

US Rural Channel Stats Data

Reporting Period: June 2025 – August 2025



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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)
- Most summer 2025 television numbers increased over summer 2024.
- In the summer of 2025, CBS ranked #1 with a share rating of 53.90, showing a 40%+ increase from 38.46 in the summer of 2024.
- Fox News reaches number two for the first time..
- The Weather Channel storms into the top twenty at 19th.
- Lifetime adds Dr. Pimple Popper and pops up to 22nd place.
- SYFY yoyos back into the top 50 from 77th in the Spring quarter.
- RSNs and ESPN maintain their popularity, at 6th and 10th, respectively.
- HGTV cracks the top ten at number seven.
- Motortrend was a big mover in the top 100, up from 71st to 59th.
- Great American is moving up rapidly, going from 42nd to 29th.

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 the Innovative Systems IS-5045W6 STB.

Three generations and 180,000 STBs later Innovative Systems has been successful in delivering a solid Set Top Box.

IS-5045W6 STB

With the success of the IS-5112W and IS-5041W, we wanted to push our STB offering even further. In keeping up with the latest technology, the IS-5045W6 is a WiFi 6 compatible STB to help make your network more efficient.



We Listen to Our Customers

Many of the new features of the IS-5045W6 came about because of the feedback of our customers.

Contact sales@innovsys.com to learn more!

Channel Stat Configuration Parameters

The screenshot shows a web-based interface titled "Report Viewer (APmax: 2554)". On the left is a sidebar with a list of menu items: ACD, Announcements, Call Logging, Call Management, Calling Name, Conferencing, IPTV, Notify, SIP ACS, Subscriber, Trunk, and Voicemail. The main area is divided into several sections. At the top, there's a "Recent" section with a dropdown menu showing "chl st..." and buttons for "Open", "New", and "Delete". Below this is a section titled "chl stats month empire" which contains a "Columns" list with "Time Stamp", "Channel", and "Avg Views Per Min". In the center, there's a section titled "IPTV Channel Stats" with a small icon and text: "Time Stamp With in the previous 1 month(s)", "IPTV Service Area Empire", "Count Type Channel Count", and "Report Type By Channel". To the right of the main area is a "Criteria" section with a table for configuring the report. The table has two columns: "Criteria" and "Columns". The rows are: "Channel" (empty), "Count Type" (empty), "IPTV Service Area" (with a red text prompt "Enter Your Service Area Here"), "Report Type" (set to "By Channel"), and "Time Stamp" (set to "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. At the bottom of the main area, a note states: "Report will only contain data prior to 11:0 [Click Here To Get Latest](#)".

Criteria	Columns
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

June 2025 - August 2025

Average # of Set Top Boxes Per Hour

- | | |
|-----------------------------------|-----------------------------------|
| 1. CBS 56.13 | 26. NewsNation 5.87 |
| 2. Fox News Channel 48.60 | 27. The Discovery Channel 5.53 |
| 3. NBC 43.87 | 28. Hallmark M&M 5.50 |
| 4. ABC 32.96 | 29. Great American Family 5.07 |
| 5. Fox 29.71 | 30. ION 4.81 |
| 6. Regional Sports Networks 20.82 | 31. Nickelodeon 4.73 |
| 7. HGTV 12.94 | 32. Turner Classic Movies 4.64 |
| 8. Game Show Network 12.57 | 33. TNT 4.50 |
| 9. INSP 11.03 | 34. Investigation Discovery 4.44 |
| 10. ESPN 10.85 | 35. Pop Network 4.42 |
| 11. Grit 10.57 | 36. FX 4.38 |
| 12. MSNBC 10.35 | 37. ESPN2 4.28 |
| 13. Hallmark Channel 8.55 | 38. Fox Business 4.25 |
| 14. CW 8.18 | 39. Newsmax 4.16 |
| 15. TV Land 8.04 | 40. A&E Network 4.12 |
| 16. ME TV 7.64 | 41. RFD TV 4.11 |
| 17. History 7.33 | 42. Country Music Television 3.98 |
| 18. TBS 6.93 | 43. Oxygen 3.89 |
| 19. The Weather Channel 6.75 | 44. TLC 3.88 |
| 20. CNN 6.60 | 45. Antenna TV 3.77 |
| 21. Paramount Network 6.60 | 46. Hallmark Family 3.75 |
| 22. Lifetime 6.42 | 47. SYFY 3.73 |
| 23. USA Network 6.35 | 48. AMC 3.61 |
| 24. Food Network 6.10 | 49. Freeform 3.36 |
| 25. PBS 5.96 | 50. Laff 3.30 |

Top Rated Channels

June 2025 - August 2025

Average # of Set Top Boxes Per Hour

51. Sundance 3.28	76. Outdoor Channel 1.88
52. Lifetime Movies 3.25	77. Destination America 1.76
53. Heroes & Icons 3.21	78. QVC 1.70
54. The Golf Channel 3.13	79. IFC 1.60
55. CNBC 2.92	80. FXX 1.43
56. Bravo 2.85	81. Cartoon Network 1.42
57. Fox Sports 1 2.85	82. Discovery Life Channel 1.39
58. NFL Network 2.72	83. Court TV 1.31
59. Motortrend 2.60	84. Starz Encore Westerns 1.28
60. MTV 2.53	85. BBC America 1.19
61. Nat Geo Wild 2.48	86. Trinity Broadcasting 1.09
62. Disney Junior US 2.43	87. Regional College Sports 1.08
63. Headline News 2.42	88. Disney XD 1.08
64. Magnolia Network 2.39	89. VH1 1.06
65. National Geographic 2.37	90. EWTN 1.04
66. Disney Channel 2.35	91. American Heroes Channel 0.98
67. Animal Planet 2.28	92. The Sportsman Channel 0.82
68. Comedy Central 2.24	93. Fox Sports 2 0.94
69. Fox Movie Channel 2.20	94. ESPNEWS 0.85
70. OWN 2.11	95. Discovery Family Channel 0.82
71. truTV 2.09	96. Nick Jr. 0.81
72. E! Entertainment 2.08	97. Nicktoons Network 0.81
73. Science 2.07	98. Cooking Channel 0.73
74. The Travel Channel 1.95	99. Home Shopping Network 0.49
75. FYI 1.93	100. Teen Nick 0.46

Top 100 Quarterly Comparisons

Channels	Summer 2025	Spring 2025	Winter 2024-25	Fall 2024
1. CBS	56.13	53.90	45.85	58.37
2. Fox News	48.60	42.15	30.82	41.36
3. NBC	43.87	50.82	38.56	56.56
4. ABC	32.96	28.89	29.36	28.57
5. Fox	29.71	21.63	38.52	36.51
6. Regional Sports Nets	20.82	13.85	4.12	5.31
7. HGTV	12.94	9.16	6.75	6.88
8. Game Show Network	12.57	8.40	5.48	9.71
9. INSP	10.14	10.05	8.21	6.98
10. ESPN	10.85	13.59	10.68	10.74
11. Grit	10.57	8.91	7.52	7.64
12. MSNBC	10.35	10.38	6.18	12.24
13. Hallmark Channel	8.55	8.30	9.26	9.33
14. CW	8.18	7.49	6.68	7.34
15. TV Land	8.04	10.14	8.32	8.99
16. Me TV	7.64	8.97	6.99	7.99
17. History	7.33	7.04	5.69	5.40
18. TBS	6.93	3.28	4.43	6.16
19. Weather Channel	6.75	4.73	4.22	5.31
20. CNN	6.60	5.81	4.50	6.83
21. Paramount Network	6.60	5.53	6.00	10.86
22. Lifetime	6.42	6.00	10.86	4.49
23. USA Network	6.35	2.28	4.86	8.13
24. Food Network	6.10	6.23	4.88	5.25
25. PBS	5.96	5.30	4.84	4.66
26. NewsNation	5.87	7.38	8.58	7.75
27. Discovery Channel	5.53	4.93	4.66	5.07
32. Hallmark M&M	5.50	4.72	4.58	3.99
29. Great American Cntry	5.07	3.74	2.53	3.74
30. ION	4.81	5.30	4.84	4.66
31. Nickelodeon	4.73	5.52	3.40	3.90
32. Turner Classic Movies	4.64	4.74	3.27	4.38
33. TNT	4.50	6.18	2.86	3.16
34. ID	4.44	4.94	3.30	4.79
35. Pop Network	4.42	4.10	3.40	3.90
36. FX	4.38	2.72	2.18	2.79
37. ESPN2	4.28	4.50	3.65	3.69
38. Fox Business	4.25	4.73	3.69	2.66
39. Newsmax	4.16	3.32	2.80	4.49
40. A&E Network	4.12	4.62	3.13	2.73
41. RFD TV	4.11	4.59	2.80	3.79
42. CMT	3.98	3.64	3.04	3.10
43. Oxygen	3.89	3.96	2.30	3.93
44. TLC	3.88	4.37	3.32	4.54
45. Antenna TV	3.77	3.39	3.03	3.25
46. Hallmark Family	3.75	2.88	2.83	2.56
47. SYFY	3.73	1.79	2.19	2.52
48. AMC	3.61	3.62	2.83	2.60
49. Freeform	3.36	2.56	2.77	2.96
50. Laff	3.30	2.85	2.12	2.81

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Top 100 Quarterly Comparisons

Channels	Summer 2025	Spring 2025	Winter 2024-25	Fall 2024
51. Sundance	3.28	3.44	2.73	2.72
52. Lifetime Movies	3.25	2.38	1.64	2.04
53. Heroes & Icons	3.21	3.00	2.48	2.36
54. The Golf Channel	3.13	2.94	1.60	1.81
55. CNBC	2.92	2.50	1.99	2.32
56. Bravo	2.85	2.46	2.53	2.89
57. Fox Sports 1	2.85	3.83	2.97	4.62
58. NFL NETWORK	2.72	1.28	2.36	5.01
59. Motortrend	2.60	2.12	1.72	1.78
60. MTV	2.53	2.18	1.67	1.66
61. Nat Geo Wild	2.48	1.89	1.38	1.35
62. Disney Junior US	2.43	2.15	1.80	1.83
63. Headline News	2.42	2.71	2.23	2.36
64. Magnolia Network	2.39	1.89	1.75	1.59
65. National Geographic	2.37	2.73	2.03	2.24
66. Disney Channel	2.35	2.09	1.78	1.78
67. Animal Planet	2.28	2.39	1.95	2.06
68. Comedy Central	2.24	1.66	1.89	2.14
69. Fox Movie Channel	2.20	1.72	1.37	1.46
70. OWN	2.11	2.64	1.41	2.00
71. truTV	2.09	3.39	1.16	1.51
72. E! Entertainment	2.08	2.69	1.71	1.53
73. Science	2.07	2.55	1.89	2.21
74. Travel Channel	1.95	2.44	1.66	2.16
75. FYI	1.93	1.86	1.15	1.36
76. Outdoor Channel	1.88	1.92	1.47	2.30
77. Destination America	1.79	2.19	2.52	3.23
78. FX Movie Channel	1.72	1.37	1.46	1.65
79. QVC	1.64	1.20	1.16	1.02
80. FXX	1.55	1.07	1.46	1.24
81. IFC	1.53	1.40	1.38	1.53
82. Destination America	1.45	1.53	1.40	1.38
83. Court TV	1.31	2.29	1.08	2.02
84. Starz Westerns	1.28	1.10	0.83	0.89
85. BBC America	1.19	1.27	1.03	1.00
86. Trinity Broadcasting	1.09	1.05	0.85	0.95
87. Regional College Sports	1.08	2.30	2.74	2.94
88. Disney XD	1.08	1.44	0.68	0.78
89. VH1	1.06	0.81	0.82	1.68
90. EWTN	1.04	1.03	0.90	0.95
91. American Heroes	0.98	0.96	0.85	2.72
92. Sportsman Channel	0.97	1.04	0.97	0.97
93. Fox Sports 2	0.94	0.82	0.47	0.52
94. ESPNEWS	0.85	0.74	0.76	0.79
95. Discovery Family	0.82	0.80	0.94	0.80
96. Nick Jr.	0.81	0.71	0.70	0.94
97. Nicktoons Network	0.81	0.53	0.38	0.53
98. Cooking Channel	0.73	0.62	0.43	0.56
99. Home Shopping	0.49	0.48	0.35	0.33
100. Teen Nick	0.46			

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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 does not do this contact an Innovative Systems Sales Director

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