

**2020 BETA RESEARCH BRAND IDENTITY STUDY**

(Syosset, NY – April 22, 2020)

**PERCENT OF NETWORK VIEWERS AGE 18+ VERY MUCH DESCRIBING NETWORK AS ONE OF MY FAVORITE CHANNELS**

<b><u>Top-Ranked Basic Cable Networks</u></b>	
Animal Planet .....	52%
ID, Investigation Discovery .....	52%
HGTV .....	51%
Discovery Channel .....	50%
Food Network .....	50%
History .....	48%
ESPN .....	47%
Fox News Channel .....	46%
National Geographic Channel .....	45%
Bravo.....	44%
<b><u>Top-Ranked Digital Basic Cable Networks</u></b>	
American Heroes Channel.....	50%
Nat Geo Wild .....	48%
DIY Network .....	47%
MotorTrend Network .....	47%
Science .....	47%
Cooking Channel.....	46%
<b><u>Average Broadcast Network.....</u></b>	<b>39%</b>

Small differences are not statistically significant.

**2020 BETA RESEARCH BRAND IDENTITY STUDY**

**PERCENT OF NETWORK VIEWERS AGE 18+ WHO VERY MUCH DESCRIBE NETWORK AS BEING MORE LIKELY TO BUY PRODUCTS ADVERTISED ON NETWORK**

<b><u>Top-Ranked Basic Networks</u></b>	
Cartoon Network .....	36%
Nickelodeon .....	35%
Oxygen .....	34%
Food Network .....	33%
HLN .....	33%
HGTV .....	32%
E! .....	32%
OWN .....	31%
Animal Planet .....	31%
CMT .....	31%
Fox News Channel.....	31%
<b><u>Top-Ranked Digital Basic Networks</u></b>	
MotorTrend .....	44%
Nick Jr. ....	42%
GAC .....	41%
American Heroes Channel.....	39%
INSP.....	37%
NFL Network.....	37%
Cooking Channel.....	35%
Destination America .....	35%
DIY Network .....	35%
<b><u>Average Broadcast Network</u></b> .....	<b>23%</b>

Small differences are not statistically significant.

## **METHODOLOGY**

The 2020 Beta Brand Identity Study was conducted online January 2020 among a national sample of 3,502 cable subscribers using Survey Sampling's Survey Spot Online Panel.

Respondents were asked whether specific brand attributes very much or somewhat described specific networks. Percents are based on viewers age 18+ of each measured network.

The study measured 56 basic or digital basic cable networks and the four major broadcast networks.

Contact: Andy Klein  
(631) 987-4439