

US Rural Channel Stats Data

Reporting Period – December 2023 – February 2024



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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.
- CBS holds number one over NBC by a slim margin.
- Fox News swaps places with Fox coming in at number four.
- ESPN enjoys its seasonal success with a sixth-place finish.
- Holiday content drives Hallmark to the seven spot.
- The Great American Family bubble pops, down 16 to number 41.
- The Golf Channel is up 22 strokes to 61.
- College Sports (35th) and Pro Sports (45th) networks swap places.
- ION a big loser going from 35 to 50.
- Sleeper alert, AMC makes the top 50 at 43.

Tabulation Criteria

Channel Rating Shares Based on 30 Day Reporting Averages

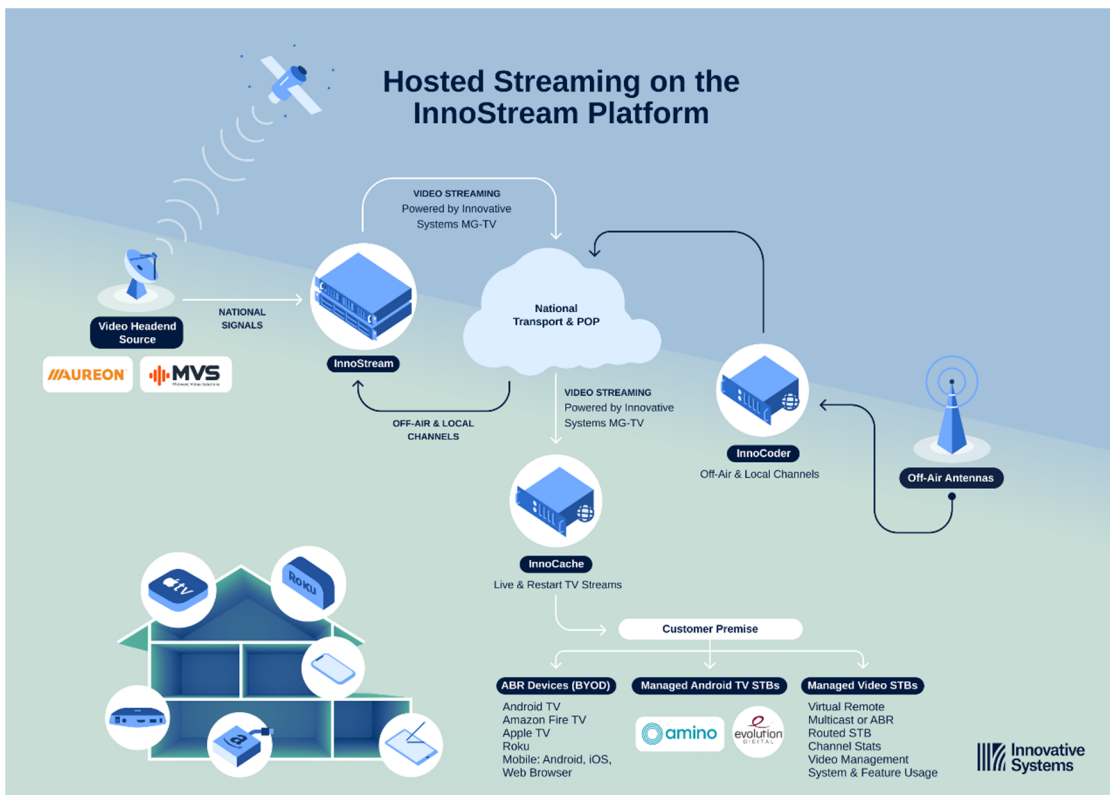
Average = Views for every one-hour segment of the reporting period are averaged together.

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)' window. 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 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 currently empty, with a red prompt '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	Report Type	Time Stamp
		Enter Your Service Area Here	By Channel	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	0.35i

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

December 2023 - February 2024

Average # of Set Top Boxes Per Hour

1. CBS 43.79
2. NBC 42.51
3. ABC 26.98
4. Fox News 24.60
5. Fox 19.15
6. ESPN 10.78
7. Hallmark Channel 8.98
8. Grit 8.95
9. TV Land 8.09
10. MSNBC 7.74
11. HGTV 7.73
12. Game Show Network 7.69
13. INSP 7.68
14. Me TV 7.65
15. USA Network 7.02
16. History 6.72
17. CW 6.69
18. NewsNation 6.43
19. TBS 6.03
20. Food Network 5.68
21. Paramount Network 5.63
22. The Weather Channel 5.49
23. NFL Network 5.19
24. Hallmark Movies & Mysteries 4.89
25. PBS 4.69
26. The Discovery Channel 4.54
27. Nickelodeon 4.37
28. CNN 4.22
29. Investigation Discovery 4.04
30. TLC 4.03
31. Turner Classic Movies 3.98
32. Lifetime 3.92
33. Oxygen 3.84
34. Pop Network 3.79
35. Regional College Sports 3.70
36. RFD TV 3.68
37. ESPN2 3.53
38. Fox Sports 1 3.53
39. Country Music Television 3.50
40. Newsmax 3.48
41. Great American Family 3.46
42. TNT 3.42
43. AMC 3.37
44. SYFY 3.36
45. Regional Sports Networks 3.28
46. Laff 3.26
47. Fox Business 3.22
48. The Travel Channel 2.89
49. Freeform 2.88
50. ION 2.84

Top Rated Channels

December 2023 - February 2024

Average # of Set Top Boxes Per Hour

- | | |
|--------------------------------------|-----------------------------------|
| 51. A&E Network 2.75 | 76. truTV 1.66 |
| 52. National Geographic Channel 2.75 | 77. FX Movie Channel 1.60 |
| 53. Animal Planet 2.66 | 78. Disney Channel 1.53 |
| 54. FX 2.66 | 79. FYI 1.42 |
| 55. Sundance 2.58 | 80. Motortrend 1.32 |
| 56. Hallmark Family (Drama) 2.41 | 81. IFC 1.31 |
| 57. Headline News 2.31 | 82. QVC 1.28 |
| 58. Lifetime Movies 2.30 | 83. FXX 1.25 |
| 59. Court TV 2.41 | 84. BBC America 1.20 |
| 60. Antenna TV 2.28 | 85. Destination America 1.16 |
| 61. The Golf Channel 2.24 | 86. Discovery Life Channel 1.09 |
| 62. OWN 2.20 | 87. VH1 1.00 |
| 63. MTV 2.18 | 88. American Heroes Channel 0.93 |
| 64. Bravo 2.16 | 89. Starz Encore Westerns 0.88 |
| 65. Comedy Central 2.11 | 90. Trinity Broadcasting 0.88 |
| 66. Science 2.10 | 91. EWTN 0.87 |
| 67. Outdoor Channel 2.07 | 92. Nick Jr 0.84 |
| 68. CNBC 2.05 | 93. ESPNEWS 0.78 |
| 69. The Sportsman Channel 1.94 | 94. Universal Kids 0.74 |
| 70. E! Entertainment Television 1.88 | 95. Fox Sports 2 0.68 |
| 71. National Geographic Wild 1.84 | 96. Discovery Family Channel 0.52 |
| 72. Heroes and Icons 1.76 | 97. Disney XD 0.51 |
| 73. Disney Junior 1.72 | 98. CSPAN 0.50 |
| 74. Cartoon Network 1.69 | 99. HBO 0.45 |
| 75. MAGNOLIA Network 1.69 | 100. Teen Nick 0.43 |

Top 100 Quarterly Comparisons

Channels	Winter 23-24	Fall 2023	Summer 2023	Spring 2023
1. CBS	43.79	47.50	47.71	58.92
2. NBC	42.51	45.64	41.88	49.84
3. ABC	26.98	28.31	28.73	35.59
4. Fox News	24.60	22.76	26.19	30.86
5. Fox	19.15	24.15	15.14	17.52
6. ESPN	10.78	9.80	6.54	10.95
7. Hallmark Channel	8.98	10.09	8.11	9.94
8. Grit	8.95	8.18	8.11	9.94
9. TV Land	8.09	9.45	9.92	11.02
10. MSNBC	7.74	9.50	9.54	11.74
11. HGTV	7.73	8.38	8.73	8.32
12. Game Show	7.69	12.53	10.60	11.02
13. INSP	7.68	9.56	9.44	10.48
14. ME TV	7.65	8.63	8.83	8.87
15. USA Network	7.02	5.94	7.99	7.67
16. History	6.72	6.19	7.13	9.64
17. CW	6.69	5.36	6.62	5.77
18. NewsNation	6.43	7.72	5.73	8.37
19. TBS	6.03	6.86	5.89	7.06
20. Food Network	5.68	4.64	5.34	6.21
21. Paramount Network	5.63	6.41	7.65	7.05
22. The Weather Channel	5.49	4.55	5.54	5.67
23. NFL Network	5.19	4.37	3.25	2.80
24. Hallmark M&M	4.89	4.90	3.95	4.03
25. PBS	4.69	5.72	6.58	6.64
26. Discovery Channel	4.54	4.55	4.75	6.79
27. Nickelodeon	4.37	4.41	4.51	8.68
28. CNN	4.22	5.00	5.39	5.38
29. ID	4.04	4.02	4.55	5.87
30. TLC	4.03	4.72	5.67	6.19
31. Turner Classic Movies	3.98	3.84	4.56	5.79
32. Lifetime	3.92	4.21	4.09	5.23
33. Oxygen	3.84	3.75	4.21	5.33
34. Pop Network	3.79	3.41	3.60	3.34
35. Reg. College Sports	3.70	2.88	1.04	2.99
36. RFD TV	3.68	3.66	4.12	4.49
37. ESPN2	3.53	3.18	2.36	4.16
38. Fox Sports 1	3.53	4.98	2.65	4.42
39. CMT	3.50	3.33	3.59	3.90
40. Newsmax	3.48	2.91	2.82	2.65
41. Great American Fam	3.46	4.96	3.80	5.06
42. TNT	3.42	3.40	4.06	7.33
43. AMC	3.37	2.55	3.28	3.37
44. SYFY	3.36	2.93	3.48	4.13
45. Regional Sports	3.28	6.08	11.44	10.84
46. Laff	3.26	2.35	3.97	2.68
47. Fox Business	3.22	2.91	3.73	3.67
48. Travel Channel	2.89	2.24	2.54	3.68
49. Freeform	2.88	2.41	2.14	2.43
50. ION	2.84	3.98	3.88	4.09

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Top 100 Quarterly Comparisons

Channels	Winter 23-24	Fall 2023	Summer 2023	Spring 2023
51. A&E Network	2.75	1.97	2.31	2.79
52. National Geographic	2.75	2.33	3.58	3.68
53. Animal Planet	2.66	2.51	2.67	3.02
54. FX	2.66	2.14	2.43	3.73
55. Sundance	2.58	2.04	2.14	
56. Hallmark Family	2.39	2.79	2.82	3.03
57. Headline News	2.31	2.41	3.04	3.24
58. Lifetime Movies	2.30	2.40	3.07	2.87
59. Court TV	2.29	0.78	1.20	2.32
60. Antenna TV	2.28	2.83	3.25	2.62
61. The Golf Channel	2.24	1.16	3.50	3.58
62. OWN	2.20	2.41	2.38	2.78
63. MTV	2.18	2.81	2.21	3.78
64. Bravo	2.16	2.47	3.64	3.05
65. Comedy Central	2.11	1.85	2.49	2.45
66. Science	2.10	2.41	2.34	3.04
67. Outdoor Channel	2.07	2.14	2.44	2.58
68. CNBC	2.05	2.11	2.97	2.41
69. Sportsman Channel	1.94	1.18	3.23	1.45
70. E!	1.88	1.90	2.13	2.06
71. NatGeo Wild	1.84	1.70	2.33	3.58
72. Heroes	1.76	3.98	3.56	4.49
73. Disney Junior	1.72	1.66	2.25	2.56
74. Cartoon Network	1.69	1.79	1.36	1.34
75. MAGNOLIA Network	1.69	1.90	2.19	2.68
76. truTV	1.66	1.60	1.79	2.56
77. FX Movie Channel	1.60	1.69	1.63	1.85
78. Disney Channel	1.53	1.53	1.98	2.16
79. FYI	1.42	1.31	1.40	1.81
80. Motortrend	1.32	1.98	2.24	2.62
81. IFC	1.31	1.37	1.40	1.46
82. QVC	1.28	1.34	1.25	1.47
83. FXX	1.25	1.19	1.31	1.60
84. BBC America	1.20	1.13	1.20	1.31
85. Destination America	1.16	1.17	1.51	1.85
86. Discovery Life	1.09	0.93	1.00	1.04
87. VH1	1.00	1.39	1.43	1.57
88. American Heroes	0.93	0.96	1.22	1.27
89. Starz Encore Westerns.	0.88	0.98	0.86	1.29
90. Trinity Broadcasting	0.88	0.93	1.01	1.11
91. EWTN	0.87	0.76	0.76	0.97
92. Nick Jr	0.84	0.84	0.86	0.94
93. ESPNEWS	0.78	0.84	0.84	1.27
94. Universal Kids	0.74	0.67	0.74	0.95
95. Fox Sports 2	0.68	0.74	0.77	0.86
96. Discovery Family	0.52	0.55	0.65	0.70
97. Disney XD	0.51	0.66	0.95	1.08
98. CSPAN	0.50	0.41	0.62	0.58
99. HBO	0.50			
100. Teen Nick	0.43			

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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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