

US Rural Channel Stats Data

Reporting Period - June 2021 - August 2021



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Executive Summary

- The Data is tabulated using MG-TV channel stats software from over 75k Set Top Boxes with an estimated viewership of over 100k rural consumers.
- HD and SD channels are combined in the report to reflect the growing migration to all HD lineups.
- Channel ratings based on Average Hourly Views. (See Tabulation Criteria Page)
- CBS pulls a stunning upset over Olympic-laden NBC.
- Regional sports networks show their season rise to number six.
- USA Network achieves top ten status for the first time in the history of this report.
- Western-themed Grit TV has stabilized, but still ranking as a must carry top twenty channel.
- CNN was one is the biggest heavyweight losers, falling from 11th place in the spring down to 18th position.

Tabulation Criteria

Channel Rating Shares Based on 30 Day Reporting Averages

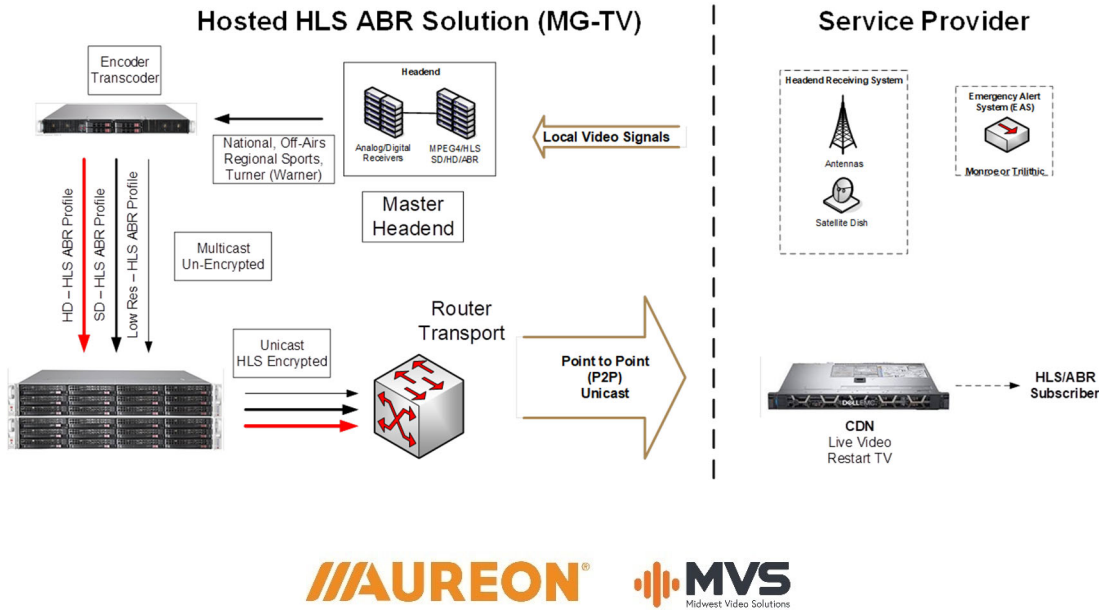
Average = Views for every one-hour segment of the reporting period are averaged together.

Anonymous Viewership = Each reporting service provider has no access to individual viewing data - Views are STBs – Not Specific Individuals

Single channel all day viewing data is prevented as the Set Top Box software from Innovative Systems is configurable to discontinue reporting after time spent viewing of a specific channel reaches a threshold. The default setting is 2 hours.

Report Sponsored by Innovative Systems MG-TV Hosted Streaming Video

MG-TV Hosted Streaming Video - a new video solution designed for service providers interested in eliminating headend costs while still providing a competitive go-to market video solution for your customers.



In partnership with two experienced and respected national headend providers, Aureon and MVS, Innovative Systems provides the middleware solution without the expense of operating a headend.

Example

	A	B	C	D	E
1	Channel	Avg Views	Min View:	Max View	5/1/2018 0:00
2	1 - WIN Educational	0.5	0	3.35	0.35

Here is a report looking at a month of summary data for highlighted Channel 1, providing Average/Min/Max/ views and hour time slices for the month, here we look at the first hour for the month for channel 1.

- Avg View means All Hours Averaged together for that month for Channel 1 = Avg 0.5
- Min View means at least one hour no STBs were tuned to the Channel.
- Max View means for the entire 30-day reporting period the hour that had the most STBs tuned in to the channel had a total of 3.35.
- At Midnight on 5/1 - for 35% of the 60-minute reporting period a STB was tuned to that channel 21 minutes of that hour.

Top Rated Rural Channels

June 2021 - August 2021

Average # of Set Top Boxes Per Hour

1. CBS 67.97
2. NBC 62.33
3. ABC 41.82
4. Fox News Channel 29.36
5. FOX 16.84
6. Regional Sports Networks 15.25
7. INSP 12.59
8. USA Network 11.44
9. HGTV 11.38
10. Hallmark Channel 10.80
11. Game Show Network 10.61
12. Me TV 10.37
13. TV Land 9.59
14. The Discovery Channel 9.45
15. MSNBC 9.26
16. CW 9.09
17. History 9.06
18. CNN 8.87
19. Grit 8.43
20. PBS 7.87
21. The Learning Channel 7.56
22. Food Network 7.08
23. The Weather Channel 7.00.
24. TNT 6.92
25. Hallmark M&M 6.90
26. ION 6.42
27. ESPN 6.32
28. CNBC 6.26
29. Paramount Network 6.16
30. Oxygen 5.99
31. TBS 5.93
32. Nickelodeon 5.77
33. Investigation Discovery 5.68
34. Lifetime 5.57
35. The Golf Channel 5.51
36. NBCSN 5.46
37. AMC 5.10
38. WGN (News Nation) 5.09
39. TCM 4.82
40. The Travel Channel 4.70
41. CMT 4.63
42. Disney Jr. US 4.51
43. RFD TV 4.42
44. Hallmark Drama 4.19
45. Animal Planet 4.12
46. Science 4.03
47. Fox Business 3.98
48. ESPN2 3.83
49. Bravo 3.82
50. FX 3.79

Top Rated Channels

June 2021 - August 2021

Average # of Set Top Boxes Per Hour

- | | |
|-----------------------------------|-----------------------------------|
| 51. National Geographic 3.78 | 76. Destination America 2.04 |
| 52. Headline News 3.77 | 77. Starz Encore Westerns 1.84 |
| 53. Lifetime Movies 3.67 | 78. BBC America 1.72 |
| 54. SYFY 3.67 | 79. FYI 1.71 |
| 55. MTV 3.58 | 80. American Heroes Channel 1.70 |
| 56. Great American Country 3.51 | 81. Nick Jr. 1.69 |
| 57. A&E Network 3.48 | 82. Cooking Channel 1.57 |
| 58. National Geographic Wild 3.45 | 83. Discovery Life Channel 1.27 |
| 59. Freeform 3.33 | 84. VH1 1.27 |
| 60. QVC 3.09 | 85. Newsmax 1.24 |
| 61. NFL Network 3.09 | 86. Nicktoons Network 1.15 |
| 62. truTV 3.07 | 87. Big Ten Network 1.15 |
| 63. Outdoor Channel 2.96 | 88. Trinity Broadcasting 1.15 |
| 64. Oprah Winfrey Network 2.92 | 89. EWTN 1.07 |
| 65. IFC 2.88 | 90. Disney XD 1.06 |
| 66. DIY 2.86 | 91. The Sportsman Channel 1.05 |
| 67. Disney Channel 2.84 | 92. Universal Kids 1.04 |
| 68. Comedy Central 2.75 | 93. Discovery Family Channel 1.03 |
| 69. Antenna TV 2.73 | 94. Olympic Channel 0.95 |
| 70. Pop Network 2.61 | 95. ESPNEWS 0.92 |
| 71. Fox Sports 1 2.58 | 96. Teen Nick 0.77 |
| 72. Cartoon Network 2.33 | 97. Home Shopping Network 0.68 |
| 73. FXX 2.25 | 98. Lifetime Real Women 0.60 |
| 74. FX Movie Channel 2.24 | 99. Fox Sports 2 0.57 |
| 75. E! 2.14 | 100. HBO 0.45 |

Top 100 Quarterly Comparisons

Channels	Summer 2021	Spring 2021	Winter 20-21	Fall 2020
1. CBS	67.97	56.75	63.95	70.62
2. NBC	62.33	56.99	62.49	70.35
3. ABC	41.82	40.85	39.49	46.70
4. Fox News Channel	29.36	31.42	32.42	47.99
5. FOX	16.84	17.83	33.91	28.78
6. Regional Sports	15.25	10.21	4.31	11.48
7. INSP	12.59	12.43	15.64	16.07
8. USA Network	11.44	8.60	10.54	9.87
9. HGTV	11.38	12.70	11.68	14.21
10. Hallmark Channel	10.80	11.12	16.69	17.02
11. Game Show	10.61	12.58	12.15	12.90
12. ME TV	10.37	11.43	14.57	13.34
13. TV Land	9.59	9.06	11.14	14.45
14. Discovery	9.45	9.61	10.52	10.31
15. MSNBC	9.26	10.52	4.17	15.80
16. CW	9.09	6.71	7.53	6.76
17. History	9.06	9.58	10.36	9.76
18. CNN HD	8.87	11.75	14.69	16.86
19. Grit	8.43	13.95	17.28	
20. PBS	7.87	8.38	8.39	8.70
21. Learning Channel	7.56	6.57	7.20	9.51
22. Food Network	7.08	7.62	8.52	8.71
23. Weather Channel	7.00	7.50	7.84	7.63
24. TNT	6.92	6.50	7.33	8.16
25. Hallmark M & M	6.90	6.21	9.47	10.97
26. ION	6.42	5.34	10.90	
27. ESPN	6.32	6.85	9.75	12.76
28. CNBC	6.26	3.51	3.06	3.87
29. Paramount	6.16	5.64	7.77	8.13
30. Oxygen	5.99	6.10	6.90	6.66
31. TBS HD	5.93	7.51	6.59	7.62
32. Nickelodeon	5.77	6.04	6.11	8.83
33. ID	5.68	6.13	7.05	7.59
34. Lifetime	5.57	5.63	3.77	6.58
35. The Golf Channel	5.51	3.95	2.94	4.25
36. NBCSN	5.46	2.42	4.58	4.56
37. AMC	5.10	5.53	5.72	5.24
38. WGN America	5.09	8.37	4.54	7.86
39. TCM	4.82	6.55	5.92	6.14
40. Travel Channel	4.70	3.90	3.76	3.86
41. CMT	4.63	5.38	5.68	6.13
42. Disney Jr.	4.51	3.43	4.20	4.82
43. RFD TV	4.42	5.53	6.81	6.26
44. Hallmark Drama	4.19	4.63	5.26	7.14
45. Animal Planet	4.12	5.30	5.40	6.25
46. Science	4.03	3.74	4.40	4.38
47. Fox Business	3.98	3.90	4.10	5.25
48. ESPN2	3.83	3.30	3.08	3.17
49. Bravo	3.82	3.39	4.27	4.26
50. FX	3.79	3.61	4.63	5.21

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Top 100 Quarterly Comparisons

Channels	Summer 2021	Spring 2021	Winter 20-21	Fall 2020
51. National Geographic	3.78	4.92	4.63	5.09
52. HLN	3.77	4.14	3.91	4.41
53. Lifetime Movies	3.67	3.34	0.33	4.55
54. SYFY	3.67	4.56	13.79	4.89
55. MTV	3.58	2.13	0.23	4.56
56. GAC	3.51	3.84	4.30	5.32
57. A&E Network	3.48	4.41	4.20	4.77
58. National Geo Wild	3.45	4.13	6.71	3.70
59. Freeform	3.33	3.56	5.65	4.93
60. QVC	3.09	1.64	1.52	1.98
61. NFL NETWORK	3.09	1.89	0.35	4.70
62. truTV	3.07	3.19	2.85	2.62
63. Outdoor Channel	2.96	3.53	4.65	4.92
64. Oprah Winfrey	2.92	3.41	3.43	4.30
65. IFC	2.88	2.53	3.27	2.20
66. DIY	2.86	3.31	3.92	4.28
67. Disney Channel	2.84	4.29	3.12	4.23
68. Comedy Central	2.75	3.28	3.18	3.96
69. Antenna TV	2.73	3.16	3.29	3.01
70. Pop Network	2.61	3.38	5.02	
71. Fox Sports 1	2.58	3.76	3.60	3.69
72. Cartoon Network	2.33	2.26	2.32	3.22
73. FXX	2.25	2.11	2.67	2.72
74. FX Movie	2.24	1.90	2.77	2.81
75. E! Television	2.14	2.38	3.14	3.94
76. Destination America	2.04	2.14	2.89	2.47
77. Starz Westerns	1.84	1.94	2.87	3.03
78. BBC America	1.72	1.56	2.25	1.84
79. FYI	1.71	2.05	2.29	2.98
80. American Heroes	1.70	1.61	2.58	2.49
81. Nick Jr	1.69	1.47	1.91	2.13
82. Cooking Channel	1.57	1.13	1.72	1.40
83. Discovery Life	1.27	1.32	1.57	2.05
84. VH1	1.27	1.56	1.98	2.38
85. Newsmax	1.24		4.55	
86. Nicktoons	1.15	0.73	1.02	1.52
87. Big Ten	1.15	4.16	4.84	1.88
88.TBN	1.15	1.28	1.41	1.55
89. EWTN	1.07	1.43	1.32	1.54
90. Disney XD	1.06	0.85	1.15	1.40
91. Sportsman Channel	1.05	1.69	2.67	4.33
92. Universal Kids	1.04	1.21	1.41	1.31
93. Discovery Family	1.03	0.92	0.87	1.26
94. Olympic Channel	0.95	0.53	0.48	0.49
95. ESPNEWS HD	0.92	0.79	0.84	0.73
96. Teen Nick	0.77	0.48	0.60	0.97
97. Home Shopping	0.68	0.60	0.68	0.61
98. Lifetime RW	0.60	0.33	0.35	0.30
99. Fox Sports 2	0.57	0.66	0.47	0.66
100. HBO	0.45	0.52	1.10	0.69

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Innovative Systems Video Middleware providers, if you would like to have your channel stats included in this ongoing research, please email your request to: scottm@innovsys.com

www.innovsys.com

**If you would like your video service to do this...
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