

# US Rural Channel Stats Data

Reporting Period – March – May 2023



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# Executive Summary

- Channel ratings based on Average Hourly Views. (See Tabulation Criteria Page)
- Statistics gathered from fifty different reporting locations throughout the US.
- Spring quarter race to the top tightens up, CBS is still on top by 9 points.
- CNN continues an epic drop, down another 11 spots to number 31.
- A top ten in the Winter Quarter, Paramount is down to 22.
- Game Show Network moved up from 11 last quarter to 6 this spring.
- Regional Sports Networks receive their spring boost to top ten status.
- Pro sports playoffs propel TNT and TBS to 20 and 21 respectively.
- MotorTrend enters the report for the first time at number 66.
- Grit continues to rise steadily hitting 13 this spring.
- History is coming back making it to position 14.

# Tabulation Criteria

## Channel Rating Shares Based on 30 Day Reporting Averages

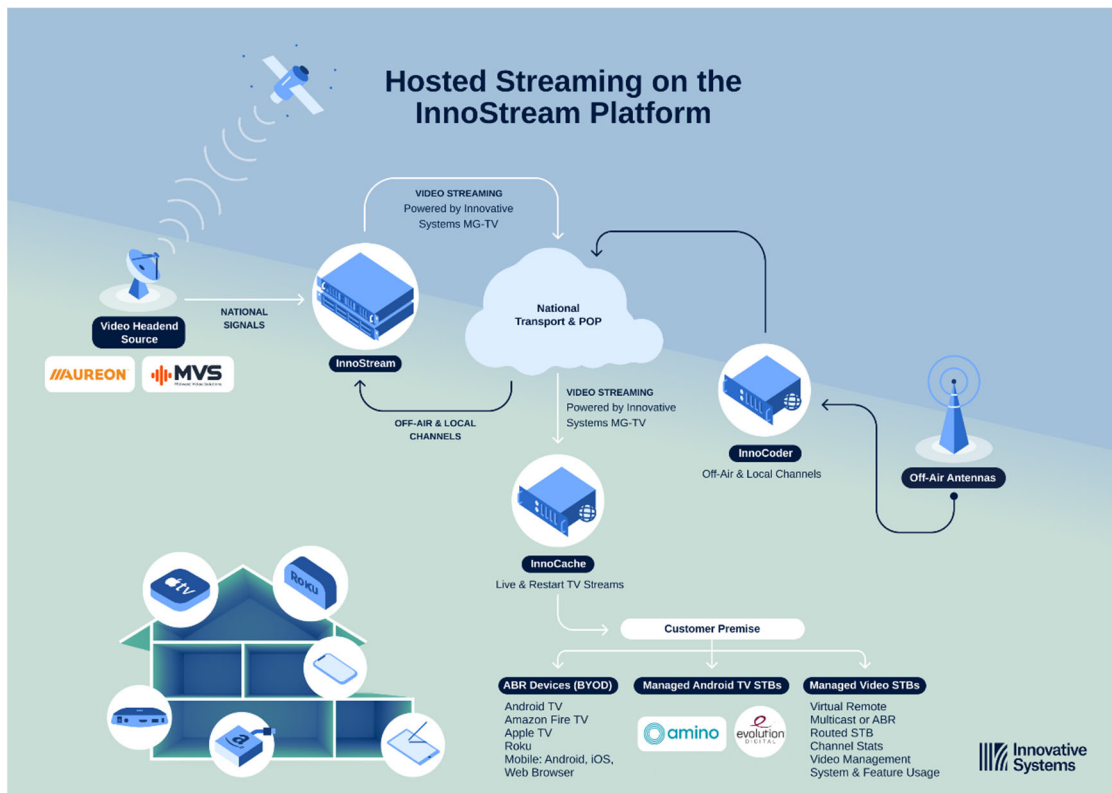
**Average** = Views for every one-hour segment of the reporting period are averaged together.

**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 supplying 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

March - May 2023

Average # of Set Top Boxes Per Hour

1. CBS 58.92
2. NBC 49.84
3. ABC 35.59
4. Fox News Channel 30.86
5. Fox 17.52
6. Game Show Network 11.02
7. TV Land 11.02
8. ESPN 10.95
9. Regional Sports Networks 10.84
10. INSP 10.48
11. MSNBC 10.41
12. Hallmark Channel 9.94
13. Grit 9.82
14. History 9.64
15. Me TV 8.87
16. Grit 8.72
17. NewsNation 8.37
18. HGTV 8.32
19. USA Network 7.95
20. TNT 7.33
21. TBS 7.06
22. Paramount Network 7.05
23. The Discovery Channel 6.79
24. PBS 6.64
25. Food Network 6.21
26. TLC 6.19
27. Investigation Discovery 5.87
28. Turner Classic Movies 6.19
29. CW 5.77
30. The Weather Channel 5.67
31. CNN 5.38
32. Oxygen 5.33
33. Lifetime 5.23
34. Great American Family 5.06
35. Heroes and Icons 4.49
36. RFD TV 4.49
37. Fox Sports1 4.42
38. ESPN2 4.16
39. Syfy 4.13
40. ION 4.09
41. Hallmark M&M 4.03
42. Country Music Television 3.90
43. MTV 3.78
44. The Travel Channel 3.68
45. Fox Business 3.67
46. The Golf Channel 3.58
47. National Geographic 3.58
48. Nat Geo Wild 3.46
49. AMC 3.37
50. Pop Network 3.34

# Top Rated Channels

March - May 2023

Average # of Set Top Boxes Per Hour

51. HLN 3.24	76. Destination America 1.85
52. Lifetime Movies 3.07	77. FX Movie Channel 1.85
53. Bravo 3.05	78. FYI 1.81
54. Science 3.04	79. FXX 1.60
55. Hallmark Drama 3.03	80. VH1 1.57
56. Animal Planet 3.02	81. QVC 1.47
57. Regional College Sports 2.99	82. IFC 1.46
58. FX 2.85	83. Sportsman Channel 1.45
59. NFL NETWORK 2.80	84. Cartoon Network 1.34
60. A&E Network 2.79	85. BBC America 1.31
61. OWN 2.78	86. Starz Westerns 1.29
62. Laff 2.68	87. American Heroes Channel 1.27
63. MAGNOLIA Network 2.68	88. ESPNEWS 1.27
64. Newsmax 2.65	89. Trinity Broadcasting 1.11
65. Antenna TV 2.62	90. Disney XD 1.08
66. Motortrend 2.62	91. Discovery Life 1.04
67. Outdoor Channel 2.58	92. Cooking Channel 0.97
68. Disney Junior US 2.56	93. EWTN 0.97
69. truTV 2.56	94. Universal Kids 0.95
70. Comedy Central 2.45	95. Nick Jr 0.94
71. Freeform 2.43	96. Fox Sports2 0.86
72. CNBC 2.41	97. Discovery Family 0.70
73. Court TV 2.32	98. Teen Nick 0.64
74. Disney Channel 2.16	99. HBO 0.54
75. E! Entertainment 2.06	100. Nicktoons Network 0.49

## Top 100 Quarterly Comparisons

Channels	Spring-2023	Winter 2022-23	Fall 2022	Summer 2022
1. CBS	58.92	74.19	48.26	46.48
2. NBC	49.84	52.83	47.87	39.08
3. ABC	35.59	34.85	33.40	31.69
4. Fox News	30.86	31.72	27.59	27.84
5. Fox	17.52	28.13	22.45	13.22
6. Game Show Network	11.02	10.26	8.57	10.72
7. TV Land	11.02	11.45	9.82	9.38
8. ESPN	10.95	22.97	12.17	7.29
9. Regional Sports Nets	10.84	3.83	9.14	16.51
10. INSP	10.48	11.74	8.44	8.92
11. MSNBC	10.41	8.78	9.40	8.99
12. Hallmark Channel	9.94	12.05	10.47	9.73
13. Grit	9.82	8.72	8.11	9.02
14. History	9.64	8.44	6.08	6.58
15. ME TV	8.87	9.57	7.96	8.53
16. Nickelodeon	8.68	5.89	5.32	4.74
17. NewsNation	8.37	9.88	6.33	7.34
18. HGTV	8.32	10.20	7.47	8.17
19. USA Network	7.67	6.81	7.94	7.59
20. TNT	7.33	6.40	5.80	5.15
21. TBS	7.06	6.40	5.80	5.15
22. Paramount Network	7.05	12.33	8.15	7.16
23. Discovery Channel	6.79	8.63	6.02	7.05
24. PBS	6.64	7.95	8.33	7.04
25. Food Network	6.21	6.10	5.52	5.38
26. TLC	6.19	5.49	5.82	5.83
27. Investigation Disc.	5.87	5.30	5.01	5.16
28. Turner Classic Movies	5.79	4.96	4.60	4.45
29. CW	5.77	5.33	4.44	4.02
30. The Weather Channel	5.67	6.95	5.65	5.27
31. CNN	5.38	7.34	6.46	6.61
32. Oxygen	5.33	5.41	4.07	4.66
33. Lifetime	5.23	4.85	4.06	4.50
34. Great American Fam.	5.06	4.47	3.81	2.46
35. Heroes & Icons	4.49	3.63		
36. RFD TV	4.49	4.70	3.53	3.93
37. Fox Sports 1	4.42	3.35	3.92	2.53
38. ESPN2	4.16	5.34	4.01	2.76
39. Syfy	4.13	3.27	2.75	3.64
40. ION	4.09	4.65	4.10	
41. Hallmark M&M	4.03	6.25	5.17	5.11
42. CMT	3.90	3.60	2.98	2.89
43. MTV	3.78	3.47	2.93	2.04
44. Travel Channel	3.68	3.08	2.61	3.21
45. Fox Business	3.67	4.18	3.13	3.25
46. The Golf Channel	3.58	2.76	2.40	3.99
47. National Geographic	3.58	3.68	2.86	2.72
48. NatGeo Wild	3.46	2.91	2.29	2.94
49. AMC	3.37	4.56	3.36	3.78
50. Pop Network	3.34	3.47	2.93	2.04

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## Top 100 Quarterly Comparisons

<b>Channels</b>	<b>Spring 2023</b>	<b>Winter 2022-23</b>	<b>Fall 2022</b>	<b>Summer 2022</b>
51. HLN	3.24	3.19	2.33	2.44
52. Lifetime Movies	3.07	2.87	2.75	2.84
53. Bravo	3.05	3.66	2.89	3.23
54. Science	3.04	3.27	2.81	3.16
55. Hallmark Drama	3.03	4.17	2.60	2.74
56. Animal Planet	3.02	3.36	2.67	3.02
57. Reg. College Sports	2.99	4.58	4.68	1.39
58. FX	2.85	3.46	2.52	3.09
59. NFL NETWORK	2.80	5.47	4.67	3.16
60. A&E Network	2.79	3.35	2.47	2.39
61. OWN	2.78	2.76	2.15	2.57
62. Laff	2.68	3.02		
63. MAGNOLIA NETWORK	2.68	2.55	2.41	2.90
64. Newsmax	2.65	1.92	1.39	3.70
65. Antenna TV	2.62	2.77	2.22	2.31
66. Motortrend	2.62			
67. Outdoor Channel	2.58	3.13	2.60	2.70
68. Disney Junior US	2.56	3.10	2.02	2.90
69. truTV	2.56	1.95	1.73	1.86
70. Comedy Central	2.45	3.19	2.33	2.44
71. Freeform	2.43	3.73	2.33	2.33
72. CNBC	2.41	2.97	2.69	2.85
73. Court TV	2.32	1.94		
74. Disney Channel	2.16	2.17	1.58	2.07
75. E! Entertainment	2.06	2.78	1.86	2.04
76. Destination America	1.85	2.00	1.42	1.68
77. FX Movie Channel	1.85	2.08	0.86	1.52
78. FYI	1.81	1.96	1.24	1.71
79. FXX	1.60	1.68	1.43	1.57
80. VH1	1.57	1.49	1.34	1.12
81. QVC	1.47	1.57	1.48	1.62
82. IFC	1.46	1.24	1.37	1.91
83. Sportsman Channel	1.45	2.85	2.15	2.33
84. Cartoon Network	1.34	1.49	1.45	1.37
85. BBC America	1.31	1.37	1.05	1.16
86. Starz Encore Westerns	1.29	1.45	1.54	1.62
87. American Heroes	1.27	1.37	1.03	1.32
88. ESPNEWS	1.27	0.97	0.83	1.01
89. Trinity Broadcasting	1.11	1.03	1.04	1.04
90. Disney XD	1.08	1.08	0.75	0.95
91. Discovery Life Channel	1.04	1.14	0.83	1.03
92. Cooking Channel	0.97	1.16	0.87	0.89
93. EWTN	0.97	0.97	0.75	0.79
94. Universal Kids	0.95	0.87	0.85	0.76
95. Nick Jr	0.94	1.10	0.87	1.34
96. Fox Sports 2	0.86	0.50	0.38	0.43
97. Discovery Family	0.70	0.70	0.58	0.75
98. Teen Nick	0.64	0.68	0.48	0.55
99. HBO	0.54	0.68	0.93	0.50
100. Nicktoons Network	0.49	0.58	0.50	0.98

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[www.innovsys.com](http://www.innovsys.com)

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