

US Rural Channel Stats Data

Reporting Period - November 2022 - November 2023



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Executive Summary

- Channel ratings based on Average Hourly Views. (See Tabulation Criteria Page)
- Report covers the four quarters from 11-30-2022 – 11-30-2023.
- CBS was the most watched channel for all four quarters.
- CBS averaged nearly 10 more STB views per hour than 2nd place NBC.
- Non-broadcast “cable channel” Fox News comes in at number four.
- NewsNation (Rebranded WGN) became a top twenty channel.
- Regional Sports Nets were big losers dropping from 8th - 16th.
- CNN down four more places to 24th this past year.
- Great American Family was the biggest gainer up from 60th - 35th.
- SYFY was the biggest loser down from 41st - 76th.
- The Magnolia Network loses ground falling from 57th - 70th.

Tabulation Criteria

Channel Rating Shares Based on 30 Day Reporting Averages

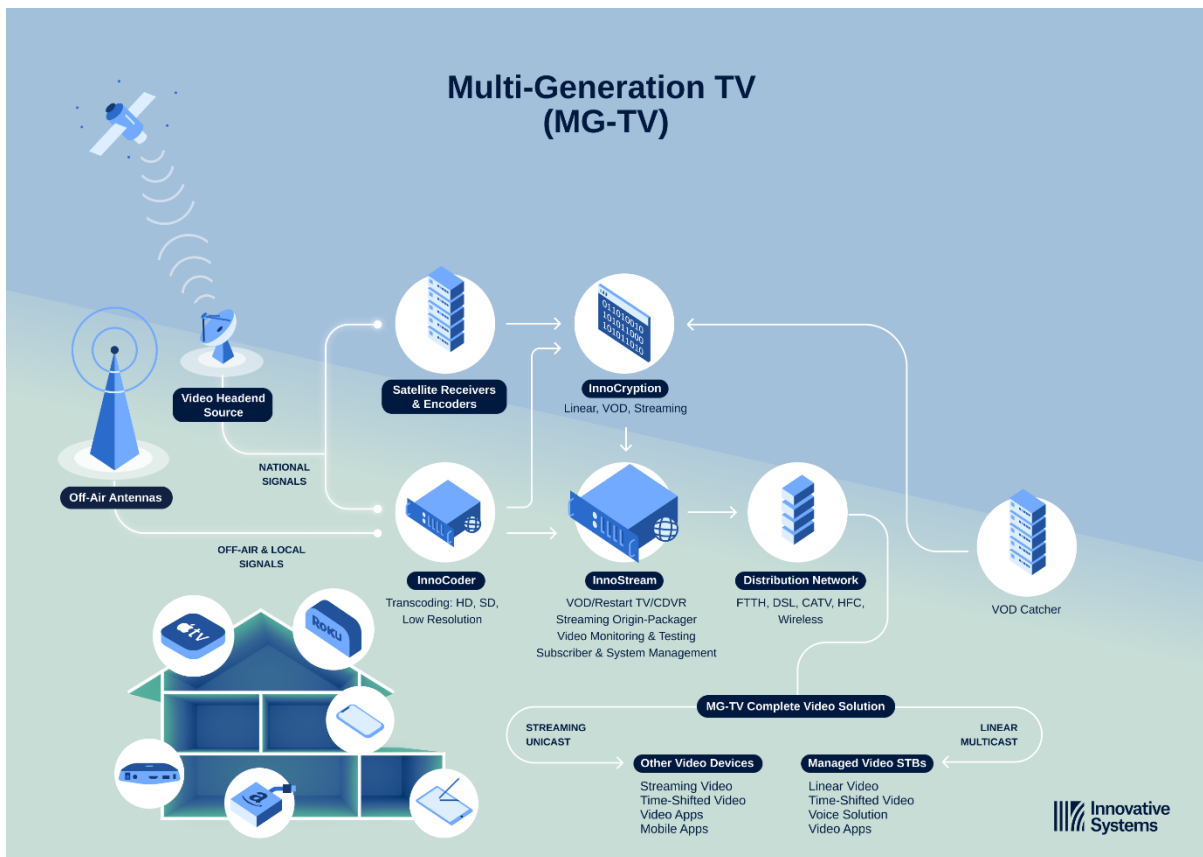
Average = Views for every one-hour segment of the reporting period are averaged together.

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

Powered by the InnoStream Platform, MG-TV is a complete TV streaming solution with everything needed for an economical integrated OTT and video solution that is easy to deploy, support, and use.



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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 'chl 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

November 2022 - November 2023

Average # of Set Top Boxes Per Hour

1. CBS 57.08
2. NBC 47.54
3. ABC 31.87
4. Fox News Channel 27.89
5. Fox 21.24
6. ESPN 12.53
7. Gameshow Network 11.10
8. TV Land 10.46
9. INSP 10.30
10. Hallmark Channel 10.04
11. MSNBC 9.56
12. Grit 9.07
13. Me TV 8.97
14. HGTV 8.91
15. Paramount Network 8.36
16. Regional Sports Networks 8.05
17. History 7.85
18. NewsNation 7.71
19. USA Network 7.10
20. PBS 6.70
21. TBS 6.56
22. The Discovery Channel 6.18
23. CW 5.78
24. CNN 5.77
25. The Weather Channel 5.68
26. Food Network 5.90
27. TLC 5.52
28. Nickelodeon 5.07
29. TNT 4.97
30. Investigation Discovery 4.94
31. Hallmark M & M 4.79
32. Turner Classic Movies 4.79
33. Oxygen 4.67
34. Lifetime 4.60
35. Great American Family 4.57
36. RFD 4.24
37. ION 4.15
38. Country Music Television 4.01
39. NFL Network 3.97
40. Fox Sports 1 3.85
41. Heroes and Icons 3.81
42. Science 3.76
43. ESPN2 3.75
44. Fox Business 3.63
45. Pop Network 3.45
46. AMC 3.44
47. Bravo 3.20
48. Hallmark Drama 3.02
49. National Geographic 3.02
50. Laff 3.00

Top Rated Channels

November 2022 - November 2023

Average # of Set Top Boxes Per Hour

51. Headline News 2.97	76. Syfy 1.82
52. The Golf Channel 2.94	77. FX Movie Channel 1.80
53. Animal Planet 2.89	78. Destination America 1.64
54. The Travel Channel 2.89	79. FYI 1.62
55. FX 2.88	80. Court TV 1.56
56. Regional College Sports 2.87	81. VH1 1.50
57. Antenna TV 2.87	82. FXX 1.45
58. MTV 2.81	83. QVC 1.41
59. Freeform 2.67	84. IFC 1.37
60. Lifetime Movies 2.63	85. Cartoon Network 1.32
61. CNBC 2.61	86. BBC America 1.25
62. A&E Network 2.60	87. American Heroes Channel 1.20
63. OWN 2.58	88. Starz Westerns 1.14
64. Newsmax 2.58	89. Discovery Life Channel 1.03
65. Nat Geo Wild 2.57	90. Trinity Broadcasting 1.02
66. Outdoor Channel 2.57	91. ESPNEWS 0.98
67. The Sportsman Channel 2.53	92. Disney XD 0.94
68. Comedy Central 2.50	93. Nick Jr 0.93
69. Disney Jr. 2.39	94. Cooking Channel 0.90
70. Magnolia Network 2.33	95. EWTN 0.86
71. Motortrend 2.28	96. Fox Sports 2 0.81
72. E! Entertainment Television 2.21	97. Universal Kids 0.81
73. Sundance 2.19	98. Discovery Family Channel 0.66
74. truTV 1.98	99. Nicktoons Network 0.56
75. Disney Channel 1.96	100. Teen Nick 0.53

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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