

US Rural Channel Stats Data

Reporting Period – March 2024 – May 2024



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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.
- NBC dethroned CBS from the top spot for the first time since 2021.
- The number two through five channels remain unchanged.
- Regional Sports and ESPN check in at six and seven, respectively.
- NHL and NBA propel TNT to eighteen up from forty-two last quarter.
- ION continues on a roller coaster from 35 to 50 now back to 37.
- Freeform has lost its form dropping from 49-65.
- MSNBC breaks the top ten at number nine.
- Science was a big gainer this time going from 66-36.
- Sleeper alert, AMC is on the comeback up again to thirty-eight.

Tabulation Criteria

Channel Rating Shares Based on 30 Day Reporting Averages

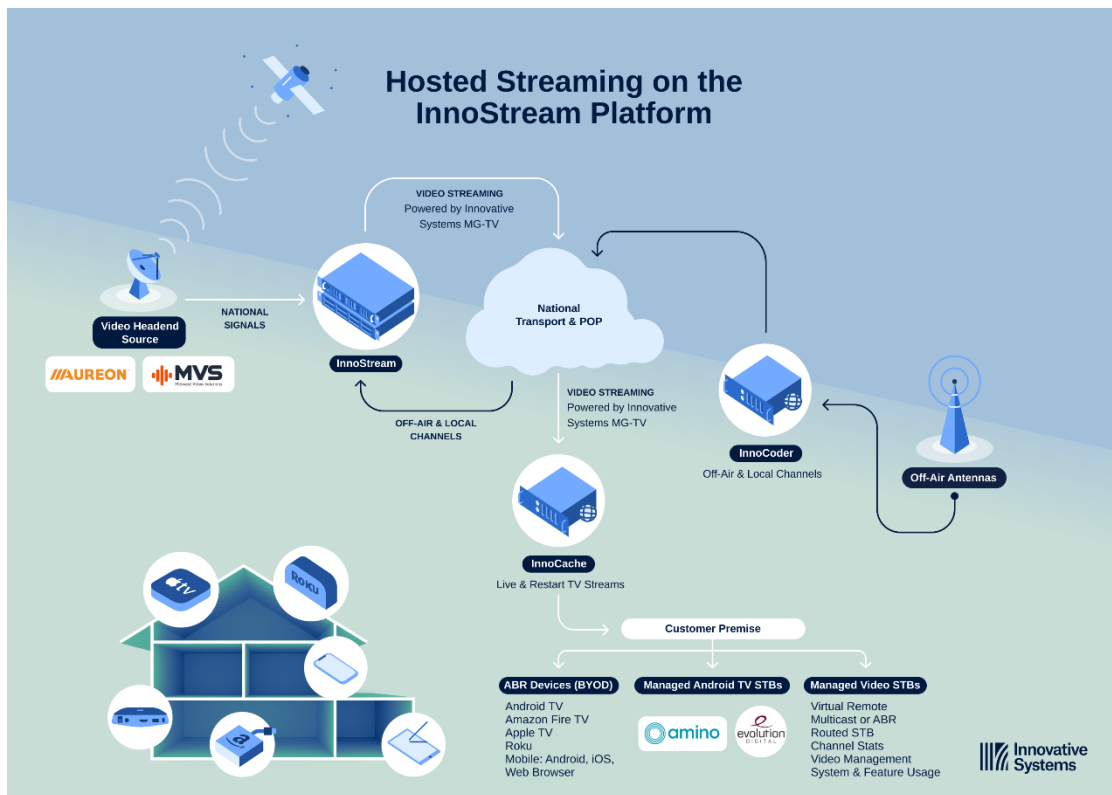
Average = Views for every one-hour segment of the reporting period are averaged together.

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 a web-based interface for configuring reports. On the left is a navigation menu with categories like ACD, Announcements, Call Logging, etc. The main area is titled 'Report Viewer (APmax: 2554)' and shows a report configuration for 'ch1 stats month empire'. The 'Criteria' tab is active, showing a table with the following settings:

(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)

Below the table are buttons for 'Results', 'Save', 'Rename', and 'Schedule'. There is also a 'Read Only' checkbox. The 'Columns' tab shows a list of columns: Time Stamp, Channel, and Avg Views Per Min. A preview of the report data is shown below the columns, including a small icon and the text 'IPTV Channel Stats'.

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

March 2024 - May 2024

Average # of Set Top Boxes Per Hour

1. NBC 39.87
2. CBS 33.02
3. ABC 23.10
4. Fox News 20.49
5. Fox 18.58
6. Regional Sports Networks 9.12
7. ESPN 8.76
8. Game Show Network 8.70
9. MSNBC 8.38
10. TV Land 8.00
11. Grit 7.94
12. Hallmark Channel 7.55
13. HGTV 6.97
14. NewsNation 6.96
15. Me TV 6.90
16. INSP 6.88
17. TBS 6.48
18. TNT 6.16
19. CW 5.63
20. USA Network 5.62
21. History 5.23
22. The Weather Channel 5.03
23. Food Network 4.79
24. PBS 4.26
25. CNN 4.09
26. The Discovery Channel 3.89
27. Paramount Network 3.82
28. Great American Family 3.81
29. Investigation Discovery 3.68
30. RFD TV 3.66
31. TLC 3.60
32. Nickelodeon 3.58
33. Turner Classic Movies 3.48
34. Pop Network 3.46
35. Fox Sports 1 3.30
36. Science 3.30
37. ION 3.26
38. AMC 3.20
39. ESPN2 3.15
40. County Music Television 3.13
41. Oxygen 3.06
42. Lifetime 3.01
43. SYFY 2.89
44. Antenna TV 2.83
45. The Golf Channel 2.78
46. Hallmark M & M 2.75
47. Newsmax 2.72
48. Laff 2.64
49. The Travel Channel 2.50
50. Bravo 2.44

Top Rated Channels

March 2023 - May 2024

Average # of Set Top Boxes Per Hour

- | | |
|--------------------------------------|-----------------------------------|
| 51. A&E Network 2.41 | 76. Court TV 1.50 |
| 52. Fox Business 2.41 | 77. Disney Channel 1.41 |
| 53. Animal Planet 2.39 | 78. FX Movie Channel 1.34 |
| 54. FX 2.38 | 79. Cartoon Network 1.27 |
| 55. Hallmark Family (Drama) 2.38 | 80. FYI 1.21 |
| 56. Heroes 2.35 | 81. FXX 1.20 |
| 57. Sundance 2.26 | 82. QVC 1.14 |
| 58. National Geographic Channel 2.15 | 83. Destination America 1.02 |
| 59. National Geographic Wild 2.10 | 84. BBC America 1.02 |
| 60. OWN 2.04 | 85. Trinity Broadcasting 0.94 |
| 61. Magnolia Network 2.00 | 86. VH1 0.94 |
| 62. truTV 1.96 | 87. Discovery Life Channel 0.84 |
| 63. HLN 1.95 | 88. Sportsman Channel 0.83 |
| 64. Lifetime Movies 1.93 | 89. EWTN 0.80 |
| 65. Freeform 1.89 | 90. Nick Jr 0.80 |
| 66. CNBC 1.87 | 91. ESPNEWS 0.78 |
| 67. Outdoor Channel 1.86 | 92. Starz Encore Westerns 0.73 |
| 68. Comedy Central 1.83 | 93. American Heroes 0.72 |
| 69. Motortrend 1.80 | 94. Cooking Channel 0.65 |
| 70. NFL Network 1.74 | 95. Fox Sports 2 0.61 |
| 71. Disney Jr US 1.64 | 96. Disney XD 0.60 |
| 72. Regional College Sports 1.63 | 97. Universal Kids 0.57 |
| 73. IFC 1.57 | 98. Nicktoons Network 0.48 |
| 74. MTV 1.53 | 99. Discovery Family Channel 0.47 |
| 75. E! Entertainment 1.50 | 100. HBO 0.43 |

Top 100 Quarterly Comparisons

Channels	Spring 2024	Winter 23-24	Fall 2023	Summer 2023
1. NBC	39.87	42.51	45.64	41.88
2. CBS	33.02	43.79	47.50	47.71
3. ABC	23.10	26.98	28.31	28.73
4. Fox News	20.49	24.60	22.76	26.19
5. Fox	18.58	19.15	24.15	15.14
6. Regional Sports	9.12	3.28	6.08	11.44
7. ESPN	8.76	10.78	9.80	6.54
8. Game Show	8.70	7.69	12.53	10.60
9. MSNBC	8.38	7.74	9.50	9.54
10. TV Land	8.00	8.09	9.45	9.92
11. Grit	7.94	8.95	8.18	8.11
12. Hallmark Channel	7.55	8.98	10.09	8.11
13. HGTV	6.97	7.73	8.38	8.73
14. NewsNation	6.96	6.43	7.72	5.73
15. ME TV	6.90	7.65	8.63	8.83
16. INSP	6.88	7.68	9.56	9.44
17. TBS	6.48	5.36	6.62	5.77
18. NewsNation	6.43	7.72	5.73	8.37
19. TBS	6.03	6.03	6.86	5.89
20. USA Network	5.62	7.02	5.94	7.99
21. History	5.23	6.72	6.19	7.13
22. The Weather Channel	5.03	5.49	4.55	5.54
23. Food Network	4.79	5.68	4.64	5.34
24. PBS	4.26	4.69	5.72	6.58
25. CNN	4.09	4.22	5.00	5.39
26. Discovery Channel	3.89	4.54	4.55	4.75
27. Paramount Network	3.82	5.63	6.41	7.65
28. Great American Fam	3.81	3.46	4.96	3.80
29. ID	3.68	4.04	4.02	4.55
30. RFD TV	3.66	3.68	3.66	4.12
31. TLC	3.60	4.03	4.72	5.67
32. Nickelodeon	3.58	4.37	4.41	4.51
33. Turner Classic Movies	3.48	3.98	3.84	4.56
34. Pop Network	3.46	3.79	3.41	3.60
35. Fox Sports 1	3.30	3.53	4.98	2.65
36. Science	3.30	2.10	2.41	2.34
37. ION	3.26	2.84	3.98	3.88
38. AMC	3.53	3.37	2.55	3.28
39. ESPN2	3.15	3.53	3.18	2.36
40. CMT	3.13	3.50	3.33	3.59
41. Oxygen	3.06	3.84	3.75	4.21
42. Lifetime	3.01	3.92	4.21	4.09
43. SYFY	2.89	3.36	2.93	3.48
44. Antenna TV	2.83	2.28	2.83	3.25
45. The Golf Channel	2.78	2.24	1.16	3.50
46. Hallmark M&M	2.75	4.89	4.90	3.95
47. Newsmax	2.72	3.48	2.91	2.82
48. Laff	2.64	3.26	2.35	3.97
49. The Travel Channel	2.50	2.89	2.24	2.54
50. Bravo	2.44	2.16	2.47	3.64

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Top 100 Quarterly Comparisons

Channels	Spring 2024	Winter 23-24	Fall 2023	Summer 2023
51. A&E Network	2.41	2.75	1.97	2.31
52. Fox Business	2.41	3.22	2.91	3.73
53. Animal Planet	2.39	2.66	2.51	2.67
54. FX	2.38	2.66	2.14	2.43
55. Hallmark Family	2.38	2.39	2.79	2.82
56. Heroes	2.35	1.76	3.98	3.56
57. Sundance	2.26	2.58	2.04	2.14
58. National Geographic	2.15	2.75	2.33	3.58
59. Nat Geo Wild	2.10	1.84	1.70	2.33
60. OWN	2.04	2.83	3.25	2.62
61. The Golf Channel	2.24	1.16	3.50	3.58
62. OWN	2.20	2.20	2.41	2.38
63. Headline News	1.95	2.31	2.41	3.04
64. Lifetime Movies	1.93	2.30	2.40	3.07
65. Freeform	1.89	2.88	2.41	2.14
66. CNBC	1.87	2.41	2.34	3.04
67. Outdoor Channel	2.07	2.14	2.44	2.58
68. CNBC	2.05	2.05	2.11	2.97
69. Motortrend	1.80	1.32	1.98	2.24
70. NFL Network	1.88	5.19	4.37	3.25
71. Disney Jr US	1.64	1.72	1.66	2.25
72. Regional College Sports	1.63	3.70	2.88	1.04
73. IFC	1.57	1.31	1.37	1.40
74. MTV	1.53	2.18	2.81	2.21
75. E Entertainment	1.50	1.88	1.90	2.13
76. Court TV	1.50	2.29	0.78	1.20
77. Disney Channel	1.41	1.69	1.63	1.85
78. FX Movie Channel	1.34	1.60	1.69	1.63
79. Cartoon Network	1.27	1.69	1.79	1.36
80. FYI	1.21	1.42	1.31	1.40
81. FXX	1.20	1.25	1.19	1.31
82. QVC	1.14	1.28	1.34	1.25
83. Destination America	1.02	1.16	1.17	1.51
84. BBC America	1.02	1.20	1.13	1.20
85. Trinity Broadcasting	0.94	0.88	0.93	1.01
86. VH1	0.94	1.00	1.39	1.43
87. Discovery Life Channel	0.84	1.09	0.93	1.00
88. Sportsman Channel	0.83	1.94	1.18	3.23
89. EWTN	0.80	0.87	0.76	0.76
90. Nick Jr.	0.80	0.93	1.01	1.11
91. EWTN	0.87	0.76	0.76	0.97
92. Nick Jr	0.84	0.84	0.84	0.86
93. American Heroes	0.72	0.93	0.96	1.22
94. Cooking Channel	0.65		0.69	0.77
95. Fox Sports 2	0.61	0.68	0.74	0.77
96. Disney XD	0.60	0.55	0.65	0.70
97. Disney XD	0.51	0.51	0.66	0.95
98. Nicktoons Network	0.48		0.69	0.77
99. Discovery Family	0.47	0.52	0.55	0.65
100. HBO	0.43	0.50		

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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...
contact an Innovative Systems Sales Director**

Josh Gillen – 605.990.7162 – joshg@innovsys.com

Steve Garrow – 605.990.7265 – steveg@innovsys.com

Jennifer Pavlicek – 605.990.7266 – jenniferp@innovsys.com

Scott Sobolewski – 605.990.7261 – scotts@innovsys.com

