

US Rural Channel Stats Data

Reporting Period - November 2021 - November 2022



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Executive Summary

- Channel ratings based on Average Hourly Views. (See Tabulation Criteria Page)
- Report covers the four quarters from November 2021 – November 2022.
- CBS was the most watched channel for all four quarters.
- Non-broadcast “cable channel” Fox News comes in at number four.
- Paramount has meteoric rise to top fifteen.
- Grit is the eleventh most watched channel.
- Sports programming lands seven channels in the top fifty.
- DIY rebrand to Magnolia puts itself to number fifty-seven.
- The Discovery Channel experiencing downward trend over the last year.
- MTV Classic cracks the top one hundred for the first time.
- Regional Sports Networks were the top sports channels at number eight.

Tabulation Criteria

Channel Rating Shares Based on 30 Day Reporting Averages

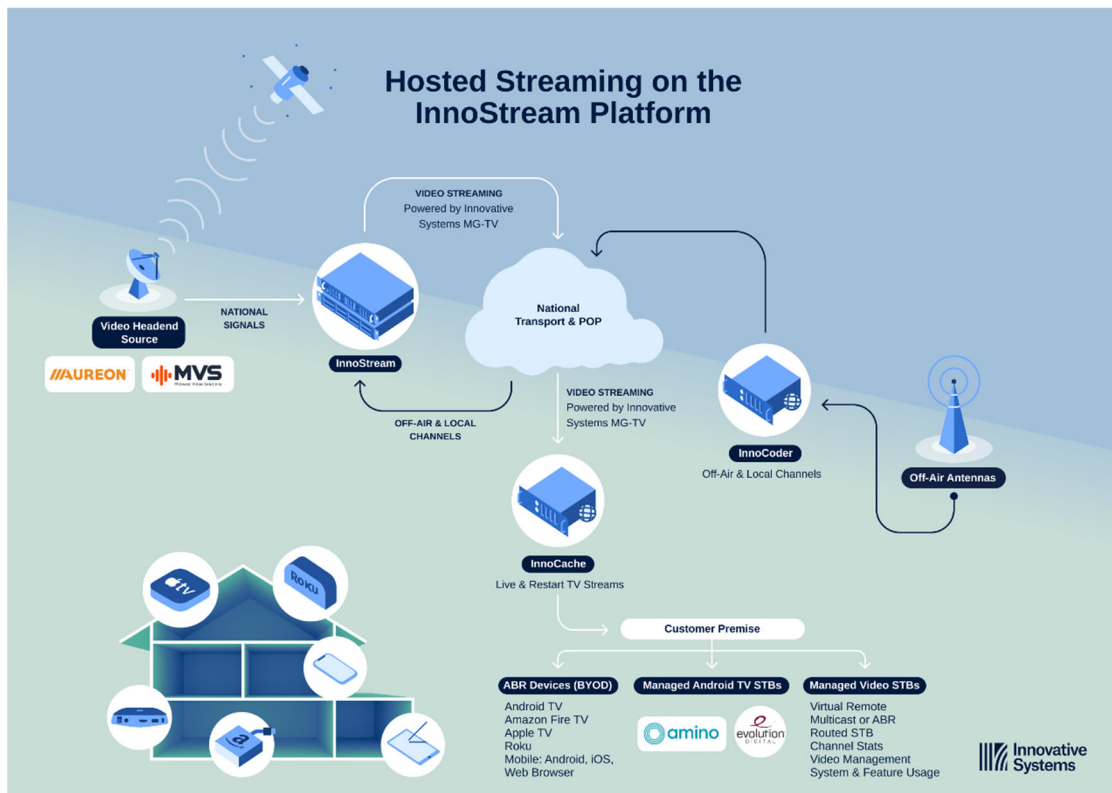
Average = Views for every one-hour segment of the reporting period are averaged together.

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 configuration parameters.

(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)

Buttons at the bottom include Results, Save, Rename, and Schedule. A 'Read Only' checkbox is also present.

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

November 2021 - November 2022

Average # of Set Top Boxes Per Hour

1. CBS 50.78
2. NBC 47.54
3. ABC 33.05
4. Fox News Channel 28.61
5. Fox 19.48
6. TV Land 10.73
7. Hallmark Channel 10.44
8. Regional Sports Networks 10.28
9. ESPN 9.76
10. Game Show Network 9.37
11. Grit 9.27
12. INSP 9.12
13. USA Network 8.72
14. ME TV 8.67
15. Paramount Network 8.52
16. HGTV 8.52
17. MSNBC 8.45
18. PBS 7.38
19. The Discovery Channel 7.34
20. CNN 7.22
21. History 6.90
22. NewsNation 6.46
23. TBS 6.12
24. Food Network 5.99
25. TLC 5.94
26. The Weather Channel 5.90
27. Hallmark M&M 5.54
28. Nickelodeon 5.18
29. Investigation Discovery 5.06
30. TNT 5.00
31. Turner Classic Movies 4.88
32. Lifetime 4.57
33. Oxygen 4.47
34. ION 4.40
35. CW 4.39
36. Country Music Television 4.37
37. RFD TV 4.07
38. NFL Network 3.80
39. AMC 3.75
40. ESPN2 3.71
41. SYFY 3.41
42. Fox Sports 1 3.39
43. MTV 3.38
44. Regional College Sports 3.31
45. Bravo 3.29
46. Science 3.23
47. Headline News 3.21
48. The Golf Channel 3.19
49. Fox Business 3.18
50. National Geographic 3.17

Top Rated Channels

November 2021 - November 2022

Average # of Set Top Boxes Per Hour

51. Animal Planet 3.16	76. IFC 1.75
52. FX 3.06	77. FXX 1.64
53. The Travel Channel 3.00	78. FYI 1.64
54. Lifetime Movies 2.93	79. FXM 1.45
55. CNBC 2.88	80. Cartoon Network 1.42
56. Hallmark Drama 2.87	81. VH1 1.39
57. Magnolia Network 2.85	82. American Heroes Channel 1.29
58. National Geographic Wild 2.84	83. Nick Jr. 1.22
59. A&E Network 2.82	84. BBC America 1.11
60. Great American Country 2.80	85. Trinity Broadcasting 1.05
61. Disney Junior 2.77	86. Discovery Life Channel 1.02
62. Outdoor Channel 2.76	87. Cooking Channel 0.94
63. Freeform 2.73	88. Universal Kids 0.94
64. Comedy Central 2.57	89. ESPNEWS 0.92
65. OWN 2.56	90. EWTN 0.87
66. The Sportsman Channel 2.37	91. Disney XD 0.84
67. Pop Network 2.34	92. Nicktoons Network 0.73
68. truTV 2.24	93. Discovery Family Channel 0.69
69. Antenna TV 2.17	94. HBO 0.65
70. E! Entertainment 2.16	95. Teen Nick 0.50
71. Destination America 1.95	96. Fox Sports 2 0.45
72. Disney Channel 1.89	97. Home Shopping Network 0.44
73. Newsmax 1.80	98. CSPAN 0.38
74. Starz Encore Westerns 1.79	99. MTV Classic 0.28
75. QVC 1.78	100. NFL RedZone 0.25

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....
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