

*Public Broadcasting Revenue  
Fiscal Year 2005*



Corporation  
for Public  
Broadcasting

March 2006

**Table 1  
Public Broadcasting Revenue by Major Source  
Fiscal Years 1995 - 2005 (Both Radio and TV Stations)**

(In Thousands of Nominal Dollars)

<b>Revenue Source</b>	<b>FY 1995</b>	<b>FY 1996</b>	<b>FY 1997</b>	<b>FY 1998</b>	<b>FY 1999</b>	<b>FY 2000</b>	<b>FY 2001</b>	<b>FY 2002</b>	<b>FY 2003</b>	<b>FY 2004</b>	<b>FY 2005</b>
Corp. for Public Broadcasting**	\$285,640	\$275,000	\$260,000	\$250,000	\$250,000	\$260,000	\$340,000	\$350,000	\$362,809	\$377,800	\$390,000
(Percent of total)	14.9%	14.1%	13.5%	12.4%	11.9%	13.5%	14.9%	15.3%	15.5%	15.9%	16.3%
Federal grants & contracts***	\$52,703	\$63,975	\$62,271	\$47,458	\$50,995	\$62,271	\$45,185	\$59,454	\$91,866	\$67,227	\$66,005
(Percent of total)	2.7%	3.3%	3.2%	2.4%	2.4%	3.2%	2.0%	2.6%	3.9%	2.8%	2.8%
State & local tax-based****	\$560,483	\$517,623	\$542,872	\$543,699	\$541,380	\$542,872	\$593,449	\$589,747	\$585,688	\$585,666	\$590,051
(Percent of total)	29.2%	26.5%	28.1%	27.0%	25.7%	28.1%	26.0%	25.8%	25.1%	24.6%	24.6%
Private	\$1,018,365	\$1,099,127	\$1,067,117	\$1,174,921	\$1,264,036	\$1,067,117	\$1,301,829	\$1,287,904	\$1,296,167	\$1,345,991	\$1,349,172
(Percent of total)	53.1%	56.2%	55.2%	58.3%	60.0%	55.2%	57.1%	56.3%	55.5%	56.6%	56.3%
Total nonfederal revenue	\$1,578,848	\$1,616,750	\$1,609,989	\$1,718,620	\$1,805,416	\$1,860,633	\$1,895,278	\$1,877,651	\$1,881,855	\$1,931,657	\$1,939,223
(Percent of total)	82.4%	82.7%	83.3%	85.2%	85.7%	84.5%	83.1%	82.1%	80.5%	81.3%	81.0%
Total Revenue	\$1,917,191	\$1,955,725	\$1,932,260	\$2,016,078	\$2,106,411	\$2,202,990	\$2,280,463	\$2,287,105	\$2,336,530	\$2,376,684	\$2,395,228
(Percent)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

\* Revenues for 1996 are accounted on the basis of the new reporting standards. Accordingly, direct comparison between 1996 and other years should be avoided.

\*\* Does not include Digital, and in FY 2003, .65% of appropriation was withheld and later CPB received a supplemental appropriation.

\*\*\* Includes the satellite replacement fund.

\*\*\*\* State and local tax-based sources include revenue received from state and local governments and all tax-supported colleges and universities.

Source: Corporation for Public Broadcasting

**Table 2  
Public Broadcasting Revenue by Public Television and Radio System  
and Source of Revenue, Fiscal Year 2004 - 2005**

**(In Thousands of Nominal Dollars)**

Source of Revenue	System	FY 2004	Percent of total	FY 2005	Percent of total	% Change 2004-2005
Corporation for Public Broadcasting	PB	377,800	15.9%	390,000	16.3%	3.2%
	PT	283,350	17.4%	292,500	18.2%	3.2%
	PR	94,450	12.6%	97,500	12.4%	3.2%
Federal Grants and Contracts	PB	67,226	2.8%	66,005	2.8%	-1.8%
	PT	62,035	3.8%	59,718	3.7%	-3.7%
	PR	5,191	0.7%	6,287	0.8%	21.1%
Local Governments	PB	58,313	2.5%	81,887	3.4%	40.4%
	PT	50,805	3.1%	73,792	4.6%	45.2%
	PR	7,508	1.0%	8,095	1.0%	7.8%
State Governments	PB	310,028	13.0%	300,318	12.5%	-3.1%
	PT	280,832	17.2%	269,975	16.8%	-3.9%
	PR	29,196	3.9%	30,343	3.8%	3.9%
State Colleges and Universities	PB	191,452	8.1%	187,013	7.8%	-2.3%
	PT	111,066	6.8%	103,489	6.4%	-6.8%
	PR	80,386	10.8%	83,524	10.6%	3.9%
Other Colleges and Universities	PB	25,873	1.1%	20,834	0.9%	-19.5%
	PT	19,399	1.2%	14,215	0.9%	-26.7%
	PR	6,474	0.9%	6,619	0.8%	2.2%
Private Colleges and Universities	PB	40,236	1.7%	38,708	1.6%	-3.8%
	PT	17,092	1.0%	17,312	1.1%	1.3%
	PR	23,144	3.1%	21,396	2.7%	-7.6%
Foundations	PB	159,056	6.7%	163,050	6.8%	2.5%
	PT	115,470	7.1%	107,323	6.7%	-7.1%
	PR	43,586	5.8%	55,727	7.1%	27.9%
Business	PB	369,097	15.5%	365,600	15.3%	-0.9%
	PT	224,134	13.8%	209,195	13.0%	-6.7%
	PR	144,963	19.4%	156,405	19.8%	7.9%
Subscribers	PB	620,073	26.1%	633,875	26.5%	2.2%
	PT	372,204	22.8%	373,381	23.2%	0.3%
	PR	247,869	33.2%	260,494	33.0%	5.1%
Auctions	PB	11,925	0.5%	11,189	0.5%	-6.2%
	PT	10,859	0.7%	10,378	0.6%	-4.4%
	PR	1,066	0.1%	811	0.1%	-23.9%
All Other	PB	145,602	6.1%	136,750	5.7%	-6.1%
	PT	82,780	5.1%	74,909	4.7%	-9.5%
	PR	62,822	8.4%	61,841	7.8%	-1.6%
Non Federal	PB	1,931,655	81.3%	1,939,224	81.0%	0.4%
	PT	1,284,641	78.8%	1,253,969	78.1%	-2.4%
	PR	647,014	86.7%	685,255	86.8%	5.9%
Total Revenue	PB	2,376,681	100.0%	2,395,229	100.0%	0.8%
	PT	1,630,026	100.0%	1,606,187	100.0%	-1.5%
	PR	746,655	100.0%	789,042	100.0%	5.7%

**Legend: PB = public broadcasting; PT = public television; PR = public radio  
Source: Corporation for Public Broadcasting**

Revenue Data for Public Broadcasting Stations:

**Table 3**  
**Selected Cash Revenue and Nonfederal Financial Support\* (NFFS)**  
**for Public Television Stations, Fiscal Years 1995 - 2005 (In Thousands)**

Fiscal Year	Total Cash Revenue**	Cash NFFS	Cash Business**	Membership			% of Total Cash Revenue
				Contribution Amount	No. of Contributors	Per Person Contribution	
1995	1,374,017	996,317	198,558	311,837	4,938	63.15	22.7%
1996***	1,515,452	1,053,405	234,646	327,534	4,821	67.94	21.6%
1997	1,466,258	1,034,610	213,003	331,948	4,673	71.04	22.6%
1998	1,457,564	1,096,766	238,446	341,286	4,653	73.35	23.4%
1999	1,667,041	1,145,348	257,206	358,821	4,657	77.05	21.5%
2000	1,719,750	1,193,304	269,631	380,545	4,541	83.80	22.1%
2001	1,805,429	1,216,582	245,317	363,994	4,264	85.36	20.2%
2002	1,925,878	1,155,639	272,358	360,601	4,002	90.11	18.7%
2003	1,870,070	1,128,607	230,404	365,063	3,867	94.41	19.5%
2004	1,773,968	1,134,098	229,054	366,095	3,909	93.66	20.6%
2005	1,782,906	1,128,828	233,742	369,544	3,739	98.84	20.7%

\* Excludes volunteer values.

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

\*\*\* Due to changes in financial reporting guidelines established by the Financial Accounting Standards Board (FASB) and in CPB guidelines for the recognition of non-federal financial support (NFFS), comparisons between pre-1996 and post-1996 data should be avoided.

Source: Corporation for Public Broadcasting

**Table 4**  
**Selected Cash Revenue and Nonfederal Financial Support\* (NFFS)**  
**for Public Radio Stations, Fiscal Years 1995 - 2005 (In Thousands)**

Fiscal Year	Total Cash Revenue**	Cash NFFS	Cash Business**	Membership			% of Total Cash Revenue
				Contribution Amount	No. of Contributors	Per Person Contribution	
1995	363,652	281,454	41,607	114,424	1,808	63.29	31.5%
1996***	399,728	316,012	53,009	128,162	1,797	71.32	32.1%
1997	407,182	327,363	59,664	140,092	2,113	66.30	34.4%
1998	447,848	362,206	71,834	154,438	2,192	70.46	34.5%
1999	492,075	405,088	94,195	169,534	2,315	73.23	34.5%
2000	547,830	448,281	114,469	185,283	2,222	83.39	33.8%
2001	561,941	469,062	113,894	192,396	2,258	85.21	34.2%
2002	604,556	512,088	112,052	216,976	2,405	90.22	35.9%
2003	664,227	545,896	125,747	231,673	2,522	91.85	34.9%
2004	716,680	573,755	134,238	243,120	2,517	96.58	33.9%
2005	755,819	612,406	146,300	255,312	2,556	99.87	33.8%

\* Excludes volunteer values.

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

\*\*\* Due to changes in financial reporting guidelines established by the Financial Accounting Standards Board (FASB) and in CPB guidelines for the recognition of non-federal financial support (NFFS), comparisons between pre-1996 and post-1996 data should be avoided.

Source: Corporation for Public Broadcasting

**Table 5**  
**Entrepreneurial Revenues of Public Television and Radio Stations (In Thousands)**  
**Fiscal Years 1995 - 2005**

<u>Fiscal Year</u>	<u>Public Television Stations</u>		<u>Public Radio Stations</u>	
	<u>Amount</u>	<u>% Change from Previous Year</u>	<u>Amount</u>	<u>% Change from Previous Year</u>
1995	89,552	-5.6%	15,270	8.2%
1996**	105,983	n/a	16,067	n/a
1997	117,302	10.7%	15,431	-4.0%
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%

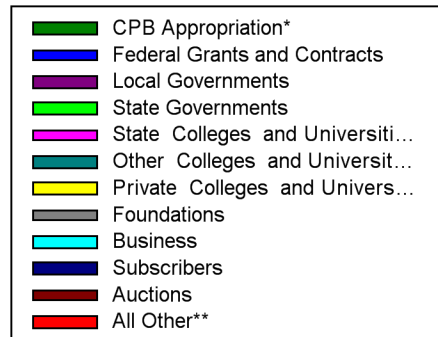
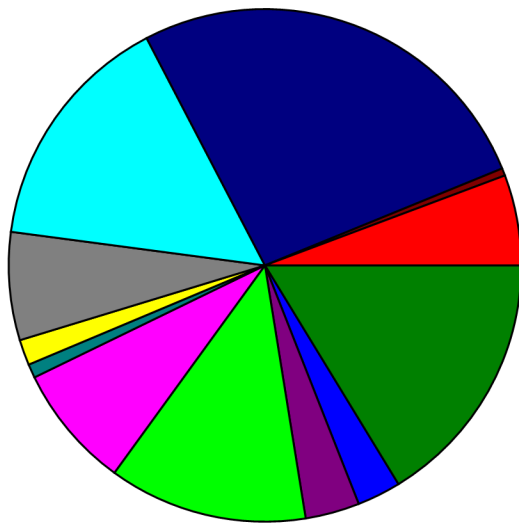
\*\* Due to changes in financial reporting guidelines established by the Financial Accounting Standards Board (FASB), comparisons between pre-1996 and post-1996 data should be avoided.

Source: Corporation for Public Broadcasting

## Public Broadcasting Revenue by Source, FY 2005

### Public Radio and Public Television

Total Revenue: \$2.4 Billion



<u>Source of Revenue</u>	<u>% of Total</u>	<u>\$000s</u>
CPB Appropriation*	16.3%	390,000
Federal Grants and Contracts	2.8%	66,005
Local Governments	3.4%	81,886
State Governments	12.5%	300,318
State Colleges and Universities	7.8%	187,013
Other Colleges and Universities	0.9%	20,834
Private Colleges and Universities	1.6%	38,708
Foundations	6.8%	163,050
Business	15.3%	365,600
Subscribers	26.5%	633,875
Auctions	0.5%	11,189
All Other**	5.7%	136,750
<b>Total Reportable Revenue</b>	<b>100.0%</b>	<b>2,395,228</b>
Total Federal Revenue	19.0%	456,005
Total Non-Federal Revenue	81.0%	1,939,223
All Tax Based Revenue	43.7%	1,046,056
Non-Tax Based Revenue	56.3%	1,349,172

\* Does not include separate appropriation for Digital and Interconnection.

\*\* I.e. major gifts, bequests, and endowment.