

US Rural Channel Stats Data

Reporting Period - March 2022 - May 2022



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.
- Channel ratings based on Average Hourly Views. (See Tabulation Criteria Page)
- CBS swaps places with NBC at number one, beating the Peacock 49.04 to 43.9.
- A huge spring for Regional Sports, up forty-one spots to number six!
- Paramount Network fades bigtime, down twelve spots to number twenty.
- No news with Fox News, still a top four channel.
- Grit TV continues the big roundup going from 13th to eighth place.
- Fox Business gains while investors lose, moving up fifteen to 47th.
- Can it be true, truTV up twelve from 67th to 52nd place.

Tabulation Criteria

Channel Rating Shares Based on 30 Day Reporting Averages

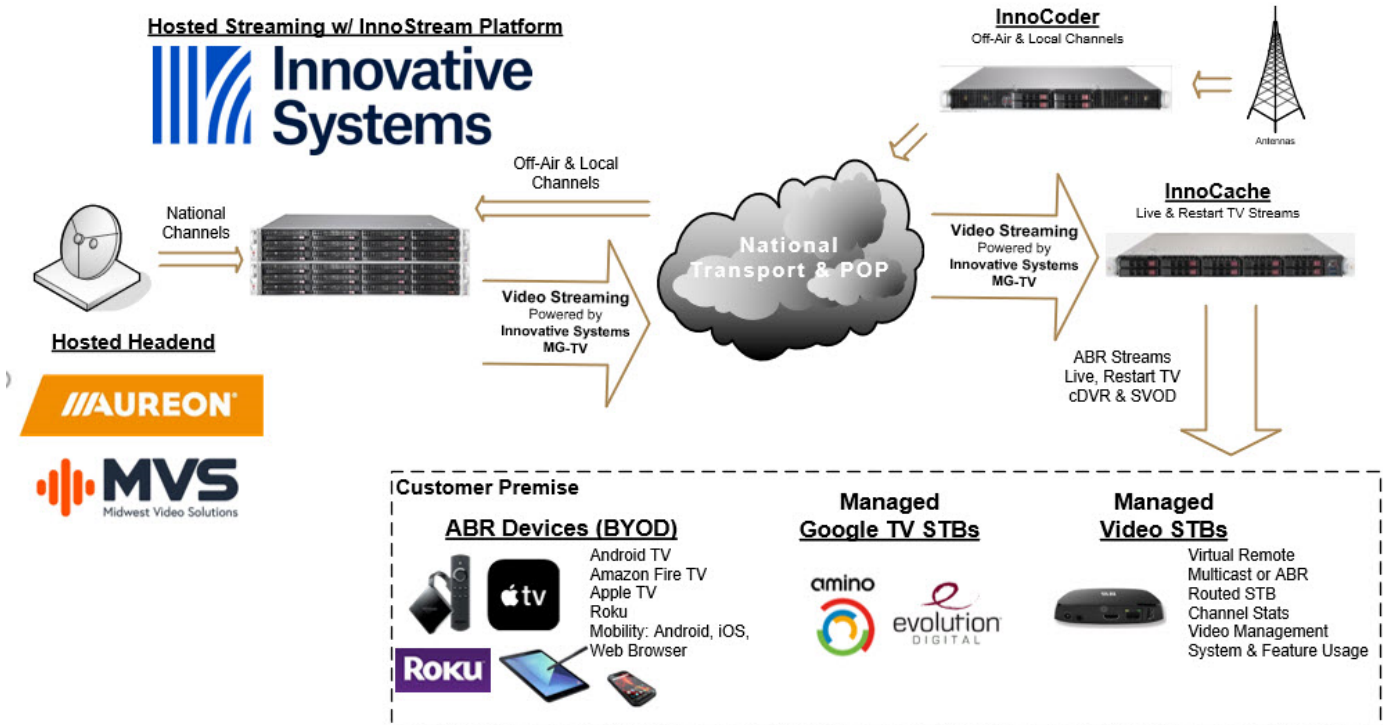
Average = Views for every one-hour segment of the reporting period are averaged together.

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.

Channel Stat Configuration Parameters

AVG/Min/Max Defined

Based on 30 Day Reporting

- **Average** = Views for every one-hour period of the reporting period averaged together.
- **Minimum views** = The least number of views for any one hour period of the reporting cycle.
- **Maximum views** = The greatest number of views for any one hour period of the reporting cycle.

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 2022 - May 2022

Average # of Set Top Boxes Per Hour

1. CBS 49.04
2. NBC 43.90
3. ABC 33.88
4. Fox News Channel 30.61
5. FOX 16.67
6. Regional Sports Networks 11.82
7. TV Land 10.74
8. Grit 10.12
9. Game Show Network 9.62
10. Hallmark Channel 9.29
11. INSP 8.82
12. Me TV 8.73
13. HGTV 8.62
14. CNN 8.18
15. ESPN 8.08
16. USA Network 7.70
17. MSNBC 7.50
18. The Discovery Channel 7.44
19. History 6.80
20. Paramount Network 6.80
21. TNT 6.76
22. PBS 6.63
23. TBS 6.45
24. Food Network 6.42
25. NewsNation/WGN 6.05
26. The Weather Channel 5.84
27. The Learning Channel 5.74
28. Nickelodeon 5.29
29. Hallmark M&M 4.98
30. Turner Classic Movies 4.88
31. Investigation Discovery 4.56
32. ION 4.53
33. Lifetime 4.46
34. Country Music Television 4.43
35. Oxygen 4.42
36. CW 4.25
37. RFD TV 4.22
38. Fox Sports 1 3.94
39. ESPN2 3.90
40. The Golf Channel 3.53
41. Bravo 3.46
42. Animal Planet 3.43
43. AMC 3.39
44. MTV 3.30
45. Science 3.26
46. National Geographic 3.24
47. Fox Business 3.22
48. SYFY 3.13
49. The Travel Channel 3.01
50. Hallmark Drama 2.96

Top Rated Channels

March 2022 - May 2022

Average # of Set Top Boxes Per Hour

- | | |
|-----------------------------------|-----------------------------------|
| 51. Magnolia Network 2.95 | 76. FYI 1.57 |
| 52. Headline News Network 2.91 | 77. FX Movie Channel 1.55 |
| 53. A&E Network 2.89 | 78. VH1 1.46 |
| 54. FX 2.89 | 79. Cartoon Network 1.39 |
| 55. truTV 2.84 | 80. Nick Jr. 1.33 |
| 56. CNBC 2.83 | 81. QVC 1.31 |
| 57. Lifetime Movies 2.75 | 82. American Heroes Channel 1.29 |
| 58. Disney Junior US 2.69 | 83. Newsmax 1.17 |
| 59. Comedy Central 2.64 | 84. Universal Kids 1.15 |
| 60. NFL Network 2.63 | 85. Trinity Broadcasting 1.05 |
| 61. Outdoor Channel 2.59 | 86. BBC America 1.04 |
| 62. The Sportsman Channel 2.56 | 87. ESPNEWS 0.99 |
| 63. OWN 2.50 | 88. EWTN 0.96 |
| 64. National Geographic Wild 2.49 | 89. Discovery Life Channel 0.94 |
| 65. Destination America 2.47 | 90. Cooking Channel 0.87 |
| 66. Antenna TV 2.37 | 91. Disney XD 0.80 |
| 67. Freeform 2.31 | 92. Nicktoons Network 0.68 |
| 68. Regional College Sports 2.24 | 93. Discovery Family Channel 0.65 |
| 69. Pop Network 2.20 | 94. HBO 0.63 |
| 70. E! TV 2.20 | 95. Fox Sports 2 0.51 |
| 71. IFC 1.96 | 96. Home Shopping Network 0.47 |
| 72. Disney Channel 1.81 | 97. Teen Nick 0.46 |
| 73. Great American Country 1.74 | 98. CSPAN 0.42 |
| 74. FXX 1.64 | 99. Olympic Channel 0.42 |
| 75. Starz Encore Westerns 1.64 | 100. Lifetime Real Women 0.21 |

Top 100 Quarterly Comparisons

Channels	Spring 2022	Winter 2021-22	Fall 2021	Summer 2021
1. CBS	49.08	59.29	43.39	62.33
2. NBC	43.90	59.29	43.39	62.33
3. ABC	33.88	33.24	30.25	41.82
4. Fox News	30.61	28.39	25.23	29.36
5. FOX	16.67	25.56	28.29	16.84
6. Regional Sports	11.82	3.64	5.56	15.25
7. TV Land	10.74	12.98	9.36	9.59
8. Grit	10.12	9.81	5.73	8.43
9. Game Show Network	9.62	8.55	8.19	10.61
10. Hallmark Channel	9.29	12.28	10.87	10.80
11. INSP	8.82	10.30	8.32	12.59
12. Me TV	8.73	9.45	7.86	10.37
13. HGTV	8.62	9.81	8.19	11.38
14. CNN	8.18	7.63	6.55	8.87
15. ESPN	8.08	11.49	15.61	6.32
16. USA Network	7.70	11.63	6.81	11.44
17. MSNBC	7.50	7.91	7.08	9.26
18. Discovery Channel	7.44	8.84	6.92	9.45
19. History	6.80	8.12	6.21	9.06
20. Paramount Network	6.80	11.96	8.99	6.16
21. TNT	6.76	4.87	4.81	6.92
22. PBS	6.63	7.52	5.33	7.87
23. TBS	6.45	7.09	5.47	5.93
24. Food Network	6.42	6.65	5.96	7.08
25. NewsNation-WGN	6.05	6.12	4.15	5.09
26. The Weather Channel	5.84	6.85	5.54	7.00
27. TLC	5.74	6.38	5.32	7.56
28. Nickelodeon	5.29	5.35	4.62	5.77
29. Hallmark M & M	4.98	6.91	5.71	6.90
30. Turner Classic Movies	4.88	5.60	4.19	4.82
31. Investigation Disc.	4.56	5.50	4.47	5.68
32. ION	4.53	4.68	5.20	6.42
33. Lifetime	4.46	5.26	4.24	5.57
34. CMT	4.43	4.81	3.66	4.63
35. Oxygen	4.42	4.73	4.42	5.99
36. CW	4.25	4.86	4.57	9.09
37. RFD TV	4.22	4.59	3.66	4.42
38. Fox Sports 1	3.94	3.15	3.03	2.58
39. ESPN2	3.90	4.15	3.38	3.83
40. The Golf Channel	3.53	2.83	2.17	5.51
41. Bravo	3.46	3.57	2.92	3.82
42. Animal Planet	3.43	3.51	3.35	4.12
43. AMC	3.39	4.46	3.35	5.10
44. MTV	3.30	4.35	3.03	3.58
45. Science	3.26	3.69	2.64	4.03
46. National Geographic	3.24	3.86	3.14	3.78
47. Fox Business	3.22	3.11	2.81	3.98
48. SYFY	3.13	4.12	2.79	3.67
49. The Travel Channel	3.01	3.15	2.75	4.70
50. Hallmark Drama	2.96	3.19	3.09	4.19

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 2022	Winter 2021-2022	Fall 2021	Summer 2021
51. Magnolia Network	2.95	3.15	2.44	2.86
52. Headline News	2.91	3.64	3.13	3.77
53. A&E Network	2.89	3.53	2.83	3.48
54. FX	2.89	3.73	2.84	3.79
55. truTV	2.84	2.51	1.78	3.07
56. CNBC	2.83	3.16	2.39	6.26
57. Lifetime Movies	2.75	3.36	3.09	3.67
58. Disney Jr US	2.69	3.45	2.87	4.51
59. Comedy Central	2.64	2.88	2.45	2.75
60. NFL Network	2.63	4.74	4.41	3.09
61. Outdoor Channel	2.59	3.13	3.60	2.96
62. Sportsman Channel	2.56	2.43	1.94	1.05
63. OWN	2.50	3.02	2.12	2.96
64. Nat Geo Wild	2.49	3.63	2.30	3.45
65. Destination America	2.47	2.24	1.51	2.04
66. Antenna TV	2.37	1.78	2.38	2.73
67. Freeform	2.31	3.94	3.01	3.33
68. Regional College Sports	2.24	4.93	2.58	1.15
69. Pop Network	2.20	2.21	1.86	2.61
70. E! TV	2.20	2.54	1.70	2.14
71. IFC	1.96	1.78	1.66	2.88
72. Disney Channel	1.81	2.11	1.78	2.84
73. GAC Family	1.74	3.20	2.29	3.51
74. FXX	1.64	1.91	1.46	2.25
75. Starz Encore Westerns	1.64	2.36	1.77	1.84
76. FYI	1.57	2.02	1.22	1.71
77. FX Movie Channel	1.55	1.89	1.46	2.24
78. VH1	1.46	1.62	1.35	1.27
79. Cartoon Network	1.39	1.45	1.29	2.33
80. Nick Jr	1.33	1.33	1.21	1.69
81. QVC	1.31	1.37	1.48	3.09
82. American Heroes	1.29	1.50	1.01	1.70
83. Newsmax	1.17	0.96	1.22	1.24
84. Universal Kids	1.15	0.99	0.97	1.04
85. Trinity Broadcasting	1.05	1.09	0.90	1.15
86. BBC America	1.04	1.19	1.13	1.72
87. ESPNEWS	0.99	0.85	0.75	0.92
88. EWTN	0.96	1.00	1.00	1.07
89. Discovery Life	0.94	1.27	1.18	1.27
90. Cooking Channel	0.87	1.14	0.75	1.57
91. Disney XD	0.80	0.86	0.65	1.06
92. Nicktoons Network	0.68	0.77	0.70	1.15
93. Discovery Family	0.65	0.79	0.67	1.03
94. HBO	0.63	0.54	0.52	0.45
95. Fox Sports 2	0.51	0.47	0.33	0.57
96. Home Shopping	0.47	0.47	0.44	0.68
97. Teen Nick	0.46	0.53	0.46	0.77
98. CSPAN	0.42	0.39	0.42	
99. Olympic Channel	0.42	0.73		
100. Lifetime Real Women	0.21	0.30	0.31	0.60

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

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

John Muller – 605.990.7262 – johnm@innovsys.com

Steve Garrow – 605.990.7265 – steveg@innovsys.com

Jennifer Pavlicek – 605.990.7266 – jenniferp@innovsys.com

Howard Fuller – 605.990.7264 – howardf@innovsys.com

Scott Sobolewski – 605.990.7261 – scotts@innovsys.com

