

# US Rural Channel Stats Data

Reporting Period - September 2021 - November 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)
- CBS wins the fall network war by a wide margin.
- Paramount Network becomes a player with it's first top ten rating.
- Fox News scores another top ten while CNN remains in the top twenty.
- Grit TV shows staying power by holding a top twenty position.
- HBO hits highest ever rating, up five spots in the top 100.
- Crown Media's Hallmark family of channels are all in the top 50.
- Regional college sports leap from 87 to 58 in the fall rankings.

# Tabulation Criteria

## Channel Rating Shares Based on 30 Day Reporting Averages

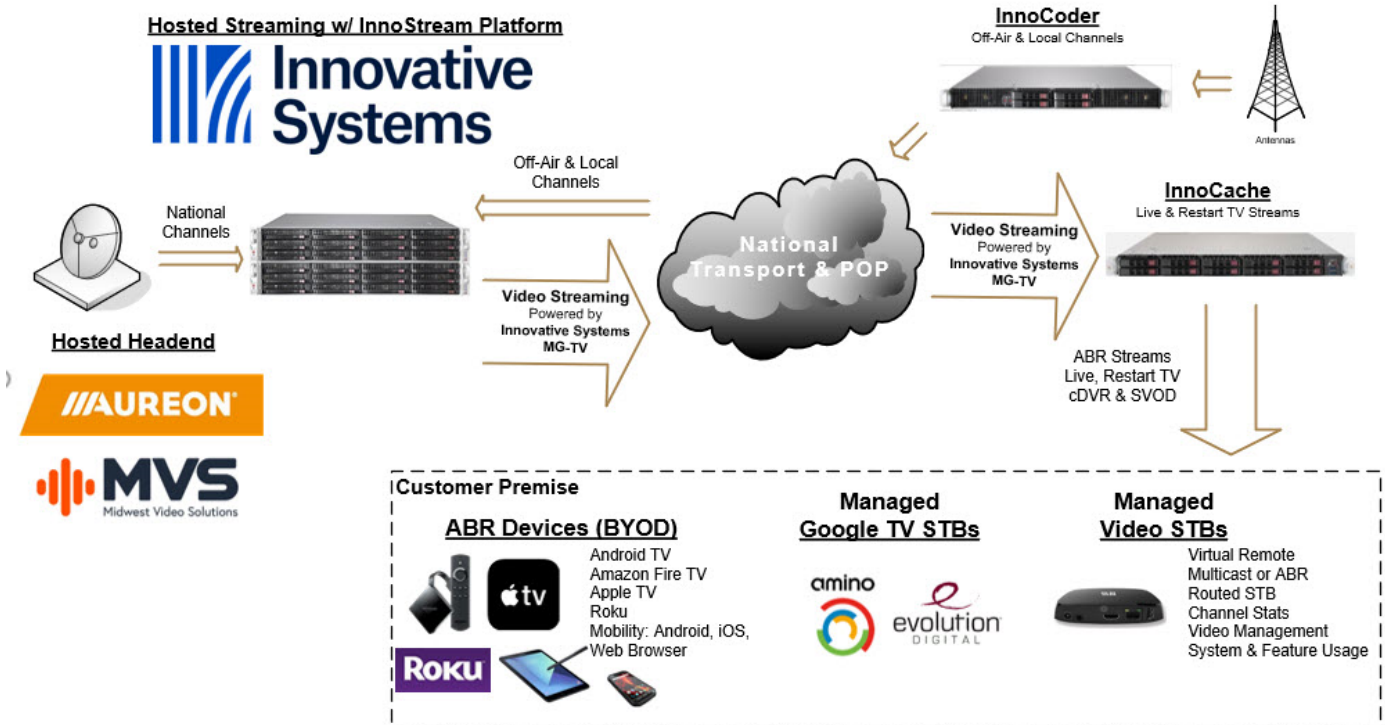
**Average** = Views for every one-hour segment of the reporting period are averaged together.

**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	0.35i

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**

## **September 2021 - November 2021**

**Average # of Set Top Boxes Per Hour**

1. CBS 49.75
2. NBC 43.39
3. ABC 30.25
4. FOX 28.29
5. Fox News Channel 25.23
6. ESPN 15.61
7. Hallmark Channel 10.87
8. TV Land 9.36
9. Paramount Network 8.99
10. INSP 8.32
11. HGTV 8.19
12. Game Show Network 8.07
13. Me TV 7.86
14. MSNBC 7.08
15. The Discovery Channel 6.92
16. USA Network 6.81
17. CNN 6.55
18. History Channel 6.21
19. Food Network 5.96
20. Grit TV 5.73
21. Hallmark Movies & Mysteries 5.71
22. Regional Sports Networks 5.56
23. The Weather Channel 5.54
24. TBS 5.47
25. PBS 5.33
26. TLC 5.32
27. ION 5.20
28. TNT 4.81
29. Nickelodeon 4.62
30. CW 4.57
31. Investigation Discovery 4.47
32. Oxygen 4.42
33. NFL Network 4.41
34. Lifetime 4.24
35. Turner Classic Movies 4.19
36. WGN/News Nation 4.15
37. CMT 3.66
38. RFD TV 3.66
39. Outdoor Channel 3.60
40. ESPN2 3.38
41. AMC 3.35
42. Animal Planet 3.35
43. National Geographic 3.14
44. Headline News 3.13
45. Hallmark Drama 3.09
46. Lifetime Movies 3.09
47. Fox Sports 1 3.03
48. MTV 3.03
49. Freeform 3.01
50. Bravo 2.92

# Top Rated Channels

## September 2021 - November 2021

Average # of Set Top Boxes Per Hour

- |                                      |                                   |
|--------------------------------------|-----------------------------------|
| 51. Disney Junior US 2.87            | 76. QVC 1.48                      |
| 52. FX 2.84                          | 77. FX Movie Channel HD 1.46      |
| 53. A&E Network 2.83                 | 78. FXX 1.46                      |
| 54. Fox Business 2.81                | 79. VH1 1.35                      |
| 55. SYFY 2.79                        | 80. Cartoon Network 1.29          |
| 56. The Travel Channel 2.75          | 81. FYI 1.22                      |
| 57. Science 2.64                     | 82. Newsmax 1.22                  |
| 58. Regional College Sports 2.58     | 83. Nick Jr 1.21                  |
| 59. Comedy Central 2.45              | 84. Discovery Life Channel 1.18   |
| 60. DIY 2.44                         | 85. BBC America 1.13              |
| 61. CNBC 2.39                        | 86. American Heroes Channel 1.01  |
| 62. Antenna TV 2.38                  | 87. EWTN 1.00                     |
| 63. National Geographic Wild 2.30    | 88. Universal Kids 0.97           |
| 64. Great American Country 2.29      | 89. Trinity Broadcasting 0.90     |
| 65. The Golf Channel 2.17            | 90. ESPNEWS 0.75                  |
| 66. Oprah Winfrey Network 2.12       | 91. Cooking Channel 0.75          |
| 67. NBCSN 2.05                       | 92. Nicktoons Network 0.70        |
| 68. The Sportsman Channel 1.94       | 93. Discovery Family Channel 0.67 |
| 69. Pop Network 1.86                 | 94. Disney XD 0.65                |
| 70. Disney Channel 1.78              | 95. HBO 0.52                      |
| 71. truTV 1.78                       | 96. Teen Nick 0.46                |
| 72. Starz Encore Westerns 1.77       | 97. Home Shopping Network 0.44    |
| 73. E! Entertainment Television 1.70 | 98. CSPAN 0.42                    |
| 74. IFC 1.66                         | 99. Fox Sports 2 0.33             |
| 75. Destination America 1.51         | 100. Lifetime Real Women 0.31     |

## Top 100 Quarterly Comparisons

Channels	Fall 2021	Summer 2021	Spring 2021	Winter 2020-21
1. CBS	49.75	67.97	56.75	63.95
2. NBC	43.39	62.33	56.99	62.49
3. ABC	30.25	41.82	40.85	39.49
4. FOX	28.29	16.84	17.83	33.91
5. Fox News	25.23	29.36	31.42	32.42
6. ESPN	15.61	6.32	6.85	9.75
7. Hallmark Channel	10.87	10.80	11.12	16.69
8. TV Land	9.36	9.59	9.06	11.14
9. Paramount Network	8.99	6.16	5.64	7.77
10. INSP	8.32	12.59	12.43	15.64
11. HGTV	8.19	11.38	12.70	11.68
12. Game Show	8.19	10.61	12.58	12.15
13. Me TV	7.86	10.37	11.43	14.57
14. MSNBC	7.08	9.26	10.52	14.17
15. Discovery Channel	6.92	9.45	9.61	10.52
16. USA Network	6.81	11.44	8.60	10.54
17. CNN	6.55	8.87	11.75	14.69
18. History	6.21	9.06	9.58	10.36
19. Food Network	5.96	7.08	7.62	8.52
20. Grit	5.73	8.43	13.95	17.28
21. Hallmark M & M	5.71	6.90	6.21	9.47
22. Regional Sports	5.56	15.25	10.21	4.31
23. The Weather Channel	5.54	7.00	7.50	7.84
24. TBS HD	5.47	5.93	7.51	6.59
25. PBS	5.33	7.87	8.38	8.39
26. TLC	5.32	7.56	6.57	7.20
27. ION	5.20	6.42	5.34	10.90
28. TNT	4.81	6.92	6.50	7.33
29. Nickelodeon	4.62	5.77	6.04	6.11
30. CW	4.57	9.09	6.71	7.53
31. ID	4.47	5.68	6.13	7.05
32. Oxygen	4.42	5.99	6.10	6.90
33. NFL NETWORK	4.41	3.09	1.89	0.35
34. Lifetime	4.24	5.57	5.63	3.77
35. Turner Classic Movies	4.19	4.82	6.55	5.92
36. WGN America	4.15	5.09	8.37	4.54
37. CMT	3.66	4.63	5.38	5.68
38. RFD TV	3.66	4.42	5.53	6.81
39. Outdoor Channel	3.60	2.96	3.53	4.65
40. ESPN2	3.38	3.83	3.30	3.08
41. AMC	3.35	5.10	5.53	5.72
42. Animal Planet	3.35	4.12	5.30	5.40
43. Nat Geo	3.14	3.78	4.92	4.63
44. HLN	3.13	3.77	4.14	3.91
45. Hallmark Drama	3.09	4.19	4.63	5.26
46. Lifetime Movies	3.09	3.67	3.34	0.33
47. Fox Sports 1	3.03	2.58	3.76	3.60
48. MTV	3.03	3.58	2.13	0.23
49. Freeform	3.01	3.33	3.56	5.65
50. Bravo	2.92	3.82	3.39	4.27

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	Fall 2021	Summer 2021	Spring 2021	Winter 2020-21
51. Disney Junior US	2.87	4.51	3.43	4.20
52. FX	2.84	3.79	3.61	4.63
53. A&E Network	2.83	3.48	4.41	4.20
54. Fox Business	2.81	3.98	3.90	4.10
55. SYFY	2.79	3.67	4.56	13.79
56. The Travel Channel	2.75	4.70	3.90	3.76
57. Science	2.64	4.03	3.74	4.40
58. Regional College Sports	2.58	1.15	4.16	4.84
59. Comedy Central	2.45	2.75	3.28	3.18
60. DIY	2.44	2.86	3.31	3.92
61. CNBC	2.39	6.26	3.51	3.06
62. Antenna TV	2.38	2.73	3.16	3.29
63. Nat Geo Wild	2.30	3.45	4.13	6.71
64. Great Amer. Country	2.29	3.51	3.84	4.30
65. The Golf Channel	2.17	5.51	3.95	2.94
66. Oprah Winfrey	2.12	2.96	3.53	4.65
67. NBCSN	2.05	5.46	2.42	4.58
68. Sportsman Channel	1.94	1.05	1.69	2.67
69. Pop Network	1.86	2.61	3.38	5.02
70. Disney Channel	1.78	2.84	4.29	3.12
71. truTV	1.78	3.07	3.19	2.85
72. Starz Encore Westerns	1.77	1.84	1.94	2.87
73. E! Entertainment	1.70	2.14	2.38	3.14
74. IFC	1.66	2.88	2.53	3.27
75. Destination America	1.51	2.04	2.14	2.89
76. QVC	1.48	3.09	1.64	1.52
77. FX Movie Channel HD	1.46	2.24	1.90	2.77
78. FXX	1.46	2.25	2.11	2.67
79. VH1	1.35	1.27	1.56	1.98
80. Cartoon Network	1.29	2.33	2.26	2.32
81. FYI	1.22	1.71	2.05	2.29
82. Newsmax	1.22	1.24		
83. Nick Jr.	1.21	1.69	1.47	1.91
84. Discovery Life Channel	1.18	1.27	1.32	1.57
85. BBC America	1.13	1.72	1.56	2.25
86. American Heroes	1.01	1.70	1.61	2.58
87. EWTN	1.00	1.07	1.43	1.32
88. Universal Kids	0.97	1.04	1.21	1.41
89. Trinity Broadcasting	0.90	1.15	1.28	1.41
90. ESPNEWS	0.75	0.92	0.79	0.84
91. Cooking Channel	0.75	1.57	1.13	1.72
92. Nicktoons Network	0.70	1.15	0.73	1.02
93. Discovery Family	0.67	1.03	0.92	0.87
94. Disney XD	0.65	1.06	0.85	1.15
95. HBO	0.52	0.45	0.52	1.10
96. Teen Nick	0.46	0.77	0.48	0.60
97. Home Shopping	0.44	0.68	0.60	0.68
98. CSPAN	0.42			
99. Fox Sports 2	0.33	0.57	0.66	0.47
100. Lifetime Real Women	0.31	0.60	0.33	0.35

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)

