

US Rural Channel Stats Data

Reporting Period - September 2022 - November 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)
- Thanks to the NFL, NBC closes the gap, but CBS still at number one.
- Coming in at number six, ESPN hits a twelve-month watermark.
- MSNBC quietly moves into the top ten.
- Yellowstone helps Paramount outduel Grit for number fifteen.
- Seasonal programming lifts Hallmark to number seven.
- ME TV continues dropping, down to number sixteen.
- The Discovery Channel experiencing downward trend over the last year.
- MTV Classic cracks the top one hundred for the first time.
- Regional Sports Networks was the biggest share loser but still a top ten.

Tabulation Criteria

Channel Rating Shares Based on 30 Day Reporting Averages

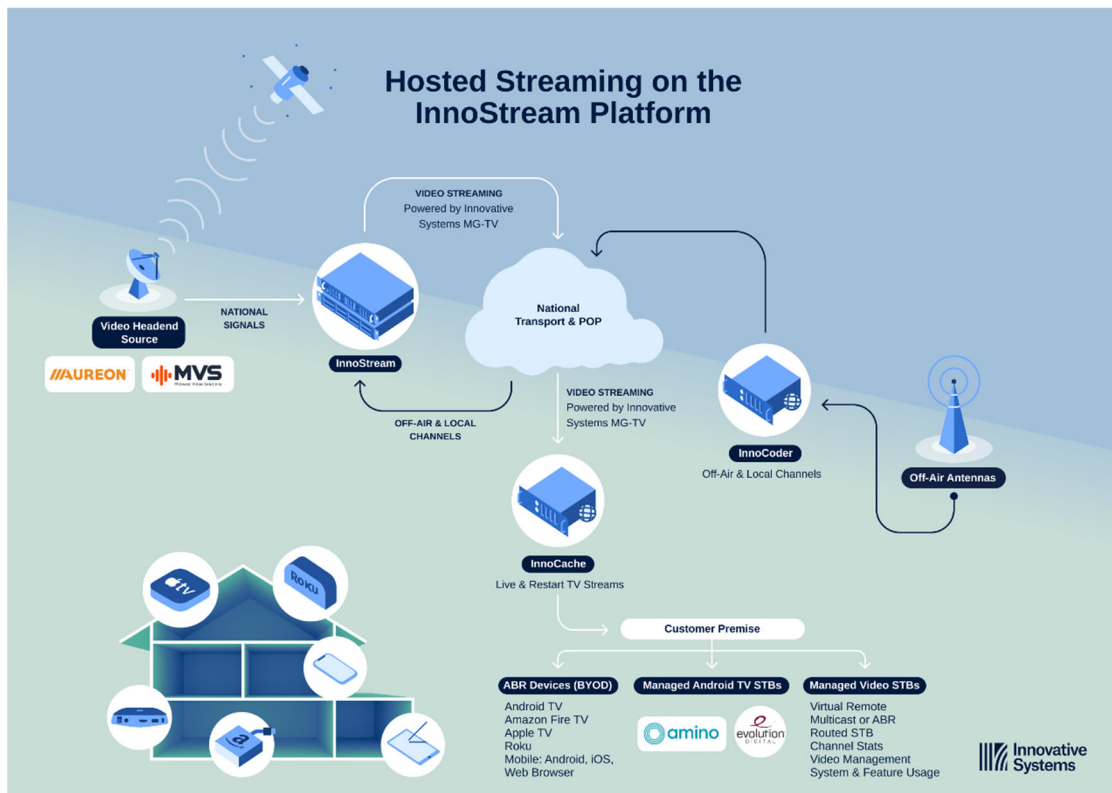
Average = Views for every one-hour segment of the reporting period are averaged together.

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.

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Channel Stat Configuration Parameters

The screenshot shows the 'Report Viewer (APmax: 2554)' interface. On the left is a navigation menu with categories like ACD, Announcements, Call Logging, Call Management, Calling Name, Conferencing, IPTV, Notify, SIP ACS, Subscriber, Trunk, and Voicemail. The main area displays 'chI stats month empire' with columns for Time Stamp, Channel, and Avg Views Per Min. A preview of the 'IPTV Channel Stats' report is shown, including a table with the following configuration:

(1) IPTV Channel Stats	
Channel	
Count Type	
IPTV Service Area	Enter Your Service Area Here
Report Type	By Channel
Time Stamp	With in the previous 1 month(s)

At the bottom, there are buttons for Results, Save, Rename, and Schedule, along with a 'Read Only' checkbox. A note at the bottom states: 'Report will only contain data prior to 11:0 [Click Here To Get Latest](#)'.

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	0.35i

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 2022 - November 2022

Average # of Set Top Boxes Per Hour

1. CBS 48.26
2. NBC 47.87
3. ABC 33.40
4. Fox News Channel 27.59
5. Fox 22.45
6. ESPN 12.17
7. Hallmark Channel 10.47
8. TV Land 9.82
9. MSNBC 9.40
10. Regional Sports Networks 9.14
11. Game Show Network 8.57
12. INSP 8.44
13. PBS 8.33
14. Paramount Network 8.15
15. Grit 8.11
16. ME TV 7.96
17. USA Network 7.94
18. HGTV 7.47
19. CNN 6.46
20. News Nation-WGN 6.33
21. History 6.08
22. The Discovery Channel 6.02
23. TLC 5.82
24. TBS 5.80
25. The Weather Channel 5.65
26. Food Network 5.52
27. Nickelodeon 5.32
28. Hallmark M&M 5.17
29. Investigation Discovery 5.01
30. Regional College Networks 4.68
31. NFL Network 4.67
32. Turner Classic Movies 4.60
33. CW 4.44
34. Country Music Television 4.19
35. ION 4.10
36. Oxygen 4.07
37. Lifetime 4.06
38. TNT 4.05
39. ESPN2 4.01
40. Fox Sports 1 3.92
41. Great American Country 3.81
42. RFD TV 3.53
43. AMC 3.36
44. HLN 3.14
45. Fox Business 3.13
46. MTV 2.98
47. Pop Network 2.93
48. Bravo 2.89
49. National Geographic 2.86
50. Science 2.81

Top Rated Channels

September 2022 - November 2022

Average # of Set Top Boxes Per Hour

51. Lifetime Movies 2.75	76. Destination America 1.42
52. SYFY 2.75	77. Newsmax 1.39
53. CNBC 2.69	78. IFC 1.37
54. Animal Planet 2.67	79. VH1 1.34
55. The Travel Channel 2.61	80. FYI 1.24
56. Hallmark Drama 2.60	81. BBC America 1.05
57. Outdoor Channel 2.60	82. Trinity Broadcasting 1.04
58. FX 2.52	83. American Heroes Channel 1.03
59. A&E Network 2.47	84. HBO 0.93
60. Magnolia Network 2.41	85. Cooking Channel 0.87
61. The Golf Channel 2.40	86. Nick Jr. 0.87
62. Comedy Central 2.33	87. FXM 0.86
63. Freeform 2.33	88. Universal Kids 0.85
64. National Geographic Wild 2.29	89. Discovery Life Channel 0.83
65. Antenna TV 2.22	90. ESPNEWS 0.83
66. OWN 2.15	91. Disney XD 0.75
67. The Sportsman Channel 2.15	92. EWTN 0.75
68. Disney Junior 2.02	93. Discovery Family Channel 0.58
69. E! Entertainment 1.86	94. Nicktoons Network 0.50
70. truTV 1.73	95. Teen Nick 0.48
71. Disney Channel 1.58	96. Home Shopping Network 0.42
72. Starz Encore Westerns 1.54	97. Fox Sports 2 0.38
73. QVC 1.48	98. CSPAN 0.35
74. Cartoon Network 1.45	99. MTV Classic 0.28
75. FXX 1.43	100. NFL RedZone 0.25

Top 100 Quarterly Comparisons

Channels	Fall 2022	Summer 2022	Spring 2022	Winter 2021-22
1. CBS	48.26	46.48	49.08	59.29
2. NBC	47.87	39.08	43.90	59.29
3. ABC	33.40	31.69	33.88	33.24
4. Fox News	27.59	27.84	30.61	28.39
5. Fox	22.45	13.22	16.67	25.56
6. ESPN	12.17	7.29	8.08	11.49
7. Hallmark Channel	10.47	9.73	9.29	12.28
8. TV Land	9.82	9.38	10.74	12.98
9. MSNBC	9.40	8.99	7.50	7.91
10. Regional Spors Nets	9.14	16.51	11.82	3.64
11. Game Show	8.57	10.72	9.62	8.55
12. INSP	8.44	8.92	8.82	10.30
13. PBS	8.33	7.04	6.63	7.52
14. Paramount Network	8.15	7.16	6.80	11.96
15. Grit	8.11	9.02	10.12	9.81
16. ME TV	7.96	8.53	8.73	9.45
17. USA Network	7.94	7.59	7.70	11.63
18. HGTV	7.47	8.17	8.62	9.81
19. CNN	6.46	6.61	8.18	7.63
20. News Nation-WGN	6.33	7.34	6.05	6.12
21. History	6.08	6.58	6.80	8.12
22. Discovery Channel	6.02	7.05	7.44	8.84
23. TLC	5.82	5.83	5.74	6.38
24. TBS	5.80	5.15	6.45	7.09
25. The Weather Channel	5.65	5.27	5.84	6.85
26. Food Network	5.52	5.38	6.42	6.65
27. Nickelodeon	5.32	4.74	5.29	5.35
28. Hallmark M&M	5.17	5.11	4.98	6.91
29. ID	5.01	5.16	4.56	5.50
30. Reg. College Sports	4.68	1.39	2.24	4.93
31. NFL Networks	4.67	3.16	2.63	4.74
32. Turner Classic Movies	4.60	4.45	4.88	5.60
33. CW	4.44	4.02	4.25	4.86
34. CMT	4.19	4.03	4.43	4.81
35. ION	4.10	4.29	4.53	4.68
36. Oxygen	4.07	4.66	4.42	4.73
37. Lifetime	4.06	4.50	4.46	5.26
38. TNT	4.05	4.31	6.76	4.87
39. ESPN2	4.01	2.76	3.90	4.15
40. Fox Sports 1	3.92	2.53	3.94	3.15
41. GAC Family	3.81	2.46	1.74	3.20
42. RFD TV	3.53	3.93	4.22	4.59
43. AMC	3.36	3.78	3.39	4.46
44. Headline News	3.14	3.16	2.91	3.64
45. Fox Business	3.13	3.25	3.22	3.11
46. MTV	2.98	2.89	3.30	4.35
47. Pop Network	2.93	2.04	2.20	2.21
48. Bravo	2.89	3.23	3.46	3.57
49. National Geographic	2.86	2.72	3.24	3.86
50. Science	2.81	3.16	3.26	3.69

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Top 100 Quarterly Comparisons

Channels	Fall 2022	Summer 2022	Spring 2022	Winter 2021-22
51. Lifetime Movies	2.75	2.84	2.75	3.36
52. SYFY	2.75	3.64	3.13	4.12
53. CNBC	2.69	2.85	2.83	3.16
54. Animal Planet	2.67	3.02	3.43	3.51
55. The Travel Channel	2.61	3.21	3.01	3.15
56. Hallmark Drama	2.60	2.74	2.96	3.19
57. Outdoor Channel	2.60	2.70	2.59	3.13
58. FX	2.52	3.09	2.89	3.73
59. A&E Network	2.47	2.39	2.89	3.53
60. Magnolia Network	2.41	2.90	2.95	3.15
61. The Golf Channel	2.40	3.99	3.53	2.83
62. Comedy Central	2.33	2.44	2.64	2.88
63. Freeform	2.33	2.33	2.31	3.94
64. Nat Geo Wild	2.29	2.94	2.49	3.63
65. Antenna TV	2.22	2.31	2.37	1.78
66. OWN	2.15	2.57	2.50	3.02
67. The Sportsman Channel	2.15	2.33	2.56	2.43
68. Disney Jr.	2.02	2.90	2.69	3.45
69. E! TV	1.86	2.04	2.20	2.54
70. truTV	1.73	1.86	2.84	2.51
71. Disney Channel	1.58	2.07	1.81	2.11
72. Starz Encore Westerns	1.54	1.62	1.64	2.36
73. QVC	1.48	1.62	1.64	2.36
74. Cartoon Network	1.45	1.37	1.39	1.45
75. FXX	1.43	1.57	1.64	1.91
76. Destination America	1.42	1.68	2.47	2.24
77. Newsmax	1.52	3.70	1.17	0.96
78. IFC	1.37	1.91	1.96	1.78
79. VH1	1.34	1.12	1.46	1.62
80. FYI	1.24	1.71	1.57	2.02
81. BBC America	1.05	1.16	1.04	1.19
82. Trinity Broadcasting	1.04	1.04	1.05	1.09
83. American Heroes	1.03	1.32	1.29	1.50
84. HBO	0.93	0.50	0.63	0.54
85. Cooking Channel	0.87	0.89	0.87	1.14
86. Nick Jr.	0.87	1.34	1.33	1.33
87. FXM	0.86	1.52	1.55	1.89
88. Universal Kids	0.85	0.76	1.15	0.99
89. Discovery Life Channel	0.83	1.03	0.94	1.27
90. ESPNEWS	0.83	1.01	0.99	0.85
91. Disney XD	0.75	0.95	0.80	0.86
92. EWTN	0.75	0.79	0.96	1.00
93. Discovery Family	0.58	0.75	0.65	0.79
94. Nicktoons Network	0.50	0.98	0.68	0.77
95. Teen Nick	0.48	0.55	0.46	0.53
96. Home Shopping	0.42	0.42	0.47	0.47
97. Fox Sports 2	0.38	0.43	0.51	0.47
98. CSPAN	0.35	0.38	0.42	0.39
99. MTV Classic	0.28			
100. NFL Redzone	0.25			

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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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