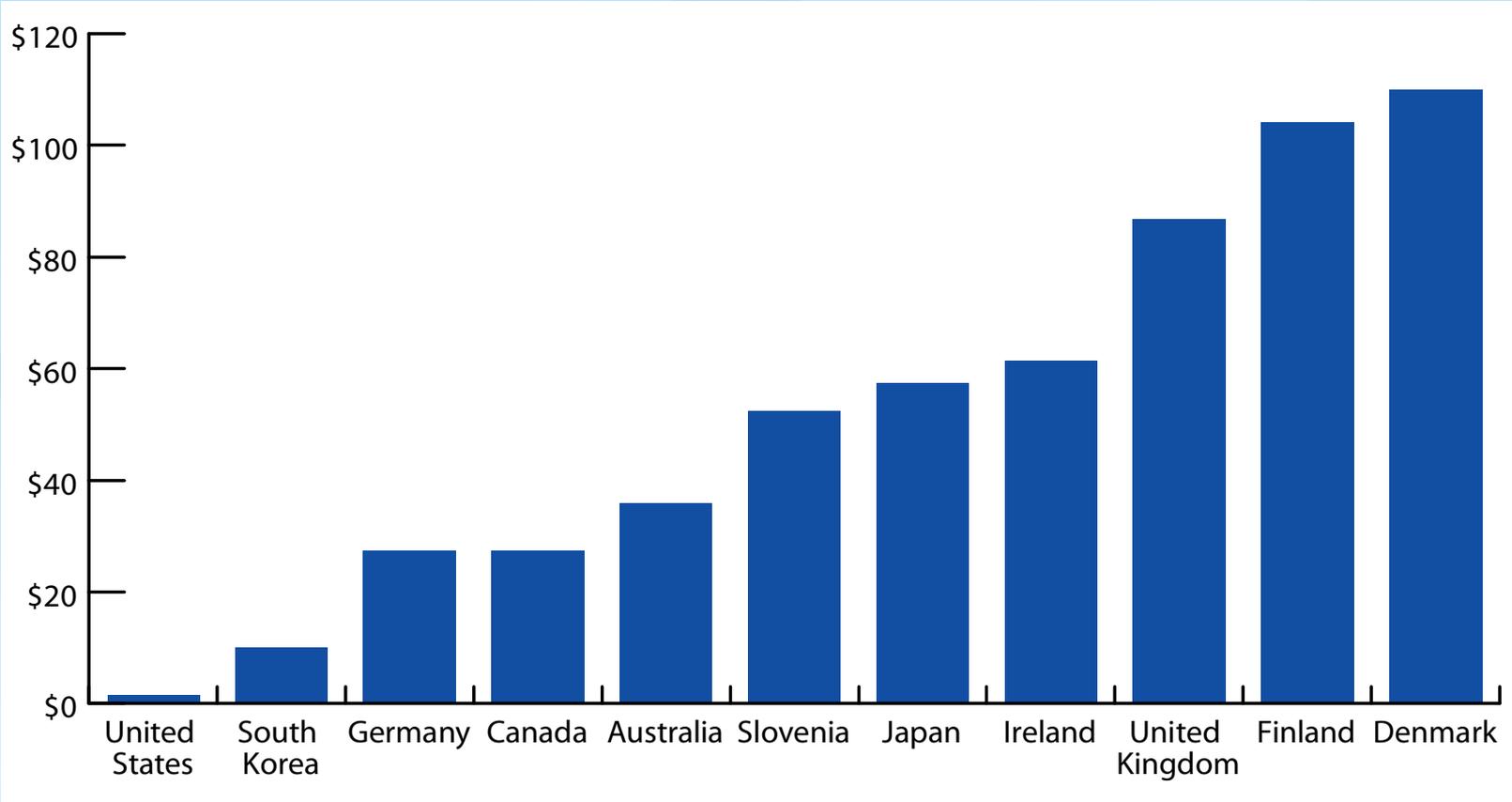


# Figure 1: Global Spending On Public Media



## Figure 2: Annual Spectrum Use Fee

Spectrum Use Fee (percent of revenue)	Annual Fee Paid by Average Broadcast TV Station	Annual Fee Paid by Average Broadcast Radio Station	Total Annual Fees paid by Broadcast TV Stations	Total Annual Fees paid by Broadcast Radio Stations	Total Broadcast Spectrum Fees
0.5%	\$80,665	\$6,495	\$110,457,500	\$68,237,480	\$178,694,980
1%	\$161,330	\$12,990	\$220,915,000	\$136,474,960	\$357,389,960
2%	\$322,660	\$25,980	\$441,830,000	\$272,949,920	\$714,779,920
3%	\$483,990	\$38,970	\$662,745,000	\$409,424,880	\$1,072,169,880
4%	\$645,320	\$51,960	\$883,660,000	\$545,899,840	\$1,429,559,840
5%	\$806,650	\$64,950	\$1,104,575,000	\$682,374,800	\$1,786,949,800

### Fig. 3: Using Annual Spectrum Use Fees to Establish a Public Media Trust Fund

Year	Spectrum Fee	Expected Industry Revenues	Revenues for Trust Fund	Congressional Appropriations	Annual Public Media Budget	Trust Fund Balance
2010	1%	\$35,000,000,000	\$350,000,000	\$405,000,000	\$440,000,000	\$315,000,000
2011	2%	\$36,050,000,000	\$721,000,000	\$417,150,000	\$489,250,000	\$979,650,000
2012	3%	\$37,131,500,000	\$1,113,945,000	\$429,664,500	\$541,059,000	\$2,031,183,000
2013	4%	\$38,245,445,000	\$1,529,817,800	\$442,554,435	\$595,536,215	\$3,509,578,170
2014	5%	\$39,392,808,350	\$1,969,640,418	\$455,831,068	\$652,795,110	\$5,457,733,454
2015	5%	\$40,574,592,601	\$2,028,729,630	\$469,506,000	\$672,378,963	\$7,556,476,794
2016	5%	\$41,791,830,379	\$2,089,591,519	\$483,591,180	\$692,550,332	\$9,814,933,001
2017	5%	\$43,045,585,290	\$2,152,279,264	\$498,098,915	\$713,326,842	\$12,242,730,989
2018	5%	\$44,336,952,849	\$2,216,847,642	\$513,041,883	\$734,726,647	\$14,850,030,416
2019	5%	\$45,667,061,434	\$2,283,353,072	\$528,433,139	\$756,768,447	\$17,647,549,702
2020	5%	\$47,037,073,277	\$2,351,853,664	\$0	\$832,445,291	\$20,049,335,559
2021	5%	\$48,448,185,475	\$2,422,409,274	\$0	\$915,689,820	\$22,558,521,791
2022	5%	\$49,901,631,040	\$2,495,081,552	\$0	\$1,007,258,802	\$25,174,270,630
2023	5%	\$51,398,679,971	\$2,569,933,999	\$0	\$1,107,984,683	\$27,894,933,477
2024	5%	\$52,940,640,370	\$2,647,032,018	\$0	\$1,218,783,151	\$30,717,929,019
2025	5%	\$54,528,859,581	\$2,726,442,979	\$0	\$1,340,661,466	\$33,639,606,982
2026	5%	\$56,164,725,368	\$2,808,236,268	\$0	\$1,474,727,613	\$36,655,095,987
2027	5%	\$57,849,667,130	\$2,892,483,356	\$0	\$1,622,200,374	\$39,758,133,769
2028	5%	\$59,585,157,143	\$2,979,257,857	\$0	\$1,784,420,411	\$42,940,877,904
2029	5%	\$61,372,711,858	\$3,068,635,593	\$0	\$1,962,862,452	\$46,193,694,939
2030 & Beyond	0%	N/A	N/A	\$0	\$2,425,168,984	\$48,503,379,686

**Figure 4: Auctioning UHF Spectrum Estimated Revenues**

Total Amount of UHF Spectrum	Spectrum Set Aside for Unlicensed Use	Spectrum Set Aside for WISP Lottery	Estimated Auction Price (\$ per MHz)	Estimated Auction Revenues
222 MHz	67 MHz	44 MHz	\$375,000,000	\$41,625,000,000

Revenues	Revenues Paid to Broadcast License Holders	Revenues Diverted To Treasury	Net Revenues Available for Trust Fund	Annual Public Media Budget From Trust Fund
\$41,625,000,000	\$11,728,677,375	\$8,325,000,000	\$21,571,322,625	\$1,078,566,131

## Figure 5: Auctioning UHF Spectrum Estimated Revenues

Year	Estimated Total Advertising Spending	Estimated Total Exempted Advertising Spending	Estimated Total Advertising Subject to Tax	Net Revenues From Tax (assuming 2% tax)	Congressional Appropriations	Annual Public Media Budget	Trust Fund Balance
2010	\$310,000,000,000	\$117,800,000,000	\$192,200,000,000	\$3,844,000,000	\$405,000,000	\$789,400,000	\$3,459,600,000
2011	\$319,300,000,000	\$125,165,600,000	\$194,134,400,000	\$3,882,688,000	\$417,150,000	\$805,418,800	\$7,126,999,200
2012	\$328,879,000,000	\$132,867,116,000	\$196,011,884,000	\$3,920,237,680	\$429,664,500	\$821,688,268	\$11,011,563,072
2013	\$338,745,370,000	\$140,918,073,920	\$197,827,296,080	\$3,956,545,922	\$442,554,435	\$838,209,027	\$15,123,032,555
2014	\$348,907,731,100	\$149,332,508,911	\$199,575,222,189	\$3,991,504,444	\$455,831,068	\$854,981,512	\$19,471,538,182
2015	\$359,374,963,033	\$158,124,983,735	\$201,249,979,298	\$4,024,999,586	\$469,506,000	\$872,005,959	\$24,067,614,719
2016	\$370,156,211,924	\$167,310,607,790	\$202,845,604,134	\$4,056,912,083	\$483,591,180	\$889,282,388	\$28,922,216,329
2017	\$381,260,898,282	\$176,905,056,803	\$204,355,841,479	\$4,087,116,830	\$498,098,915	\$906,810,598	\$34,046,732,292
2018	\$392,698,725,230	\$186,924,593,210	\$205,774,132,021	\$4,115,482,640	\$513,041,883	\$924,590,147	\$39,453,003,283
2019	\$404,479,686,987	\$197,386,087,250	\$207,093,599,737	\$4,141,871,995	\$528,433,139	\$942,620,339	\$45,153,338,243
2020 & Beyond	N/A	N/A	N/A	N/A	\$0	\$2,257,666,912	\$45,153,338,243

## Figure 6: Using an Advertising Tax to Establish a Public Media Trust Fund

Year	Estimated Total Advertising Spending	Amount Deductable Under Amortization Plan	Amount Subject to Business Tax	Revenues Generated from Tax	Congressional Appropriations	Annual Public Media Budget	Trust Fund Balance
2010	\$310,000,000,000	\$248,000,000,000	\$62,000,000,000	\$15,500,000,000	\$405,000,000	\$560,000,000	\$15,345,000,000
2011	\$319,300,000,000	\$270,940,000,000	\$48,360,000,000	\$12,090,000,000	\$417,150,000	\$658,950,000	\$27,960,450,000
2012	\$328,879,000,000	\$294,568,200,000	\$34,310,800,000	\$8,577,700,000	\$429,664,500	\$772,772,500	\$37,593,064,500
2013	\$338,745,370,000	\$318,905,246,000	\$19,840,124,000	\$4,960,031,000	\$442,554,435	\$839,356,915	\$44,035,946,245
2014	\$348,907,731,100	\$343,972,403,380	\$4,935,327,720	\$1,233,831,930	\$455,831,068	\$1,072,747,033	\$46,854,659,522
2015	\$359,374,963,033	\$354,291,575,481	\$5,083,387,552	\$1,270,846,888	\$469,506,000	\$1,232,014,133	\$49,705,731,254
2016	\$370,156,211,924	\$364,920,322,746	\$5,235,889,178	\$1,308,972,295	\$483,591,180	\$1,399,871,786	\$52,583,709,505
2017	\$381,260,898,282	\$375,867,932,428	\$5,392,965,853	\$1,348,241,463	\$498,098,915	\$1,576,692,086	\$55,482,543,272
2018	\$392,698,725,230	\$387,143,970,401	\$5,554,754,829	\$1,388,688,707	\$513,041,883	\$1,762,861,720	\$58,395,539,307
2019	\$404,479,686,987	\$398,758,289,513	\$5,721,397,474	\$1,430,349,368	\$528,433,139	\$1,958,782,508	\$61,315,316,272
2020 & Beyond	N/A	N/A	N/A	N/A	\$0	\$3,065,765,814	\$61,315,316,272

**Figure 7: Using a 1 Percent Tax on Consumer Electronics to Establish a Public Media Trust Fund**

Year	Estimated Total Spending on Consumer Electronics	Revenues from 1% Tax	Increased Annual Tax Burden for Typical Household	Congressional Appropriations	Annual Public Media Budget	Trust Fund Balance
2010	\$166,000,000,000	\$1,660,000,000	\$14	\$405,000,000	\$571,000,000	\$1,494,000,000
2011	\$170,980,000,000	\$1,709,800,000	\$14	\$417,150,000	\$605,228,000	\$3,090,422,000
2012	\$176,109,400,000	\$1,761,094,000	\$15	\$429,664,500	\$640,995,780	\$4,794,705,820
2013	\$181,392,682,000	\$1,813,926,820	\$15	\$442,554,435	\$678,364,922	\$6,612,557,444
2014	\$186,834,462,460	\$1,868,344,625	\$16	\$455,831,068	\$717,399,315	\$8,549,961,694
2015	\$192,439,496,334	\$1,924,394,963	\$16	\$469,506,000	\$758,165,245	\$10,613,195,497
2016	\$198,212,681,224	\$1,982,126,812	\$17	\$483,591,180	\$800,731,470	\$12,808,841,794
2017	\$204,159,061,661	\$2,041,590,617	\$17	\$498,098,915	\$845,169,320	\$15,143,804,096
2018	\$210,283,833,510	\$2,102,838,335	\$18	\$513,041,883	\$891,552,783	\$17,625,321,736
2019	\$216,592,348,516	\$2,165,923,485	\$18	\$528,433,139	\$939,958,602	\$20,260,985,845
2020 & Beyond	N/A	N/A	N/A	\$0	\$1,013,049,292.26	\$20,260,985,845