

# US Rural Channel Stats Data

Reporting Period - March 2021 - May 2021



Brought to you by:



Your Trusted Vendor -

Serving the independent telecommunications market for over 20 years.

# 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)
- NBC claims a thin margin of victory for number one over CBS.
- Major networks show a sharp decline compared to the winter 2020-2021 report.
- Despite the political power shift, Fox News is holding steady and is still a top five network in rural America.
- Spring sports jump start the Regional Sports Networks rising 35 places to number 15 in the ratings.
- The WGN NewsNation brand is making a difference, jumping from 48 – 21 in the Spring 2021 report.
- The Disney Channel was a real head scratcher in this report, going up 61 spots to number 6.

# Tabulation Criteria

## Channel Rating Shares Based on 30 Day Reporting Averages

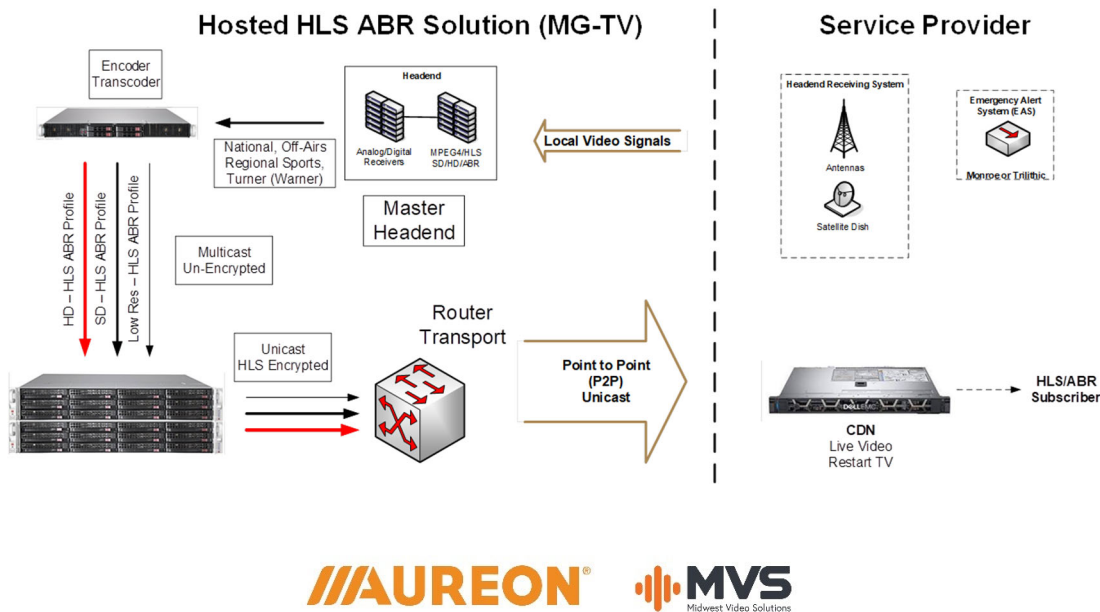
**Average** = Views for every one-hour segment of the reporting period are averaged together

**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

## March 2021 - May 2021

### Average # of Set Top Boxes Per Hour

1. NBC 56.99
2. CBS 56.75
3. ABC 40.85
4. Fox News Channel 31.42
5. FOX 17.83
6. Disney Channel 14.29
7. Grit 13.95
8. HGTV 12.70
9. Game Show Network 12.58
10. Inspirational Channel (INSP) 12.43
11. CNN 11.75
12. Me TV 11.43
13. Hallmark Channel 11.12
14. MSNBC 10.52
15. Regional Sports Networks 10.21
16. The Discovery Channel 9.61
17. History 9.58
18. TV Land 9.06
19. USA Network 8.60
20. PBS 8.38
21. WGN America (NewsNation) 8.37
22. Food Network 7.52
23. TBS 7.51
24. The Weather Channel 7.50
25. ESPN 6.85
26. CW 6.71
27. TLC 6.57
28. Turner Classic Movies 6.55
29. TNT 6.50
30. Hallmark M & M 6.21
31. Investigation Discovery 6.13
32. Oxygen 6.10
33. Nickelodeon 6.04
34. Paramount Network 5.64
35. Lifetime 5.63
36. AMC 5.53
37. RFD TV 5.53
38. CMT 5.38
39. ION 5.34
40. Animal Planet 5.30
41. National Geographic 4.92
42. Hallmark Drama 4.63
43. SYFY 4.56
44. A&E Network 4.41
45. Big Ten 4.16
46. Headline News 4.14
47. Nat Geo Wild 4.13
48. The Golf Channel 3.95
49. Fox Business 3.90
50. The Travel Channel 3.90

# Top Rated Channels

## March 2021 - May 2021

Average # of Set Top Boxes Per Hour

- |                                 |                                  |
|---------------------------------|----------------------------------|
| 51. Great American Country 3.84 | 76. Starz Encore Westerns 1.94   |
| 52. Fox Sports1 3.76            | 77. FX Movie Channel 1.90        |
| 53. Science Channel 3.74        | 78. NFL Network 1.89             |
| 54. FX 3.61                     | 79. The Sportsman Channel 1.69   |
| 55. Freeform 3.56               | 80. QVC 1.64                     |
| 56. Outdoor Channel 3.53        | 81. American Heroes Channel 1.61 |
| 57. CNBC 3.51                   | 82. BBC America 1.56             |
| 58. Disney Junior 3.43          | 83. VH1 1.56                     |
| 59. Oprah Network 3.41          | 84. Nick Jr. 1.47                |
| 60. Bravo 3.39                  | 85. EWTN 1.43                    |
| 61. Pop Network 3.38            | 86. Discovery Life Channel 1.32  |
| 62. Lifetime Movies 3.34        | 87. Trinity Broadcasting 1.28    |
| 63. DIY 3.31                    | 88. Universal Kids 1.21          |
| 64. ESPN2 3.30                  | 89. Newsmax 1.15                 |
| 65. Comedy Central 3.28         | 90. Cooking Channel 1.13         |
| 66. truTV 3.19                  | 91. Discovery Family Channel .92 |
| 67. Antenna TV 3.16             | 92. Disney XD .85                |
| 68. IFC 2.53                    | 93. ESPNNEWS .79                 |
| 69. NBCSN 2.42                  | 94. MTV Classic .78              |
| 70. E! 2.38                     | 95. Nicktoons Network .73        |
| 71. Cartoon Network 2.26        | 96. Fox Sports 2 .66             |
| 72. Destination America 2.14    | 97. Home Shopping Network .60    |
| 73. MTV 2.13                    | 98. Olympic Channel .53          |
| 74. FXX 2.11                    | 99. HBO .52                      |
| 75. FYI 2.05                    | 100. Teen Nick .48               |

## Top 100 Quarterly Comparisons

Channels	Spring 2021	Winter 2020-21	Fall 2020	Summer 2020
1. NBC	56.99	66.71	70.35	67.95
2. CBS	56.75	63.95	70.62	58.74
3. ABC	40.85	39.49	46.70	42.91
4. Fox News Channel	31.42	32.42	47.99	37.20
5. FOX	17.83	33.91	28.78	19.31
6. Disney Channel	14.29	3.12	4.23	5.07
7. Grit	13.95	17.28		
8. HGTV	12.70	11.68	14.21	12.73
9. Game Show Network	12.58	12.90	12.90	12.25
10. INSP	12.43	15.64	16.07	15.11
11. CNN	11.75	14.69	16.86	15.11
12. ME TV	11.43	13.52	13.34	13.31
13. Hallmark Channel	11.12	16.69	17.02	13.68
14. MSNBC	10.52	14.47	15.80	13.88
15. Regional Sports Nets	10.21	4.31	11.48	4.78
16. Discovery Channel	9.61	10.52	10.31	9.49
17. History	9.58	10.36	9.76	11.03
18. TV Land	9.06	11.14	14.45	12.97
19. USA Network	8.60	10.54	9.87	8.28
20. PBS	8.38	8.39	8.70	8.75
21. WGN-NewsNation	8.37	4.54	7.86	7.88
22. Food Network	7.62	8.52	8.71	7.85
23. TBS	7.51	6.59	7.62	7.06
24. Weather Channel	7.50	7.84	7.63	6.76
25. ESPN	6.85	9.75	12.76	12.25
26. CW	6.71	7.53	6.76	7.13
27. TLC	6.57	7.20	9.51	8.64
28. TCM	6.55	5.92	6.14	5.49
29. TNT	6.50	7.33	8.16	6.72
30. Hallmark M&M	6.21	9.47	10.97	8.67
31. ID	6.13	7.05	7.59	7.32
32. Oxygen	6.10	6.90	6.66	5.90
33. Nickelodeon	6.04	6.11	8.83	8.04
34. Paramount Network	5.64	7.77	8.13	8.43
35. Lifetime	5.63	10.90	6.58	4.36
36. AMC	5.53	5.72	5.32	6.40
37. RFD TV	5.53	6.81	6.26	5.91
38. CMT	5.38	5.68	6.13	4.53
39. ION	5.34			
40. Animal Planet	5.30	5.40	6.25	6.18
41. National Geographic	4.92	5.12	5.09	4.68
42. Hallmark Drama	4.63	5.26	7.14	6.95
43. SYFY	4.56	13.79	4.89	4.26
44. A&E Network	4.41	4.20	4.77	5.09
45. Big Ten	4.16			
46. Headline News	4.14	3.91	4.41	4.34
47. NatGeo Wild	4.13	4.63	3.70	4.39
48. The Golf Channel	3.95	2.94	4.25	2.77
49. Fox Business	3.90	4.10	5.25	4.41
50. Travel Channel	3.90	3.76	3.86	3.93

This information may not be reproduced or disseminated without written permission from Innovative Systems for anything other than internal use.

## Top 100 Quarterly Comparisons

Channels	Spring 2021	Winter 2020-21	Fall 2020	Summer 2020
51. GAC	3.84	4.30	5.32	4.88
52. Fox Sports 1	3.76	3.60	3.69	3.27
53. Science Channel	3.74	4.40	4.38	4.72
54. FX	3.61	4.63	5.21	4.63
55. Freeform	3.56	5.65	4.93	4.33
56. Outdoor Channel	3.53	4.65	4.92	3.57
57. CNBC	3.51	3.06	3.87	3.92
58. Disney Jr.	3.43	4.20	4.82	5.43
59. Oprah Winfrey Network	3.41	3.43	4.30	4.52
60. Bravo	3.39	4.27	4.26	4.02
61. Pop Network	3.38	5.02		
62. Lifetime Movies	3.34	3.77	4.55	4.08
63. DIY	3.31	3.92	4.28	5.15
64. ESPN2	3.30	3.08	3.17	1.77
65. Comedy Central	3.28	3.18	3.96	3.53
66. truTV	3.19	2.85	2.62	2.90
67. Antenna TV	3.16	3.29	3.01	3.66
68. IFC	2.53	3.27	2.20	2.52
69. NBCSN	2.42	2.49	4.56	2.34
70. E! Entertainment	2.38	3.14	3.94	3.69
71. Cartoon Network	2.26	2.32	3.22	3.45
72. Destination America	2.14	2.89	2.47	2.37
73. MTV	2.13	4.17	4.56	4.21
74. FXX	2.11	2.67	2.72	2.78
75. FYI	2.05	2.29	2.98	2.92
76. Starz/Encore Westerns	1.94	2.87	3.03	3.09
77. FX Movie Channel	1.90	2.77	2.81	3.88
78. NFL Network	1.89	4.55	4.70	1.91
79. Sportsman Channel	1.69	2.67	4.33	3.65
80. QVC	1.64	1.52	1.98	1.75
81. American Heroes	1.61	2.58	2.49	3.04
82. BBC America	1.56	2.25	1.84	1.89
83. VH1	1.56	1.98	2.38	1.76
84. Nick Jr.	1.47	1.91	2.13	2.47
85. EWTN	1.43	1.32	1.54	1.65
86. Discovery Life Channel	1.32	1.57	2.05	2.59
87. Trinity Broadcasting	1.28	1.41	1.55	2.42
88. Universal Kids	1.21	1.41	1.31	1.51
89. Newsmax	1.15	4.58	0.35	
90. Cooking Channel	1.13	1.72	1.40	1.65
91. Discovery Family	0.92	0.87	1.26	1.45
92. Disney XD	0.85	1.15	1.40	1.63
93. ESPNEWS	0.79	0.84	0.73	0.85
94. MTV Classic	0.78			
95. Nicktoons Network	0.73	1.02	1.52	1.74
96. Fox Sports 2	0.66	0.47	0.66	0.41
97. Home Shopping	0.60	0.68	0.61	0.60
98. Olympic Channel	0.53	0.48	0.49	0.64
99. HBO	0.52	1.10	0.69	0.87
100. Teen Nick	0.48	0.60	0.97	1.20

This information may not be reproduced or disseminated without written permission from Innovative Systems for anything other than internal use.



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](mailto:scottm@innovsys.com)

[www.innovsys.com](http://www.innovsys.com)

**If you would like your video service to do this...  
contact an Innovative Systems Sales Director**

Josh Gillen – 605.990.7162 – [joshg@innovsys.com](mailto:joshg@innovsys.com)

John Muller – 605.990.7262 – [johnm@innovsys.com](mailto:johnm@innovsys.com)

Steve Garrow – 605.990.7265 – [steveg@innovsys.com](mailto:steveg@innovsys.com)

Jennifer Pavlicek – 605.990.7266 – [jenniferp@innovsys.com](mailto:jenniferp@innovsys.com)

Howard Fuller – 605.990.7264 – [howardf@innovsys.com](mailto:howardf@innovsys.com)

Scott Sobolewski – 605.990.7261 – [scotts@innovsys.com](mailto:scotts@innovsys.com)

