

Revenue Sources for News: Aggregated Estimates and Notes

Annual News-related Revenue

Revenues (in Millions of Dollars)

| | Network TV | Local TV | Cable TV | News/Talk Radio | Daily Newspapers | Weekly Newspapers | News Magazines | Noncommercial | For-profit Digital-Native | Total |
|------------------------------------------------|--------------|--------------|-------------------------|--------------------|---------------------|----------------------|-------------------|---------------|------------------------------|---------------------------|
| Advertising | 1,923 | 8,751 | 2,203- 2,941 | 1,563 | 25,201* | 2,724 | 325-827 | 212 | 499-749 | 43,402- 44,442 |
| Retransmission Fees | 150 | 176 | | | | | | | | 327 |
| License Fees | | | 2,784 | | | | | | | 2,784 |
| Circulation/Subscriptions | | | | | 10,449 | 848 | 221-563 | | 4-6 | 11,522- 11,866 |
| Grants | | | | | | | | 148 | | 148 |
| Donations | | | | | | | | 418 | | 418 |
| Events | | | | | | | | 1 | 11-16 | 12-17 |
| Government | | | | | | | | 129 | | 129 |
| Owners, Venture Capital, Capital Investment | | | | | | | | | 293-440 | 293-440 |
| Other | 21 | | 203 | | 3,000 | | | 950 | 36-54 | 4,211- 4,229 |
| Total | 2,094 | 8,928 | 5,191- 5,479 | 1,563 | 38,649 | 3,573 | 547-1,390 | 1,859 | 844-1,265 | 63,191- 63,962 |

Notes: Numbers are rounded estimates; newspaper ad figure includes \$2.9 billion in advertising from direct marketing, niche and non-daily publications; retransmission fees are paid to local stations, which, in turn, pay about half of those fees to the networks.

Source: **Network:** Kantar Media, VSS, PBS NewsHour. **Local TV:** VSS, Borrell, RTDNA/Hofstra University, BIA/Kelsey. **Cable TV:** SNL Kagan, published news reports. **Radio:** BIA/Kelsey. **Daily Newspapers:** NAA. **Weekly Newspapers:** SNL Kagan. **News magazines:** Press reports, MPA. **Noncommercial and nonprofit media:** Organizational public financial statements, Public Media Futures Forum, Pew Research Center. **For-profit digital native:** News reports, Michele's List, CrunchBase.

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Network TV News

Network TV program ad revenue

2012 ad revenue (in thousands of dollars)

| Program | Revenue |
|--------------------------|----------------|
| CBS Evening News | 137,295 |
| NBC Nightly News | 201,648 |
| ABC World News | 175,281 |
| ABC Good Morning America | 349,447 |
| CBS This Morning | 165,844 |
| NBC Today Show | 644,441 |
| Subtotal | 1,673,956 |

Source: Kantar Media

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Other network TV news revenue

2012 revenue (in thousands of dollars)

| Revenue stream | Revenue | % of total rev. (3 major networks) |
|----------------------------|----------------|-------------------------------------------|
| Retransmission fees | 150,330 | 7.3% |
| Digital ad revenue | 248,766 | 12.0% |
| PBS NewsHour total revenue | 21,000 | |

Source: VSS, PBS NewsHour financial statement

Note: Figures are estimates.

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Total network TV news revenue

2012 revenue (in thousands of dollars)

| Revenue stream | Revenue |
|-----------------------------|----------------|
| TV advertising | 1,673,956 |
| Retransmission fees | 150,330 |
| Digital advertising | 248,766 |
| PBS NewsHour revenue | 21,000 |
| Total (big 3 networks) | 2,073,0523 |
| Total (big 3 plus NewsHour) | 2,094,052 |

Source: Kantar Media, VSS, PBS NewsHour

Note: Figures include estimates.

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Network notes: Market research firm Kantar Media estimates that the big three broadcast network morning and evening programs generated \$1.7 billion in TV advertising revenue in 2012. But that is not the only revenue stream for this sector: VSS projects 2012 revenue from “online and mobile platforms” as a share of total broadcast (network + local) revenues. We took the share (12%) and applied it to the subtotal that was already calculated using TV ad revenue actuals. VSS estimates that 3.6% of total broadcast TV revenue comes from retransmission fees (split up between local affiliates and the networks). These fees generally reach local stations, which then pass along about half of those fees to the networks. Analysts calculated a total sum for retransmission fees that reach local stations, projecting a sum that filter through to the newsroom budgets. That sum was then divided, and about half was applied to the network TV news total revenue estimate.

PBS NewsHour is owned by a private company, yet funded through a variety of sources, including government allocations, corporate underwriting and individual donations. It does not fit perfectly into either commercial TV accountings or noncommercial media. Pew Research analysts placed it in the network TV category because its tax status is set up as corporate rather than nonprofit.

Local TV News

Total local TV news revenue

2012 revenue (in thousands of dollars)

| Revenue stream | Revenue | % of local TV news revenue |
|---------------------|-----------|----------------------------|
| TV advertising | 8,388,008 | 94.2 |
| Digital advertising | 363,117 | 4.1 |
| Retransmission fees | 176,475 | 2.0 |
| Total | 8,927,600 | 100.0 |

Source: BIA/Kelsey, RTDNA/Hofstra University, Borrell Associates, VSS

Note: Figures are estimates.

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Local TV notes: Pew Research analysts programmed the BIA/Kelsey Media Access Pro database to include stations with the following features: U.S.-based, commercial and non-commercial, listing a news director, including low-powered TV stations. Stations that did not report any revenue for previous 10 years were not included. This process yielded 827 stations. The Hofstra University annual survey of local TV news directors is conducted with a proprietary list of news-producing TV stations. After conversations with survey director Robert Papper, Pew Research was able to construct a similar list of stations using the guidelines noted above. Borrell projects revenue from “online & mobile ads” as a share of total station revenues. We took the share (4%) and applied it to the subtotal that was already calculated using local TV ad rev figures. VSS projects that 3.6% of local TV station revenue comes from retransmission fees in 2012. Half of the retransmission fees generated by local stations are transferred to the parent networks.

Cable TV News

Cable TV news revenue

2013 revenue (in thousands of dollars)

| Revenue stream | Revenue | % of cable TV news revenue |
|---------------------|---------------------|----------------------------|
| TV advertising | 1,943,280 | 36.5 |
| License fees | 2,784,399 | 52.2 |
| Digital advertising | 259,530-547,897 | 5-10 |
| Other | 203,393 | 3.8 |
| Total | 5,190,602-5,478,969 | 100.0 |

Source: SNL Kagan, Pew Research projections based on CNN Worldwide data.

Note: Figures are estimates.

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Cable TV notes: Channels included in analysis are CNN, Fox, MSNBC, HLN, CNN International, CNBC World, Bloomberg TV, CNBC, Fox Business Network, C-SPAN, Al Jazeera America, and BBC World News. 'Other' revenue described as anything ranging from licensing content to other networks, or merchandise. CNN Worldwide, in 2010, generated 10% of total revenue from digital properties at CNN/CNNI/HLN. To project for the broader cable news sector, we assume that as much as 10% of all revenue for each channel derives from digital advertising. Given that the 10% digital revenue is based on CNN's figures, which represent revenues from an unusually high-performing digital property, researchers assumed that to be the high end of a range (\$547,897,000), with the low end assuming 5% digital revenue (\$259,530,000).

Commercial News Radio

News/talk radio revenue

2012 revenue (in thousands of dollars)

| Revenue stream | Revenue | % of total news/talk revenue |
|-----------------------|----------------|-------------------------------------|
| Advertising | 1,563,420 | 100.0 |

Source: BIA/Kelsey

Note: Figures are estimates.

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Radio notes: Pew Research analysts programmed the BIA/Kelsey Media Access Pro database to include stations with the following features: U.S.-based, commercial-only, in the news/talk category. The total included 971 stations.

Daily Newspapers

Daily Newspaper Revenue

2012 revenue (in total dollars)

| Revenue stream | Revenue | % of total newspaper revenue |
|---------------------------------------------------|----------------|------------------------------|
| Print advertising | 18,931,266,326 | 49.0 |
| Digital advertising | 3,369,623,432 | 8.7 |
| Advertising from non-daily/niche/direct marketing | 2,900,000,000 | 7.5 |
| Circulation revenue (print and digital) | 10,448,561,000 | 27.0 |
| Other (events, e-commerce, etc.) | 3,000,000,000 | 7.8 |
| Total | 38,649,450,758 | 100.0 |

Source: Newspaper Association of America

Note: Figures are projections.

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Daily newspaper notes: The NAA reported revenue projections for 2012 was released in spring 2013. The NAA does not disaggregate digital from print circulation revenue.

Weekly Newspapers

Weekly Newspaper Revenue

2013 revenue (in total dollars)

| Revenue stream | Revenue | % of total weekly newspaper revenue |
|-----------------------|----------------|--------------------------------------------|
| Advertising | 2,724,440,049 | 76.3 |
| Circulation | 848,145,435 | 23.7 |
| Total | 3,572,585,484 | 100.0 |

Source: SNL Kagan

Note: Figures are estimates.

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News Magazines

News Magazine Revenue

2012 revenue (in total dollars)

| Revenue stream | Revenue | % of news magazine revenue |
|---------------------------------|-------------------|----------------------------|
| Advertising (print and digital) | 325,465-827,288 | 59.5 |
| Circulation | 221,535-564,112 | 40.5 |
| Total | 547,000-1,390,400 | 100.0 |

Source: VSS, Association of Magazine Media, published news reports

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News magazine notes: Ad revenues from legacy news magazines are also difficult to assess, as the standard estimates based on rate card data are known to be heavily inflated. In past analyses, Pew Research has instead relied on number of ad pages to provide a more accurate sense of growth or decline year to year. But to get a sense of even the range of total revenue for this sector, the Center relied on publicly available estimates for specific publications and projected a possible range of about \$550 million to \$1.4 billion, with the upper limit being an estimate derived from rate card figures. And to get a sense of how much of that comes from advertising, we turned to market research firm VSS, which estimates that 59.5% of consumer magazine revenue—which includes news magazines—comes from print and digital advertising. Using that estimate, the ad revenue generated from legacy news magazines most likely falls within the \$300 million-to-\$800 million range, and the remainder—circulation—would range from \$200 million to \$600 million.

Non-commercial and Nonprofit Media

Noncommercial news media revenue

Revenue (in thousands of dollars)

| | Foundations | Individual giving | CPB/gov't | Media partnerships | Ads/sponsorship | Events | Other | Total |
|-----------------------|----------------|-------------------|----------------|--------------------|-----------------|--------------|----------------|------------------|
| NPR | 17,900 | | | 73,000 | 44,000 | | 56,800 | 191,700 |
| Public radio stations | 90,039 | 404,993 | 129,129 | | 165,095 | | 179,499 | 968,756 |
| PRI | 5,862 | | | 15,384 | | | 151 | 21,397 |
| Associated Press | | | | 622,247 | | | | 622,247 |
| Digital nonprofits | 34,663 | 12,613 | | 989 | 2,880 | 1,309 | 2,232 | 54,689 |
| Total | 165,796 | 423,913 | 129,129 | 712,116 | 213,416 | 1,964 | 239,799 | 1,886,136 |

Source: NPR, Public Media Futures, PRI, Associated Press, Pew Research Center.

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Noncommercial/nonprofit notes: This figure was calculated using the raw 2011 revenue data provided by 76 digital nonprofit news organizations to Pew Research Center. While the number of nonprofits is likely three times this size, no financial data are available for them. NPR figures are from 2013; individual station figures, as well as those of PRI and the Associated Press are from 2012; digital nonprofit figures are from 2011.

For-profit Digital Native News

For-profit Digital-Native News Funding

Annual revenue/investment (in thousands of dollars)

| Revenue/Funding stream | Revenue/investment | % of digital revenue |
|----------------------------------|--------------------|----------------------|
| Advertising | 499,578-749,367 | 59.2 |
| Events | 10,690-16,035 | 12.7 |
| Subscriptions | 3,926-5,889 | 4.7 |
| Other | 35,906-53,859 | 4.3 |
| Venture capital/owner investment | 293,450-440,175 | 34.8 |
| Total | 843,550-1,265,325 | 100.0 |

Source: Published news reports, Michele's List, CrunchBase

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Digital notes: This category includes digital news organizations that are unattached to legacy operations (and are not part of the nonprofit cohort, which is treated separately). Researchers gathered revenue estimates from published news reports, some of which included self-reported figures and others that included figures estimated by financial analysts and reporters. Some of these reports included estimates of various revenue streams, such as events or subscriptions. We included these where available. Researchers were unable to account for a full census of independent digital news operations, especially small, local ones. On the hyperlocal front, researchers drew from a database of such sites, tracked by journalist and scholar Michele McLellan. On the national front, top sites were identified through publicly available audience data from Quantcast and Alexa. While careful measures were taken to gather as much public data as possible, the authors assume total digital revenue is greater than that which is represented here. A 150% calculation is applied to create a range.