

# US Rural Channel Stats Data

Reporting Period - December 2021 - February 2022



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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)
- NBC ekes out CBS for number one at 59.29 to 58.45.
- Paramount Network makes the top ten for two quarters in a row.
- Fox News scores another top ten while CNN remains in the top twenty.
- Grit TV is not going away, a must-carry channel at number 13.
- NewsNation/WGN was the biggest mover up 10 spots to number 26.
- Pre-war news channel ratings have Fox News up one, CNN down two.
- DIY rebrand to Magnolia unaffected in ratings, stays at 60.

# Tabulation Criteria

## Channel Rating Shares Based on 30 Day Reporting Averages

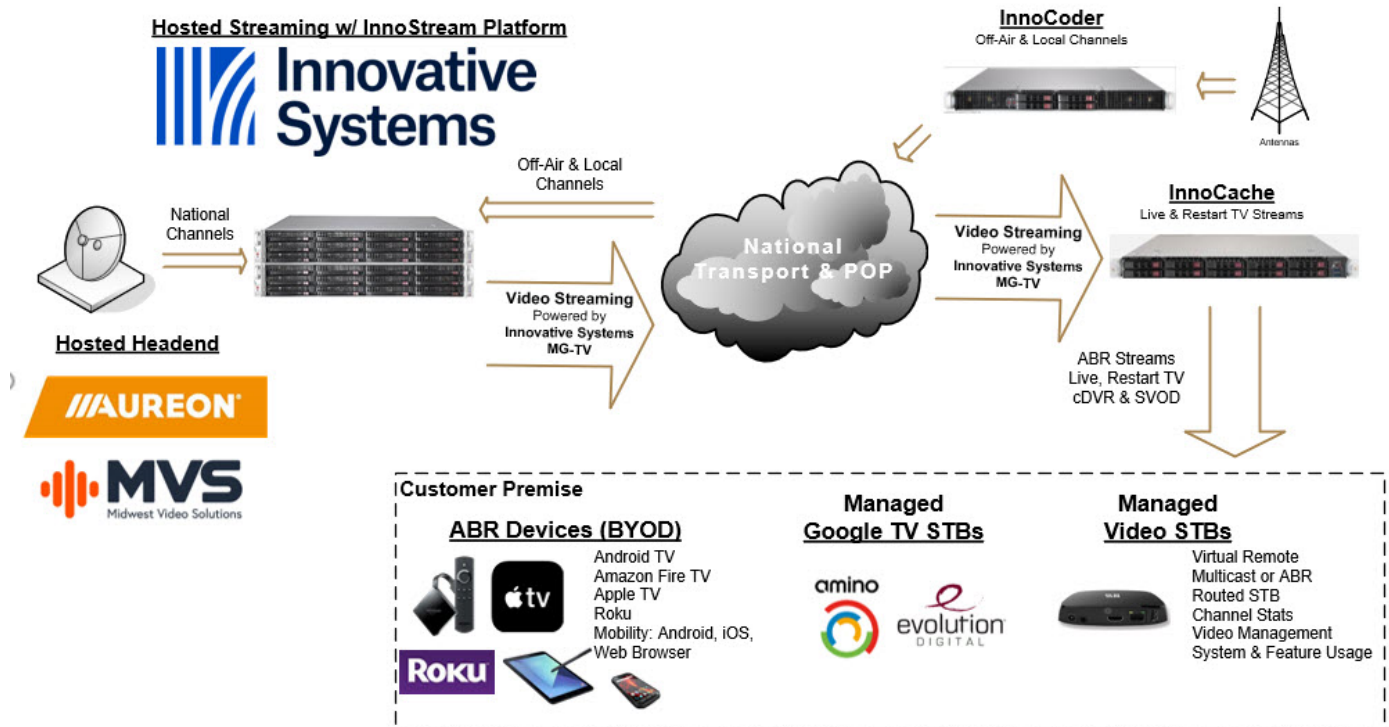
**Average** = Views for every one-hour segment of the reporting period are averaged together.

**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

## December 2021 - February 2022

Average # of Set Top Boxes Per Hour

1. NBC 59.29
2. CBS 58.45
3. ABC 33.24
4. Fox News Channel 28.39
5. FOX 25.56
6. TV Land 12.98
7. Hallmark Channel 12.28
8. Paramount Network 11.96
9. USA Network 11.63
10. ESPN 11.49
11. INSP 10.30
12. HGTV 9.81
13. Grit 9.81
14. Me TV 9.45
15. The Discovery Channel 8.84
16. Game Show Network 8.85
17. History 8.12
18. MSNBC 7.91
19. CNN 7.63
20. PBS 7.52
21. TBS 7.09
22. Hallmark Movies & Mysteries 6.91
23. The Weather Channel 6.85
24. Food Network 6.65
25. TLC 6.38
26. NewsNation-WGN 6.12
27. Turner Classic Movies 5.60
28. Investigation Discovery 5.50
29. Nickelodeon 5.35
30. Lifetime 5.26
31. Regional College Sports 4.93
32. TNT 4.87
33. CW 4.86
34. Country Music Television 4.81
35. NFL Network 4.74
36. Oxygen 4.73
37. ION 4.68
38. RFD TV 4.59
39. AMC 4.46
40. MTV 4.35
41. ESPN2 4.15
42. SYFY 4.12
43. Freeform 3.94
44. National Geographic 3.86
45. FX 3.73
46. Science 3.69
47. Regional Sports Networks 3.64
48. HLN 3.64
49. National Geographic Wild 3.63
50. Bravo 3.57

# Top Rated Channels

## December 2021 - February 2022

Average # of Set Top Boxes Per Hour

- |                                      |                                   |
|--------------------------------------|-----------------------------------|
| 51. A&E Network 3.53                 | 76. FX Movie Channel HD 1.89      |
| 52. Animal Planet 3.51               | 77. IFC 1.78                      |
| 53. Disney Junior US 3.45            | 78. VH1 1.62                      |
| 54. Lifetime Movies 3.36             | 79. American Heroes Channel 1.50  |
| 55. Great American Country 3.20      | 80. Cartoon Network 1.45          |
| 56. Hallmark Drama 3.19              | 81. QVC 1.37                      |
| 57. CNBC 3.16                        | 82. Nick Jr 1.33                  |
| 58. Fox Sports 1 3.15                | 83. Discovery Life Channel 1.27   |
| 59. Travel Channel 3.15              | 84. BBC America 1.19              |
| 60. Magnolia Network 3.15            | 85. Cooking Channel 1.14          |
| 61. Outdoor Channel 3.13             | 86. Trinity Broadcasting 1.09     |
| 62. Fox Business 3.11                | 87. EWTN 1.00                     |
| 63. OWN 3.02                         | 88. Universal Kids 0.99           |
| 64. Comedy Central 2.88              | 89. Newsmax 0.96                  |
| 65. The Golf Channel 2.83            | 90. Disney XD 0.86                |
| 66. E! Entertainment Television 2.54 | 91. ESPNEWS 0.85                  |
| 67. truTV 2.51                       | 92. Discovery Family Channel 0.79 |
| 68. The Sportsman Channel 2.43       | 93. Nicktoons Network 0.77        |
| 69. Starz Encore Westerns 2.36       | 94. Olympic Channel 0.73          |
| 70. Antenna TV 2.35                  | 95. HBO 0.54                      |
| 71. Destination America 2.24         | 96. Teen Nick 0.53                |
| 72. Pop Network 2.21                 | 97. Fox Sports 2 0.47             |
| 73. Disney Channel 2.11              | 98. Home Shopping Network 0.47    |
| 74. FYI 2.02                         | 99. CSPAN 0.39                    |
| 75. FXX 1.91                         | 100. Lifetime Real Women 0.30     |

## Top 100 Quarterly Comparisons

Channels	Winter 2021-22	Fall 2021	Summer 2021	Spring 2021
1. NBC	59.29	43.39	62.33	56.99
2. CBS	58.45	49.75	67.97	56.75
3. ABC	33.24	30.25	41.82	40.85
4. Fox News	28.39	25.23	29.36	31.42
5. FOX	25.56	28.29	16.84	17.83
6. TV Land	12.98	9.36	9.59	9.06
7. Hallmark Channel	12.28	10.87	10.80	11.12
8. Paramount Network	11.96	8.99	6.16	5.64
9. USA Network	11.63	6.81	11.44	8.60
10. ESPN	11.49	15.61	6.32	6.85
11. INSP	10.30	8.32	12.59	12.43
12. HGTV	9.81	8.19	11.38	12.70
13. Grit	9.81	5.73	8.43	13.95
14. Me TV	9.45	7.86	10.37	11.43
15. Discovery Channel	8.84	6.92	9.45	9.61
16. Game Show Network	8.55	8.19	10.61	12.58
17. History	8.12	6.21	9.06	9.58
18. MSNBC	7.91	7.08	9.26	10.52
19. CNN	7.63	6.55	8.87	11.75
20. PBS	7.52	5.33	7.87	8.38
21. TBS	7.09	5.47	5.93	7.51
22. Hallmark M & M	6.91	5.71	6.90	6.21
23. Weather Channel	6.85	5.54	7.00	7.50
24. Food Network	6.65	5.96	7.08	7.62
25. TLC	6.38	5.32	7.56	6.57
26. NewsNation-WGN	6.12	4.15	5.09	8.37
27. Turner Classic Movies	5.60	4.19	4.82	6.55
28. Investigation Disc.	5.50	4.47	5.68	6.13
29. Nickelodeon	5.35	4.62	5.77	6.04
30. Lifetime	5.26	4.24	5.57	5.63
31. College Sports Nets	4.93	2.58	1.15	4.16
32. TNT	4.87	4.81	6.92	6.50
33. CW	4.86	4.57	9.09	6.71
34. CMT	4.81	3.66	4.63	5.38
35. NFL Network	4.74	4.41	3.09	1.89
36. Oxygen	4.73	4.42	5.99	6.10
37. ION	4.68	5.20	6.42	5.34
38. RFD TV	4.59	3.66	4.42	5.53
39. AMC	4.46	3.35	5.10	5.53
40. MTV	4.35	3.03	3.58	2.13
41. ESPN2	4.15	3.38	3.83	3.30
42. SYFY	4.12	2.79	3.67	4.56
43. Freeform	3.94	3.01	3.33	3.56
44. National Geographic	3.86	3.14	3.78	4.92
45. FX	3.73	2.84	3.79	3.61
46. Science	3.69	2.64	4.03	3.74
47. Regional Sports Nets	3.64	5.56	15.25	10.21
48. HLN	3.64	3.13	3.77	4.14
49. Nat Geo Wild	3.63	2.30	3.45	4.13
50. Bravo	3.57	2.92	3.82	3.39

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## Top 100 Quarterly Comparisons

Channels	Winter 2021-2022	Fall 2021	Summer 2021	Spring 2021
51. A&E Network	3.53	2.83	3.48	4.41
52. Animal Planet	3.51	3.35	4.12	5.30
53. Disney Jr US	3.45	2.87	4.51	3.43
54. Lifetime Movies	3.36	3.09	3.67	3.34
55. GAC Family	3.20	2.29	3.51	3.84
56. Hallmark Drama	3.19	3.09	4.19	4.63
57. CNBC	3.16	2.39	6.26	3.51
58. Fox Sports 1	3.15	3.03	2.58	3.76
59. The Travel Channel	3.15	2.75	4.70	3.90
60. Magnolia Network/DIY	3.15	2.44	2.86	3.31
61. Outdoor Channel	3.13	3.60	2.96	3.53
62. Fox Business	3.11	2.81	3.98	3.90
63. OWN	3.02	2.12	2.96	3.53
64. Comedy Central	2.88	2.45	2.75	3.28
65. The Golf Channel	2.83	2.17	5.51	3.95
66. E! Entertainment	2.54	1.70	2.14	2.38
67. truTV	2.51	1.78	3.07	3.19
68. Sportsman Channel	2.43	1.94	1.05	1.69
69. Starz Encore Westerns	2.36	1.77	1.84	1.94
70. Antenna TV	1.78	2.38	2.73	3.16
71. Destination America	2.24	1.51	2.04	2.14
72. Pop Network	2.21	1.86	2.61	3.38
73. Disney Channel	2.11	1.78	2.84	4.29
74. FYI	2.02	1.22	1.71	2.05
75. FXX	1.91	1.46	2.25	2.11
76. FX Movie Channel HD	1.89	1.46	2.24	1.90
77. IFC	1.78	1.66	2.88	2.53
78. VH1	1.62	1.35	1.27	1.56
79. American Heroes	1.50	1.01	1.70	1.61
80. Cartoon Network	1.45	1.29	2.33	2.26
81. QVC	1.37	1.48	3.09	1.64
82. Nick Jr	1.33	1.21	1.69	1.47
83. Discovery Life Channel.	1.27	1.18	1.27	1.32
84. BBC America	1.19	1.13	1.72	1.56
85. Cooking Channel	1.14	0.75	1.57	1.13
86. Trinity Broadcasting	1.09	0.90	1.15	1.28
87. EWTN	1.00	1.00	1.07	1.43
88. Universal Kids	0.99	0.97	1.04	1.21
89. Newsmax	0.96	1.22	1.24	
90. Disney XD	0.86	0.65	1.06	0.85
91. ESPNEWS	0.85	0.75	0.92	0.79
92. Discovery Family	0.79	0.67	1.03	0.92
93. Nicktoons Network	0.77	0.70	1.15	0.73
94. Olympic Channel	0.73			
95. HBO	0.54	0.52	0.45	0.52
96. Teen Nick	0.53	0.46	0.77	0.48
97. Fox Sports 2	0.47	0.33	0.57	0.66
98. Home Shopping	0.47	0.44	0.68	0.60
99. CSPAN	0.39	0.42		
100. Lifetime Real Women	0.30	0.31	0.60	0.33

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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](mailto:scottm@innovsys.com)

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