non-Federal | Non-Tax Based | Investments and Passive Income * | 4.5% | \$144,629 |
| Non-Federal | Tax Based | Local Governments | 2.5% | \$79,669 |
| Non-Federal | Non-Tax Based | Private Colleges and Universities | 1.2% | \$40,043 |
| Federal | Tax Based | Federal Grants and Contracts | 1.2% | \$39,740 |
| Non-Federal | Tax Based | Other Colleges and Universities | 0.2% | \$5,315 |
| Non-Federal | Non-Tax Based | All Other | 6.7% | \$216,484 |
| Total Reportable Revenue | | | 100% | \$3,229,734 |
| Extraordinary Item⁽²⁾ | | | | \$290,873 |



⁽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. |