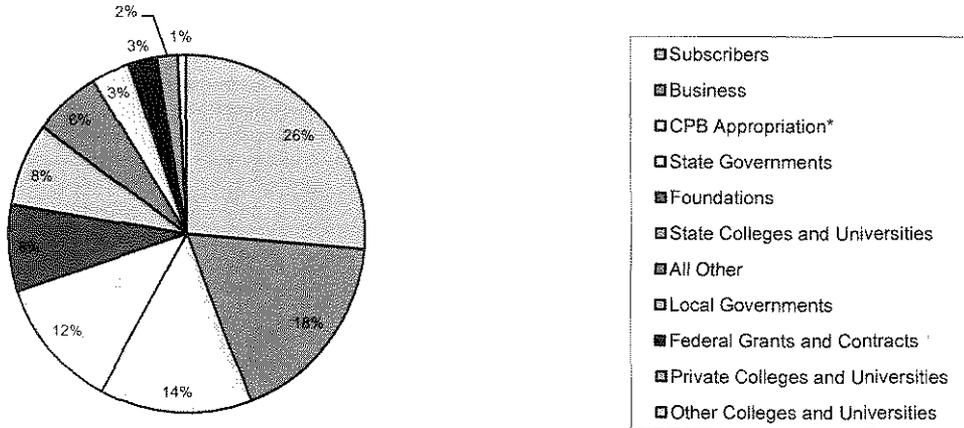


Public Broadcasting Revenue by Source, FY 2008
Public Radio and Public Television
Total Revenue: \$2.85 Billion



<u>Source of Revenue</u>	<u>% of Total</u>	<u>(In Thousands)</u>	<u>Federal/Non-Federal</u>	<u>Tax/Non-Tax Based</u>
Subscribers	26.3%	\$749,764	Non-Federal	Non-Tax Based
Business	17.8%	\$507,882	Non-Federal	Non-Tax Based
CPB Appropriation*	13.8%	\$393,000	Federal	Tax Based
State Governments	11.8%	\$336,770	Non-Federal	Tax Based
Foundations	7.9%	\$224,833	Non-Federal	Non-Tax Based
State Colleges and Universities	7.6%	\$216,826	Non-Federal	Tax Based
All Other	6.1%	\$174,756	Non-Federal	Non-Tax Based
Local Governments	3.4%	\$97,697	Non-Federal	Tax Based
Federal Grants and Contracts	2.6%	\$73,729	Federal	Tax Based
Private Colleges and Universities	1.9%	\$52,772	Non-Federal	Non-Tax Based
Other Colleges and Universities	0.7%	\$21,228	Non-Federal	Tax Based
Total Reportable Revenue	100%	\$2,849,256		
Total Federal Revenue	16.4%	\$466,729		
Total Non-Federal Revenue	83.6%	\$2,382,527		
All Tax Based Revenue	40.0%	\$1,139,249		
Non-Tax Based Revenue	60.0%	\$1,710,007		

* Does not include separate appropriation for Digital and Interconnection.

Source: Corporation for Public Broadcasting

Table 2
Public Broadcasting Revenue by Public Television and Radio System
and Source of Revenue, Fiscal Year 2007 - 2008

(In Thousands of Nominal Dollars)

Source of Revenue	System	FY 2007	Percent of total	FY 2008	Percent of total	% Change 2007-2008
Corporation for Public Broadcasting	PB	\$400,000	13.7%	\$393,000	13.8%	-1.8%
	PT	\$300,000	15.3%	\$294,750	15.7%	-1.8%
	PR	\$100,000	10.4%	\$98,250	10.1%	-1.8%
Federal Grants and Contracts	PB	\$79,760	2.7%	\$73,729	2.6%	-7.6%
	PT	\$68,815	3.5%	\$65,911	3.5%	-4.2%
	PR	\$10,945	1.1%	\$7,819	0.8%	-28.6%
Local Governments	PB	\$96,560	3.3%	\$97,697	3.4%	1.2%
	PT	\$82,554	4.2%	\$82,609	4.4%	0.1%
	PR	\$14,007	1.5%	\$15,088	1.6%	7.7%
State Governments	PB	\$334,091	11.4%	\$336,770	11.8%	0.8%
	PT	\$299,409	15.3%	\$303,565	16.1%	1.4%
	PR	\$34,681	3.6%	\$33,205	3.4%	-4.3%
State Colleges and Universities	PB	\$204,794	7.0%	\$216,826	7.6%	5.9%
	PT	\$112,745	5.8%	\$119,227	6.3%	5.7%
	PR	\$92,049	9.6%	\$97,599	10.1%	6.0%
Other Colleges and Universities*	PB	\$68,018	2.3%	\$74,000	2.6%	8.8%
	PT	\$37,764	1.9%	\$40,103	2.1%	6.2%
	PR	\$30,254	3.1%	\$33,897	3.5%	12.0%
Foundations	PB	\$224,032	7.7%	\$224,833	7.9%	0.4%
	PT	\$146,579	7.5%	\$131,504	7.0%	-10.3%
	PR	\$77,452	8.0%	\$93,329	9.6%	20.5%
Business	PB	\$458,359	15.7%	\$507,882	17.8%	10.8%
	PT	\$260,785	13.3%	\$303,398	16.1%	16.3%
	PR	\$197,574	20.5%	\$204,483	21.1%	3.5%
Subscribers	PB	\$714,558	24.4%	\$749,764	26.3%	4.9%
	PT	\$421,591	21.5%	\$438,793	23.3%	4.1%
	PR	\$292,967	30.4%	\$310,971	32.1%	6.1%
All Other	PB	\$342,519	11.7%	\$174,756	6.1%	-49.0%
	PT	\$229,758	11.7%	\$101,270	5.4%	-55.9%
	PR	\$112,761	11.7%	\$73,485	7.6%	-34.8%
Non-Federal	PB	\$2,442,931	83.6%	\$2,382,527	83.6%	-2.5%
	PT	\$1,591,187	81.2%	\$1,520,469	80.8%	-4.4%
	PR	\$851,744	88.5%	\$862,057	89.0%	1.2%
Total Revenue	PB	\$2,922,690	100.0%	\$2,849,256	100.0%	-2.5%
	PT	\$1,960,001	100.0%	\$1,881,130	100.0%	-4.0%
	PR	\$962,689	100.0%	\$968,126	100.0%	0.6%

* Includes Private Colleges & Universities

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

Source: Corporation for Public Broadcasting

Underwriting		State/University		Pledge/Membership		Other Shortfall		Total by License Type		DTV Total
2008-2009 Total	2010 Total	2008-2009 Total	2010 Total	2008-2009 Total	2010 Total	2008-2009 Total	2010 Total	2008-2009	2010	
8,794,396	8,218,311	8,456,373	25,865,710	12,653,799	12,662,811	18,669,306	13,440,000	48,573,874	60,186,832	6,960,832
26,240,085	19,153,326	14,735,428	20,422,278	30,240,733	30,184,781	28,842,611	42,668,595	100,058,857	112,428,980	9,645,711
3,539,231	2,203,667	30,511,073	27,093,316	4,667,693	7,188,870	1,633,847	6,984,000	40,351,844	43,469,853	4,898,125
38,573,712	29,575,304	53,702,874	73,381,304	47,562,225	50,036,462	49,145,764	63,092,595	188,984,575	216,085,665	21,504,668

174 Licensees are projecting a loss of:	
Total 2008-2009 Loss:	188,984,575

Total 2010 Projected Loss:	216,085,665
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Total Projected DTV Loss:	21,504,668
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A total of 83* licensees responded to the 2009 Economic Loss Survey:
48 of 90 Community Licensees
22 of 64 University Licensees
13 of 20 State Licensees
* Not all licensees could respond to survey questions
Grand Total Loss: 426,574,908

Survey conducted by Association of Public Television Stations