

# ABC Tops 'Must Keep TV' List

## LEADING 'MUST KEEP TV' BRANDS— (12+)

1. ABC	11. A&E
2. Fox	12. Food Network
3. CBS	13. CNN
4. NBC	14. Animal Planet
5. Discovery	15. Sci-Fi
6. ESPN	16. Nickelodeon
7. HBO	17. Disney
8. History	18. Fox News
9. Comedy Central	19. Cartoon Network
10. PBS	20. Lifetime

## LEADING 'MUST KEEP TV' BRANDS

WOMEN 18-34	AFFLUENT HOUSEHOLDS (>\$100,000/YEAR)
1. FOX	1. ABC
2. NBC	2. NBC
3. ABC	3. CBS

## LEADING 'MUST KEEP TV' CABLE CHANNEL BRANDS

MEN 25-54	WOMEN 25-54
1. ESPN	1. Discovery
2. Discovery	2. HBO
3. HBO	3. Food Network



To compile the rankings, 1,230 online Americans (12+) were asked the following question:

*Suppose for a moment that you could keep only 7 channels to watch in your household for the next month. Thinking of yourself and others in your household, which 7 networks or cable channels would you say are 'must keep TV'?*

Over 70 channels were ranked by the viewers.

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Despite increased fragmentation in the past 10 years, the four major networks continue to lead not only in ratings but also in brand strength rankings among American TV viewers.

Solutions Research Group interviewed 1,230 online Americans and had respondents choose their top TV brands. The respondents were asked to choose channels they consider “must keep TV” for their households if they could keep “only 7 channels to watch in [their] households for the next month.”

- ▶ ABC was the leading network chosen as part of the ‘top 7’ by 55% of those surveyed, followed by Fox (49%), CBS (48%) and NBC (46%). In all, 82% of respondents chose at least one network as part of the 7 channels they would keep.
- ▶ The four networks were followed by Discovery, ESPN, HBO, History, Comedy Central and PBS. These brands were included in the “must keep” list for 15% to 25% of American households.
- ▶ While ABC took the lead overall, FOX was the #1 brand in the 12-24 and 18-34 demographics and among those who own a video iPod or similar. ABC was ranked #1 in DVR Households, among affluent households (\$100,000+/year income) and among those who stream online TV shows regularly.
- ▶ MTV (ranked #26 overall) was in the #9 spot in the 18-34 demo. The top cable brands in this demo were ESPN (#5), Discovery (#6), HBO (#7) and Comedy Central (#8). CW is ranked #22 overall but was ranked #10 among those 18-34.
- ▶ The top cable channel brand among Digital cable customers was HBO, followed by ESPN. And while CNN was ranked ahead of Fox News Channel (FNC) among digital cable subscribers, the reverse was true among DBS customers who ranked FNC at #12 and CNN at #19.

*TV Brands 2007 Benchmark* is part of Digital Life America, Solutions Research Group’s independent syndicated trend study. The results are based on a survey of 1,230 American consumers in May 2007. To maintain an unbiased perspective, Solutions Research Group funds its own syndicated research.

**For more information on ‘Top 50’ report cards across 25 demographic variables, contact:**

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