

US Rural Channel Stats Data

Reporting Period – September – November 2023



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Your Trusted Vendor -

Serving the independent telecommunications market for over 25 years.

Executive Summary

- Channel ratings based on Average Hourly Views. (See Tabulation Criteria Page)
- Statistics from over fifty different reporting locations throughout the US.
- NFL tightens up the Network race, but CBS holds on to number one.
- The holiday season drives Hallmark into seventh place.
- ESPN and Regional College sports channels move into the top twenty.
- Headlined by INSP, the 9 to 15 top spots stay consistent every quarter.
- NewsNation continues to creep up on Fox News, at fifteen this quarter.
- Great American Family hits top twenty-five for the first time.
- CNN ratings have dropped in four consecutive quarters.
- Home Shopping Network makes the top 100 for the first time.
- The Sportsman Channel drops to 81 as one of the quarter's big losers.

Tabulation Criteria

Channel Rating Shares Based on 30 Day Reporting Averages

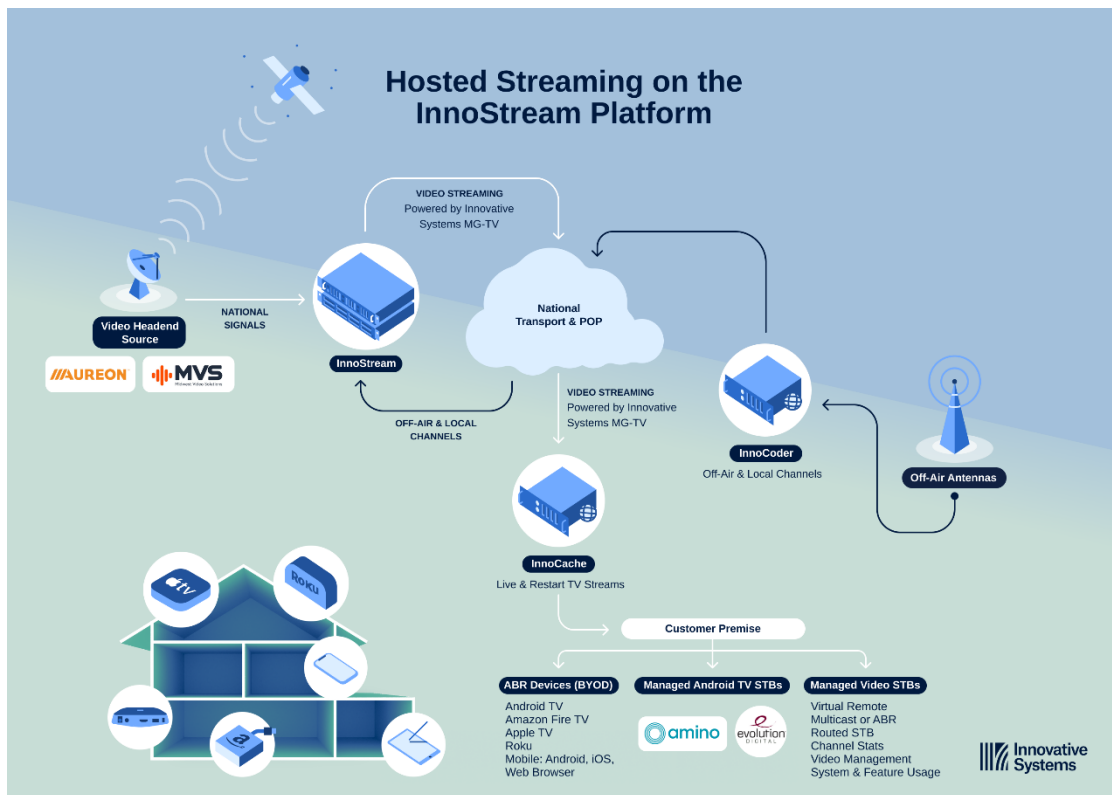
Average = Views for every one-hour segment of the reporting period are averaged together.

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.

Channel Stat Configuration Parameters

The screenshot shows the 'Report Viewer (APmax: 2554)' interface. On the left is a navigation menu with items 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 columns for Channel, Count Type, IPTV Service Area, Report Type, and Time Stamp. The report type is set to 'By Channel' and the time stamp is 'With in the previous 1 month(s)'. The IPTV Service Area is set to 'Enter Your Service Area Here'. At the bottom, there are buttons for Results, Save, Rename, and Schedule, along with a 'Read Only' checkbox.

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

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	0.35

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

September - November 2023

Average # of Set Top Boxes Per Hour

1. CBS 47.50
2. NBC 45.64
3. ABC 28.31
4. Fox 24.15
5. Fox News 22.76
6. Game Show Network 12.53
7. Hallmark Channel 10.09
8. ESPN 9.80
9. INSP 9.56
10. MSNBC 9.50
11. TV Land 9.45
12. ME TV 8.63
13. HGTV 8.38
14. Grit 8.18
15. NewsNation 7.72
16. TBS 6.86
17. Paramount Network 6.41
18. History 6.19
19. Regional Sports Nets 6.08
20. USA Network 5.94
21. PBS 5.72
22. CW 5.36
23. CNN 5.00
24. Fox Sports 1 4.98
25. Great American Family 4.96
26. Hallmark M&M 4.90
27. The Learning Channel 4.72
28. Food Network 4.64
29. The Discovery Channel 4.55
30. The Weather Channel 4.55
31. Nickelodeon 4.41
32. NFL Network 4.37
33. Lifetime 4.21
34. Investigation Discovery 4.02
35. ION 3.98
36. Turner Classic Movies 3.84
37. Oxygen 3.75
38. RFD TV 3.66
39. Heroes and Icons 3.56
40. Pop Network 3.41
41. TNT 3.40
42. Country Music Television 3.33
43. ESPN2 3.18
44. SYFY 2.93
45. Newsmax 2.91
46. Fox Business 2.91
47. Regional College Sports 2.88
48. Antenna TV 2.83
49. MTV 2.81
50. Hallmark Drama 2.79

Top Rated Channels

September - November 2023

Average # of Set Top Boxes Per Hour

- | | |
|--------------------------------------|---------------------------------|
| 51. AMC 2.55 | 76. VH1 1.39 |
| 52. Animal Planet 2.51 | 77. IFC 1.37 |
| 53. National Geographic Channel 2.50 | 78. QVC 1.34 |
| 54. Bravo 2.47 | 79. FYI 1.31 |
| 55. FX 2.47 | 80. FXX 1.19 |
| 56. Freeform 2.41 | 81. The Sportsman Channel 1.18 |
| 57. Headline News 2.41 | 82. Destination America 1.17 |
| 58. OWN 2.41 | 83. The Golf Channel 1.16 |
| 59. Science 2.41 | 84. BBC America 1.13 |
| 60. Laff 2.35 | 85. Starz Encore Westerns 0.98 |
| 61. Travel Channel 2.24 | 86. American Heroes 0.96 |
| 62. Lifetime Movies 2.16 | 87. Trinity Broadcasting 0.93 |
| 63. Outdoor Channel 2.14 | 88. Discovery Life Channel 0.93 |
| 64. CNBC 2.11 | 89. Nick Jr. 0.84 |
| 65. Sundance 2.04 | 90. ESPNEWS 0.84 |
| 66. Motortrend 1.98 | 91. Court TV 0.78 |
| 67. A&E Network 1.97 | 92. EWTN 0.76 |
| 68. Magnolia Network 1.90 | 93. Fox sports 2 0.74 |
| 69. E! Entertainment 1.90 | 94. Cooking Channel 0.69 |
| 70. Comedy Central 1.85 | 95. Universal Kids 0.67 |
| 71. National Geographic Wild 1.70 | 96. Disney XD 0.66 |
| 72. FX Movie Channel 1.69 | 97. Discovery Family 0.55 |
| 73. Disney Junior 1.66 | 98. Nicktoons Network 0.53 |
| 74. truTV 1.60 | 99. Home Shopping 0.50 |
| 75. Disney Channel 1.53 | 100. CSPAN 0.41 |

Top 100 Quarterly Comparisons

Channels	Fall 2023	Summer 2023	Spring 2023	Winter 22-23
1. CBS	47.50	47.71	58.92	74.19
2. NBC	45.64	41.88	49.84	52.83
3. ABC	28.31	28.73	35.59	34.85
4. Fox	24.15	15.14	17.52	28.13
5. Fox News	22.76	26.19	30.86	31.72
6. Game Show Network	12.53	10.60	11.02	10.26
7. Hallmark Channel	10.09	8.11	9.94	12.05
8. ESPN	9.80	6.54	10.95	22.97
9. INSP	9.56	9.44	10.48	11.74
10. MSNBC	9.50	9.54	11.74	8.44
11. TV Land	9.45	9.92	11.02	11.45
12. ME TV	8.63	8.83	8.87	9.57
13. HGTV	8.38	8.73	8.32	10.20
14. Grit	8.18	8.11	9.94	12.05
15. NewsNation	7.72	5.73	8.37	9.88
16. TBS	6.86	5.89	7.06	6.40
17. Paramount Network	6.41	7.65	7.05	12.33
18. History	6.19	7.13	9.64	8.44
19. Regional Sports Nets	6.08	11.44	10.84	3.83
20. USA Network	5.94	7.99	7.67	6.81
21. PBS	5.72	6.58	6.64	7.95
22. CW	5.36	6.62	5.77	5.33
23. CNN	5.00	5.39	5.38	7.34
24. Fox Sports 1	4.98	2.65	4.42	3.35
25. Great American Fam.	4.96	3.80	5.06	4.47
26. Hallmark M&M	4.90	3.95	4.03	6.25
27. TLC	4.72	5.67	6.19	5.49
28. Food Network	4.64	5.34	6.21	6.10
29. Discovery Channel	4.55	4.75	6.79	8.63
30. The Weather Channel	4.55	5.54	5.67	6.95
31. Nickelodeon	4.41	4.51	8.68	5.98
32. NFL Network	4.37	3.25	2.80	5.47
33. Lifetime	4.21	4.09	5.23	4.85
34. ID	4.02	4.55	5.87	5.30
35. ION	3.98	3.88	4.09	4.65
36. Turner Classic Movies	3.84	4.56	5.79	4.96
37. Oxygen	3.75	4.21	5.33	5.41
38. RFD TV	3.66	4.12	4.49	4.70
39. Heroes and Icons	3.98	3.56	4.49	3.63
40. Pop Network	3.41	3.60	3.34	3.47
41. TNT	3.40	4.06	7.33	6.40
42. CMT	3.33	3.59	3.90	3.60
43. ESPN2	3.18	2.36	4.16	5.34
44. SYFY	2.93	3.48	4.13	3.27
45. Newsmax	2.91	2.82	2.65	1.92
46. Fox Business	2.91	3.73	3.67	4.18
47. Reg. College Sports	2.88	1.04	2.99	4.58
48. Antenna TV	2.83	3.25	2.62	2.77
49. MTV	2.81	2.21	3.78	3.47
50. Hallmark Drama	2.79	2.82	3.03	4.17

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Top 100 Quarterly Comparisons

Channels	Fall 2023	Summer 2023	Spring-2023	Winter 2022-23
51. AMC	2.55	3.28	3.37	4.56
52. Animal Planet	2.51	2.67	3.02	3.36
53. National Geographic	2.50	2.33	3.58	3.68
54. Bravo	2.47	3.64	3.05	3.66
55. FX	2.47	2.72	2.85	3.46
56. Freeform	2.41	2.14	2.43	3.73
57. Headline News	2.41	3.04	3.24	3.19
58. OWN	2.41	2.38	2.78	2.76
59. Science	2.41	2.34	3.04	3.27
60. Laff	2.35	3.97	2.68	3.02
61. Travel Channel	2.24	2.54	3.68	3.08
62. Lifetime Movies	2.16	2.40	3.07	2.87
63. Outdoor Channel	2.14	2.44	2.58	3.13
64. CNBC	2.11	2.97	2.41	2.97
65. Sundance	2.04	2.14		
66. Motortrend	1.98	2.24	2.62	
67. A&E Network	1.97	2.31	2.79	3.35
68. MAGNOLIA Network	1.90	2.19	2.68	2.55
69. E! Entertainment	1.90	2.13	2.06	2.78
70. Comedy Central	1.85	2.49	2.45	3.19
71. NatGeo Wild	1.70	2.33	3.58	3.68
72. FX Movie Channel	1.69	1.63	1.85	2.08
73. Disney Junior	1.66	2.25	2.56	3.10
74. truTV	1.60	1.79	2.56	1.95
75. Disney Channel	1.53	1.98	2.16	2.17
76. VH1	1.39	1.43	1.57	1.49
77. IFC	1.37	1.40	1.46	1.24
78. QVC	1.34	1.25	1.47	1.57
79. FYI	1.31	1.40	1.81	1.96
80. FXX	1.19	1.31	1.60	1.68
81. Sportsman Channel	1.18	3.23	1.45	2.85
82. Destination America	1.17	1.51	1.85	2.00
83. The Golf Channel	1.16	3.50	3.58	2.76
84. BBC America	1.13	1.20	1.31	1.37
85. Starz Encore Westerns	0.98	0.86	1.29	1.45
86. American Heroes	0.96	1.22	1.27	1.37
87. Trinity Broadcasting	0.93	1.01	1.11	1.03
88. Discovery Life	0.93	1.00	1.04	1.14
89. Nick Jr.	0.84	0.86	0.94	1.10
90. ESPNEWS	0.84	0.84	1.27	0.97
91. Court TV	0.78	1.20	2.32	1.94
92. EWTN	0.76	0.76	0.97	0.97
93. Fox Sports 2	0.74	0.77	0.86	0.50
94. Cooking Channel	0.69	0.77	0.97	1.16
95. Universal Kids	0.67	0.74	0.95	0.87
96. Disney XD	0.66	0.95	1.08	1.08
97. Discovery Family	0.55	0.65	0.70	0.70
98. Nicktoons Network	0.53	0.63	0.49	0.58
99. Home Shopping Net	0.50			
100. CSPAN	0.41	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

www.innovsys.com

**If your video service to does not do this...
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