

# US Rural Channel Stats Data

Reporting Period – June – August 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.
- Summer quarter has CBS at number one by six points.
- The top ten is predictably down except for the regional sports channels.
- The CW moves up ten spots to number eighteen.
- Breaking news, CNN climbs back in the top 25.
- No joke, Laff was the biggest mover, up 27 to number 35.
- NFL NETWORK was a summer surprise, up eleven to number 48.
- Sundance debuts at 64 with a 2.34 share.
- ESPN2 taking a dive from 38<sup>th</sup> to 62<sup>nd</sup> place this summer.
- Fox News is still the cable king, right behind the networks in 4<sup>th</sup> place.

# Tabulation Criteria

## Channel Rating Shares Based on 30 Day Reporting Averages

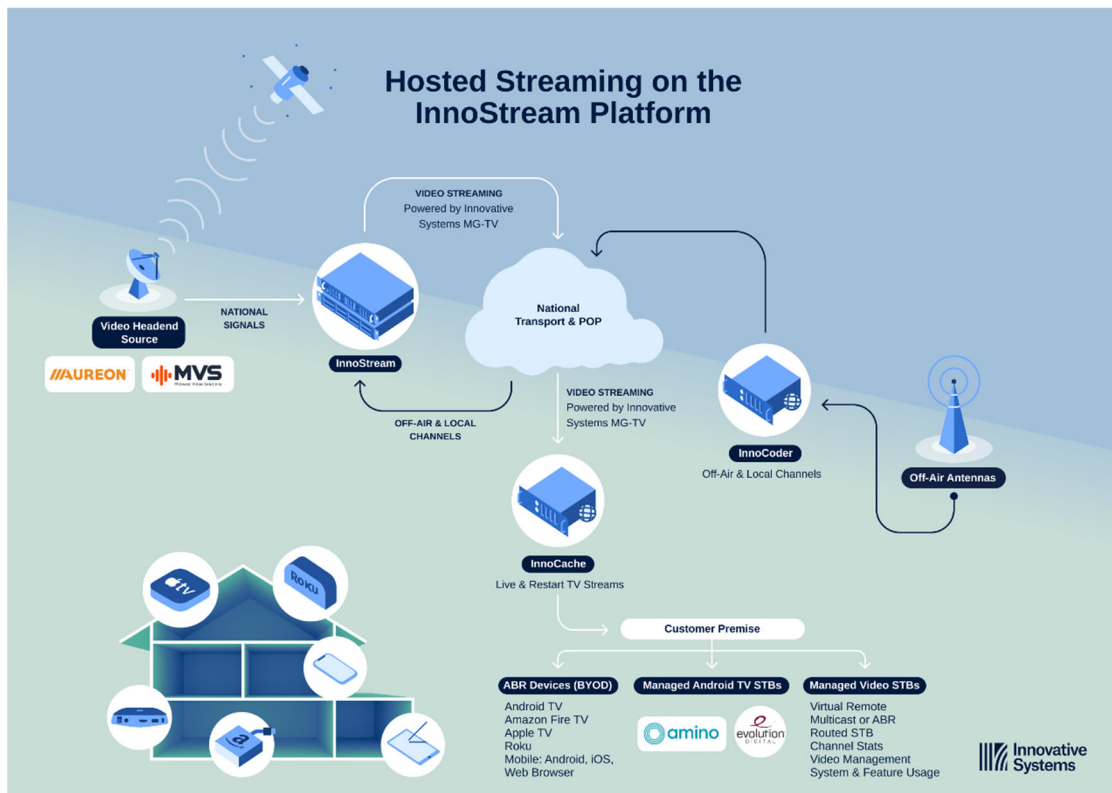
**Average** = Views for every one-hour segment of the reporting period are averaged together.

**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 cutting 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 supplies the middleware solution without the expense of running 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

June - August 2023

Average # of Set Top Boxes Per Hour

1. CBS 47.71
2. NBC 41.88
3. ABC 28.73
4. Fox News Channel 26.19
5. Fox 15.14
6. Regional Sports Network 11.44
7. Game Show Network 10.60
8. TV Land 9.92
9. Grit 9.54
10. MSNBC 9.54
11. INSP 9.44
12. ME TV 8.83
13. HGTV 8.73
14. Hallmark Channel 8.11
15. USA Network 7.99
16. Paramount Network 7.65
17. History 7.13
18. CW 6.62
19. PBS 6.58
20. ESPN 6.54
21. TBS 5.89
22. NewsNation (WGN) 5.73
23. TLC 5.67
24. The Weather Channel 5.54
25. CNN 5.39
26. Food Network 5.34
27. The Discovery Channel 4.75
28. Turner Classic Movies 4.56
29. Investigation Discovery 4.55
30. Nickelodeon 4.51
31. Oxygen 4.21
32. RFD TV 4.12
33. Lifetime 4.09
34. TNT 4.06
35. Laff 3.97
36. Hallmark M&M 3.95
37. ION 3.88
38. Great American Family 3.80
39. Fox Business 3.73
40. Bravo 3.64
41. Pop Network 3.60
42. Country Music Television 3.59
43. Heroes and Icon 3.56
44. The Golf Channel 3.50
45. SYFY 3.48
46. AMC 3.28
47. Antenna TV 3.25
48. NFL Network 3.25
49. The Sportsman Channel 3.23
50. Headline News 3.04

# Top Rated Channels

June - August 2023

Average # of Set Top Boxes Per Hour

- |                                      |                                   |
|--------------------------------------|-----------------------------------|
| 51. CNBC 2.97                        | 76. FX Movie Channel 1.63         |
| 52. Newsmax 2.82                     | 77. Destination America 1.51      |
| 53. Hallmark Drama 2.82              | 78. VH1 1.43                      |
| 54. FX 2.72                          | 79. FYI 1.40                      |
| 55. Animal Planet 2.67               | 80. IFC 1.40                      |
| 56. Fox Sports 1 2.65                | 81. Cartoon Network 1.36          |
| 57. The Travel Channel 2.54          | 82. FXX 1.31                      |
| 58. Comedy Central 2.49              | 83. QVC 1.25                      |
| 59. Outdoor Channel 2.44             | 84. American Heroes Channel 1.22  |
| 60. Lifetime Movies 2.40             | 85. BBC America 1.20              |
| 61. OWN 2.38                         | 86. Court TV 1.20                 |
| 62. ESPN2 2.36                       | 87. Regional College Sports 1.04  |
| 63. Science 2.34                     | 88. Trinity Broadcasting 1.01     |
| 64. Sundance 2.34                    | 89. Discovery Life Channel 1.00   |
| 65. National Geographic Channel 2.33 | 90. Disney XD 0.95                |
| 66. A&E Networks 2.31                | 91. Starz Encore Westerns 0.86    |
| 67. Disney Junior 2.25               | 92. Nick Jr. 0.86                 |
| 68. Motortrend 2.24                  | 93. ESPNEWS 0.84                  |
| 69. National Geographic Wild 2.22    | 94. Cooking Channel 0.77          |
| 70. MTV 2.21                         | 95. Fox Sports 2 0.77             |
| 71. Magnolia Network 2.19            | 96. EWTN 0.86                     |
| 72. Freeform 2.14                    | 97. Universal Kids 0.74           |
| 73. E! Entertainment 2.13            | 98. Discovery Family Channel 0.65 |
| 74. Disney Channel 1.98              | 99. Nicktoons Network 0.63        |
| 75. truTV 1.79                       | 100. CSPAN 0.62                   |

## Top 100 Quarterly Comparisons

Channels	Summer-2023	Spring 2023	Winter-22-23	Fall 2022
1. CBS	47.71	58.92	74.19	48.26
2. NBC	41.88	49.84	52.83	47.87
3. ABC	28.73	35.59	34.85	33.40
4. Fox News	26.19	30.86	31.72	27.59
5. Fox	15.14	17.52	28.13	22.45
6. Regional Sports Nets	11.44	10.84	3.83	9.14
7. Game Show Network	10.60	11.02	10.26	8.57
8. TV Land	9.92	11.02	11.45	9.82
9. Grit	9.54	9.82	8.72	8.11
10. MSNBC	9.54	11.74	8.44	8.92
11. INSP	9.44	10.48	11.74	8.44
12. ME TV	8.83	8.87	9.57	7.96
13. HGTV	8.73	8.32	10.20	7.47
14. Hallmark Channel	8.11	9.94	12.05	10.47
15. USA Network	7.99	7.67	6.81	7.94
16. Paramount Network	7.65	7.05	12.33	8.15
17. History	7.13	9.64	8.44	6.08
18. CW	6.62	5.77	5.33	4.44
19. PBS	6.58	6.64	7.95	8.33
20. ESPN	6.54	10.95	22.97	12.17
21. TBS	5.89	7.06	6.40	5.80
22. NewsNation (WGN)	5.73	8.37	9.88	6.33
23. TLC	5.67	6.19	5.49	5.82
24. The Weather Channel	5.54	5.67	6.95	5.65
25. CNN	5.39	5.38	7.34	6.46
26. Food Network	5.34	6.21	6.10	5.52
27. Discovery Channel.	4.75	6.79	8.63	6.02
28. Turner Classic Movies	4.56	5.79	4.96	4.60
29. ID	4.55	5.87	5.30	5.01
30. Nickelodeon	4.51	8.68	5.89	5.32
31. Oxygen	4.21	5.33	5.41	4.07
32. RFD TV	4.12	4.49	4.70	3.53
33. Lifetime	4.09	5.23	4.85	4.06
34. TNT	4.06	7.33	6.40	5.80
35. Laff	3.97	2.68	3.02	
36. Hallmark M&M	3.95	4.03	6.25	5.17
37. ION	3.88	4.09	4.65	4.10
38. Great American Fam.	3.80	5.06	4.47	3.81
39. Fox Business	3.73	3.67	4.18	3.13
40. Bravo	3.64	3.05	3.66	2.89
41. Pop Network	3.60	3.34	3.47	2.93
42. CMT	3.59	3.90	3.60	2.98
43. Heroes and Icons	3.56	4.49	3.63	
44. The Golf Channel	3.50	3.58	2.76	2.40
45. SYFY	3.48	4.13	3.27	2.75
46. AMC	3.28	3.37	4.56	3.36
47. Antenna TV	3.25	2.62	2.77	2.22
48. NFL Network	3.25	2.80	5.47	4.67
49. Sportsman Channel	3.23	1.45	2.85	2.15
50. Headline News	3.04	3.24	3.19	2.33

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## Top 100 Quarterly Comparisons

Channels	Summer 2023	Spring 2023	Winter 2022-23	Fall 2022
51. CNBC	2.97	2.41	2.97	2.69
52. Newsmax	2.82	2.65	1.92	1.39
53. Hallmark Drama	2.82	3.03	4.17	2.60
54. FX	2.72	2.85	3.46	2.52
55. Animal Planet	2.67	3.02	3.36	2.67
56. Fox Sports 1	2.65	4.42	3.35	3.92
57. The Travel Channel	2.54	3.68	3.08	2.61
58. Comedy Central	2.49	2.45	3.19	2.33
59. Outdoor Channel	2.44	2.58	3.13	2.60
60. Lifetime Movies	2.40	3.07	2.87	2.75
61. OWN	2.38	2.78	2.76	2.15
62. ESPN2	2.36	4.16	5.34	4.01
63. Science	2.34	3.04	3.27	2.81
64. Sundance	2.34			
65. National Geographic	2.33	3.58	3.68	2.86
66. A&E Network	2.31	2.79	3.35	2.47
67. Disney Junior US	2.25	2.56	3.10	2.02
68. Motortrend	2.24	2.62		
69. National Geo Wild	2.22	3.46	2.91	2.29
70. MTV	2.21	3.78	3.47	2.93
71. Magnolia Network	2.19	2.68	2.55	2.41
72. Freeform	2.14	2.43	3.73	2.33
73. E! Entertainment	2.13	2.06	2.78	1.86
74. Disney Channel	1.98	2.16	2.17	1.58
75. truTV	1.79	2.56	1.95	1.73
76. FX Movie Channel	1.63	1.85	2.08	0.86
77. Destination America	1.51	1.85	2.00	1.42
78. VH1	1.43	1.57	1.49	1.34
79. FYI	1.40	1.81	1.96	1.24
80. IFC	1.40	1.46	1.24	1.37
81. Cartoon Network	1.36	1.34	1.49	1.45
82. FXX	1.31	1.60	1.68	1.43
83. QVC	1.25	1.47	1.57	1.48
84. American Heroes	1.22	1.27	1.37	1.03
85. BBC America	1.20	1.31	1.37	1.05
86. Court TV	1.20	2.32	1.94	
87. Regional College Sports	1.04	2.99	4.58	4.68
88. Trinity Broadcasting	1.01	1.11	1.03	1.04
89. Discovery Life	1.00	1.04	1.14	0.83
90. Disney XD	0.95	1.08	1.08	0.75
91. Starz Encore Westerns	0.86	1.29	1.45	1.54
92. Nick Jr.	0.86	0.94	1.10	0.87
93. ESPNEWS	0.84	1.27	0.97	0.83
94. Cooking Channel	0.77	0.97	1.16	0.87
95. Fox Sports 2	0.77	0.86	0.50	0.38
96. EWTN	0.76	0.97	0.97	0.75
97. Universal Kids	0.74	0.95	0.87	0.85
98. Discovery Family	0.65	0.70	0.70	0.58
99. Nicktoons Network	0.63	0.49	0.58	0.50
100. CSPAN	0.62			

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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](mailto:scottm@innovsys.com)

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

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contact an Innovative Systems Sales Director**

Josh Gillen – 605.990.7162 – [joshg@innovsys.com](mailto:joshg@innovsys.com)

John Muller – 605.990.7262 – [johnm@innovsys.com](mailto:johnm@innovsys.com)

Steve Garrow – 605.990.7265 – [steveg@innovsys.com](mailto:steveg@innovsys.com)

Jennifer Pavlicek – 605.990.7266 – [jenniferp@innovsys.com](mailto:jenniferp@innovsys.com)

Scott Sobolewski – 605.990.7261 – [scotts@innovsys.com](mailto:scotts@innovsys.com)

