

US Rural Channel Stats Data

Reporting Period - June 2022 - August 2022



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Serving the independent telecommunications market for nearly 25 years.

Executive Summary

- Channel ratings based on Average Hourly Views. (See Tabulation Criteria Page)
- CBS dominates NBC at number one, beating the Peacock 46.48 to 39.04
- CNN continues to plummet, down seven spots to number twenty-one.
- WGN/NewsNation continues to gain, up to number sixteen.
- No news with Fox News, still a top four channel.
- Hallmark family of channels score three top sixty spots.
- Newmax was the biggest mover, going up forty-three spots to number forty.
- The Gameshow Network is quietly moving up, now at number seven.
- Western-themed Grit is still a top channel at number ten.
- Baseball is back as the regional sports networks made it to number five.

Tabulation Criteria

Channel Rating Shares Based on 30 Day Reporting Averages

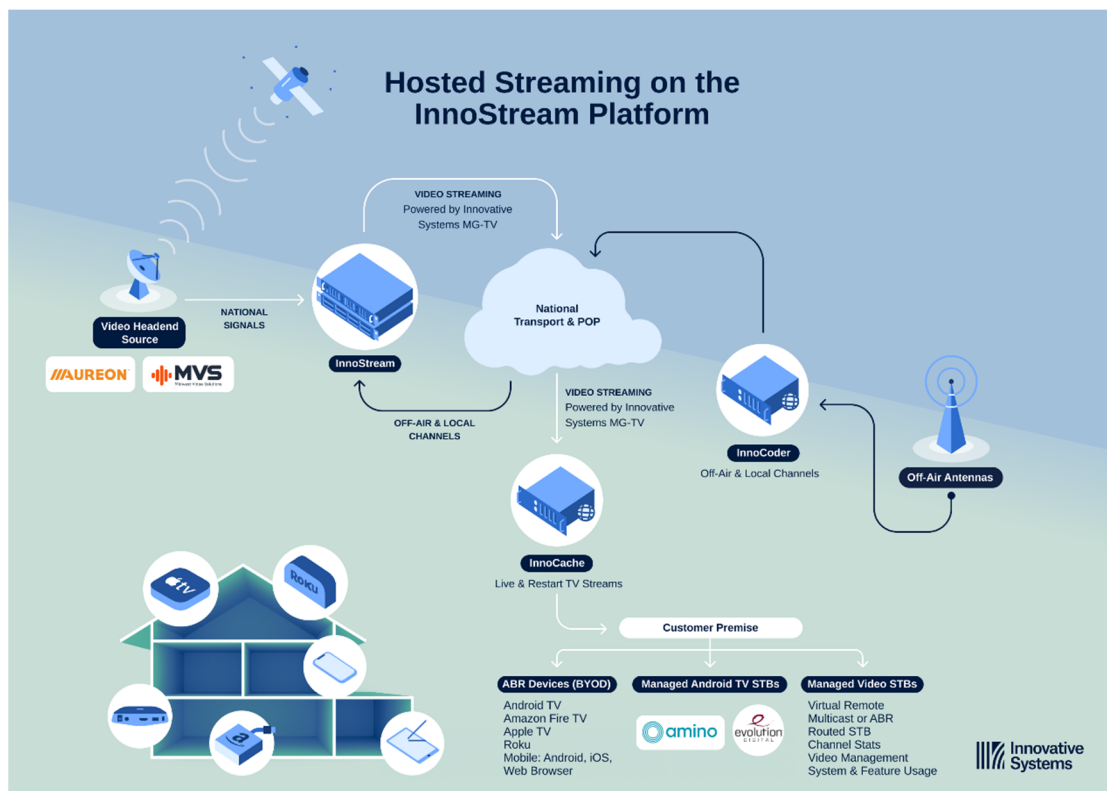
Average = Views for every one-hour segment of the reporting period are averaged together.

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 2022 - August 2022

Average # of Set Top Boxes Per Hour

- | | |
|-----------------------------------|-----------------------------------|
| 1. CBS 46.48 | 26. Investigation Discovery 5.16 |
| 2. NBC 39.08 | 27. TBS 5.15 |
| 3. ABC 31.69 | 28. Hallmark M&M 5.11 |
| 4. Fox News Channel 27.84 | 29. Nickelodeon 4.74 |
| 5. Regional Sports Networks 16.51 | 30. Oxygen 4.66 |
| 6. Fox 13.22 | 31. Lifetime 4.50 |
| 7. Game Show Network 10.72 | 32. Turner Classic Movies 4.45 |
| 8. Hallmark Channel 9.73 | 33. TNT 4.31 |
| 9. TV Land 9.38 | 34. ION 4.29 |
| 10. Grit 9.02 | 35. Country Music Television 4.03 |
| 11. MSNBC 8.99 | 36. CW 4.02 |
| 12. INSP 8.92 | 37. The Golf Channel 3.99 |
| 13. ME TV 8.53 | 38. RFD TV 3.93 |
| 14. HGTV 8.17 | 39. AMC 3.78 |
| 15. USA Network 7.59 | 40. Newsmax 3.70 |
| 16. WGN/NewsNation 7.34 | 41. SYFY 3.64 |
| 17. ESPN 7.29 | 42. Fox Business 3.25 |
| 18. Paramount Network 7.16 | 43. Bravo 3.23 |
| 19. Discovery Channel 7.05 | 44. The Travel Channel 3.21 |
| 20. PBS 7.04 | 45. Headline News 3.16 |
| 21. CNN 6.61 | 46. NFL Network 3.16 |
| 22. History 6.58 | 47. Science 3.16 |
| 23. TLC 5.83 | 48. FX 3.09 |
| 24. Food Network 5.38 | 49. Animal Planet 3.02 |
| 25. The Weather Channel 5.27 | 50. National Geographic Wild 2.94 |

Top Rated Channels

June 2022 - August 2022

Average # of Set Top Boxes Per Hour

51. Magnolia Network 3.02	76. FXX 1.57
52. Disney Junior US 2.90	77. FX Movie Channel 1.52
53. MTV 2.89	78. Regional College Sports 1.39
54. CNBC 2.85	79. Cartoon Network 1.37
55. Lifetime Movies 2.84	80. Nick Jr. 1.34
56. ESPN2 2.76	81. American Heroes Channel 1.32
57. Hallmark Drama 2.74	82. QVC 1.32
58. National Geographic 2.72	83. BBC America 1.16
59. Outdoor Channel 2.70	84. VH1 1.12
60. Oprah Winfrey Network 2.57	85. Trinity Broadcasting 1.04
61. Fox Sports 1 2.53	86. Discovery Life Channel 1.03
62. Great American Family 2.46	87. ESPNEWS 1.01
63. Comedy Central 2.44	88. Nicktoons Network 0.98
64. A&E Network 2.39	89. Disney XD 0.95
65. Freeform 2.33	90. Cooking Channel 0.89
66. The Sportsman Channel 2.33	91. EWTN 0.79
67. Antenna TV 2.31	92. Universal Kids 0.76
68. Disney Channel 2.07	93. Discovery Family Channel 0.75
69. E! Entertainment 2.04	94. Teen Nick 0.55
70. Pop Network 2.04	95. HBO 0.50
71. IFC 1.91	96. Olympic Channel 0.50
72. truTV 1.86	97. Fox Sports 2 0.46
73. FYI 1.71	98. Home Shopping Network 0.42
74. Destination America 1.68	99. CSPAN 0.38
75. Starz Encore Westerns 1.62	100. Lifetime Real Women 0.32

Top 100 Quarterly Comparisons

Channels	Summer 2022	Spring 2022	Winter 2021-22	Fall 2021
1. CBS	46.48	49.08	59.29	43.39
2. NBC	39.08	43.90	59.29	43.39
3. ABC	31.69	33.88	33.24	30.25
4. Fox News	27.84	30.61	28.39	25.23
5. Regional Sports	16.51	11.82	3.64	5.56
6. FOX	13.22	16.67	25.56	28.29
7. Game Show Network	10.72	9.62	8.55	8.19
8. Hallmark Channel	9.73	9.29	12.28	10.87
9. TV Land	9.38	10.74	12.98	9.36
10. Grit	9.02	10.12	9.81	5.73
11. MSNBC	8.99	7.50	7.91	7.08
12. INSP	8.92	8.82	10.30	8.32
13. ME TV	8.53	8.73	9.45	7.86
14. HGTV	8.17	8.62	9.81	8.19
15. USA Network	7.59	7.70	11.63	6.81
16. WGN/NewsNation	7.34	6.05	6.12	4.15
17. ESPN	7.29	8.08	11.49	15.61
18. Paramount Network	7.16	6.80	11.96	8.99
19. Discovery Channel	7.05	7.44	8.84	6.92
20. PBS	7.04	6.63	7.52	5.33
21. CNN	6.61	8.18	7.63	6.55
22. History	6.58	6.80	8.12	6.21
23. TLC	5.83	5.74	6.38	5.32
24. Food Network	5.38	6.42	6.65	5.96
25. The Weather Channel	5.27	5.84	6.85	5.54
26. ID	5.16	4.56	5.50	4.47
27. TBS	5.15	6.45	7.09	5.47
28. Hallmark M&M	5.11	4.98	6.91	5.71
29. Nickelodeon	4.74	5.29	5.35	4.62
30. Oxygen	4.66	4.42	4.73	4.42
31. Lifetime	4.50	4.46	5.26	4.24
32. Turner Classic Movies	4.45	4.88	5.60	4.19
33. TNT	4.31	6.76	4.87	4.81
34. ION	4.29	4.53	4.68	5.20
35. CMT	4.03	4.43	4.81	3.66
36. CW	4.02	4.25	4.86	4.57
37. The Golf Channel	3.99	3.53	2.83	2.17
38. RFD	3.93	4.22	4.59	3.66
39. AMC	3.78	3.39	4.46	3.35
40. Newsmax	3.70	1.17	0.96	1.22
41. SYFY	3.64	3.13	4.12	2.79
42. Fox Business	3.25	3.22	3.11	2.81
43. Bravo	3.23	3.46	3.57	2.92
44. The Travel Channel	3.21	3.01	3.15	2.75
45. Headline News	3.16	2.91	3.64	3.13
46. NFL Network	3.16	2.63	4.74	4.41
47. Science	3.16	3.26	3.69	2.64
48. FX	3.09	2.89	3.73	2.84
49. Animal Planet	3.02	3.43	3.51	3.35
50. Nat Geo Wild	2.94	2.49	3.63	2.30

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Top 100 Quarterly Comparisons

Channels	Summer 2022	Spring 2022	Winter 2021-22	Fall 2021
51. Magnolia Network	2.90	2.95	3.15	2.44
52. Disney Jr US	2.90	2.69	3.45	2.87
53. MTV	2.89	3.30	4.35	3.03
54. CNBC	2.85	2.83	3.16	2.39
55. Lifetime Movies	2.84	2.75	3.36	3.09
56. ESPN2	2.76	3.90	4.15	3.38
57. Hallmark Drama	2.74	2.96	3.19	3.09
58. National Geographic	2.72	3.24	3.86	3.14
59. Outdoor Channel	2.70	2.59	3.13	3.60
60. OWN	2.57	2.50	3.02	2.12
61. Fox Sports 1	2.53	3.94	3.15	3.03
62. GAC Family	2.46	1.74	3.20	2.29
63. Comedy Central	2.44	2.64	2.88	2.45
64. A&E Network	2.39	2.89	3.53	2.83
65. Freeform	2.33	2.31	3.94	3.01
66. The Sportsman Channel	2.33	2.56	2.43	1.94
67. Antenna TV	2.31	2.37	1.78	2.38
68. Disney Channel	2.07	1.81	2.11	1.78
69. E! TV	2.04	2.20	2.54	1.70
70. Pop Network	2.04	2.20	2.21	1.86
71. IFC	1.91	1.96	1.78	1.66
72. truTV	1.86	2.84	2.51	1.78
73. FYI	1.71	1.57	2.02	1.22
74. Destination America	1.68	2.47	2.24	1.51
75. Starz Encore Westerns	1.62	1.64	2.36	1.77
76. FXX	1.57	1.64	1.91	1.46
77. FX Movie Channel	1.52	1.55	1.89	1.46
78. Regional College Sports	1.39	2.24	4.93	2.58
79. Cartoon Network	1.37	1.39	1.45	1.29
80. Nick Jr	1.34	1.33	1.33	1.21
81. American Heroes	1.32	1.29	1.50	1.01
82. QVC	1.32	1.31	1.37	1.48
83. BBC America	1.16	1.04	1.19	1.13
84. VH 1	1.12	1.46	1.62	1.35
85. Trinity Broadcasting	1.04	1.05	1.09	0.90
86. Discovery Life	1.03	0.94	1.27	1.18
87. ESPNEWS	1.01	0.99	0.85	0.75
88. Nicktoons Network	0.98	0.68	0.77	0.70
89. Disney XD	0.95	0.80	0.86	0.65
90. Cooking Channel	0.89	0.87	1.14	0.75
91. EWTN	0.79	0.96	1.00	1.00
92. Universal Kids	0.76	1.15	0.99	0.97
93. Discovery Family	0.75	0.65	0.79	0.67
94. Teen Nick	0.55	0.46	0.53	0.46
95. HBO	0.50	0.63	0.54	0.52
96. Olympic Channel	0.50	0.42	0.73	
97. Fox Sports 2	0.43	0.51	0.47	0.33
98. Home Shopping	0.42	0.47	0.47	0.44
99. CSPAN	0.38	0.42	0.39	0.42
100. Lifetime Real Women	0.32	0.21	0.30	0.31

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Innovative Systems MG-TV 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**

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