

*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)

Revenue Source	FY 1995	FY 1996	FY 1997	FY 1998	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005
Corp. for Public Broadcasting**	\$285,640	\$275,000	\$260,000	\$250,000	\$250,000	\$300,000	\$340,000	\$350,000	\$362,809	\$377,800	\$390,000
(Percent of total)	14.9%	14.1%	13.5%	12.4%	12.3%	13.6%	14.9%	15.3%	15.5%	15.9%	16.3%
Federal grants & contracts***	\$52,703	\$63,975	\$62,271	\$47,458	\$50,996	\$42,358	\$45,185	\$59,454	\$91,841	\$67,006	\$66,005
(Percent of total)	2.7%	3.3%	3.2%	2.4%	2.5%	1.9%	2.0%	2.6%	3.9%	2.8%	2.8%
State & local tax-based****	\$560,483	\$517,623	\$542,872	\$543,701	\$541,382	\$577,187	\$593,449	\$589,747	\$583,350	\$582,398	\$590,051
(Percent of total)	29.2%	26.5%	28.1%	27.0%	26.5%	26.2%	26.0%	25.8%	25.0%	24.6%	24.6%
Private	\$1,018,365	\$1,099,127	\$1,067,117	\$1,174,927	\$1,196,820	\$1,283,446	\$1,301,829	\$1,287,904	\$1,295,498	\$1,343,411	\$1,349,172
(Percent of total)	53.1%	56.2%	55.2%	58.3%	58.7%	58.3%	57.1%	56.3%	55.5%	56.7%	56.3%
Total nonfederal revenue	\$1,578,848	\$1,616,750	\$1,609,989	\$1,718,628	\$1,738,202	\$1,860,633	\$1,895,278	\$1,877,651	\$1,878,848	\$1,925,809	\$1,939,223
(Percent of total)	82.4%	82.7%	83.3%	85.2%	85.2%	84.5%	83.1%	82.1%	80.5%	81.2%	81.0%
Total Revenue	\$1,917,191	\$1,955,725	\$1,932,260	\$2,016,086	\$2,039,197	\$2,202,991	\$2,280,464	\$2,287,105	\$2,333,498	\$2,370,615	\$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)**

**Membership**

<b>Fiscal Year</b>	<b>Total Cash Revenue**</b>	<b>Cash NFFS</b>	<b>Cash Business**</b>	<b>Contribution Amount</b>	<b>No. of Contributors</b>	<b>Per Person Contribution</b>	<b>% of Total Cash Revenue</b>
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	1,462,931	1,041,317	213,003	331,109	4,659	71.07	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	373,226	4,705	77.05	22.4%
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	20.1%
2002	1,925,878	1,155,639	272,358	360,601	4,002	90.11	18.7%
2003	1,871,206	1,129,885	230,546	365,724	3,919	93.32	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 av

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)**

**Membership**

<b>Fiscal Year</b>	<b>Total Cash Revenue**</b>	<b>Cash NFFS</b>	<b>Cash Business**</b>	<b>Contribution Amount</b>	<b>No. of Contributors</b>	<b>Per Person Contribution</b>	<b>% of Total Cash Revenue</b>
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	407,239	327,363	59,664	140,689	1,970	71.42	34.5%
1998	447,848	362,206	71,834	154,438	2,192	70.45	34.5%
1999	492,075	405,088	94,195	177,538	2,414	73.22	36.1%
2000	547,830	448,281	114,469	185,283	2,222	83.40	33.8%
2001	561,941	469,062	113,894	192,396	2,258	85.19	34.2%
2002	604,556	512,088	112,052	216,976	2,405	90.22	35.9%
2003	663,967	545,746	125,742	231,664	2,522	91.86	34.9%
2004	715,104	572,886	134,062	242,883	2,516	96.53	34.0%
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 av

Source: Corporation for Public Broadcasting

**Table 5**

**Entrepreneurial Revenues of Public Television and Radio Stations (In Thousands)**

**Fiscal Years 1995 - 2005**

<b>Fiscal Year</b>	<b>Public Television Stations</b>		<b>Public Radio Stations</b>	
	<b>Amount</b>	<b>% Change from Previous Year</b>	<b>Amount</b>	<b>% Change from Previous Year</b>
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	1.6
2003	129,110	-46.8	18,752	112.7%
2004	171,031	32.5	39,471	110.5%
2005	161,878	-5.4%	28,665	-27.4%

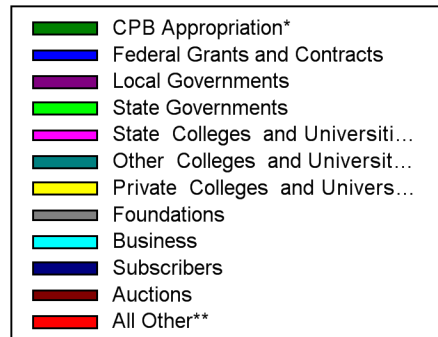
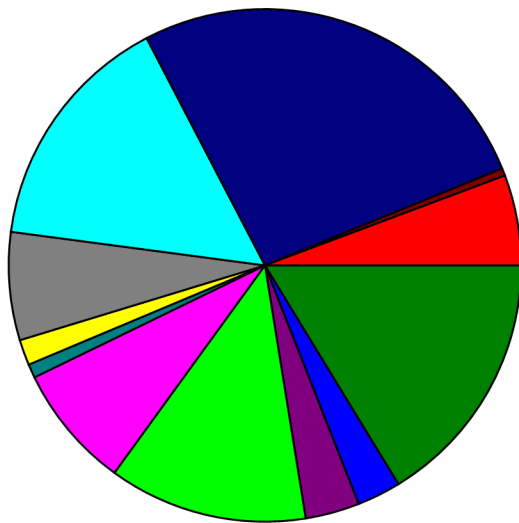
\*\* Due to changes in financial reporting guidelines established by the Financial Accounting Standards Board (FASB), comparisons between pre-1996 and post-1996 data should be avoided.

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.