The Country Network (TCN) is the premier 4K music-television network dedicated to providing today’s country music enthusiasts more choices with innovative televised and digital programming that reaches over 40 million U.S. homes. From stars on the rise to superstars, TCN delivers the best of country music videos, country lifestyle shows and series, live performances and original programming.

Having started out as a digital network in 2009, The Country Network has grown and offers more diversified distribution to include cable, satellite, and OTT with an overall reach of more than 40 million households, and growing more every month. In 2019, The Country Network launched its new TCN app, allowing country fans to stream in HD, on demand, from anywhere.
Country music fans are listening to their favorite music nearly an hour longer each day than those who favor other genres. The Country Network gives country music fans the music they love, how they want it and when they want it!

The Country Network’s engaged viewers watch the network for 2 ½ hours at a time on average.

The Country Music Association also sites continued increases in daily listening among the country audience in 2019, from 25% in May to 27% by year’s end. This is most evident among 18+ to 34-year-old and 50- to 64-year-old country listeners. The average country listener spends roughly 50% of their music listening time with country.

89% of country fans reporting they use AM/FM radio weekly, and 55% tuning to the airwaves daily. Those country fans are also regular weekly users of
- YouTube (71%)
- TV music channels (48%)
- OTT streaming networks (66%) • and digital music (47%)

In total, more than 46% of U.S. adults are country music listeners, totaling more than 115 million 18+ fans. 41% of Millennials say they are country music listeners, joined by 42% of GenXers and 39% of Boomers.

The country music consumer’s average income is $81,800. And among those earning more than $100,000, the breakout represented is:
- 37% of GenXers are country fans
- 30% of Boomers
- 27% of country Millennials

Country Music has more than 115 million loyal fans in the U.S. (18+ years old), and they represent SIGNIFICANT BUYING POWER for important product categories. They spend billions annually on:
- $100.9 B – Travel
- $70.9 B – Home Improvement
- $100.9 B – Electronics and Mobile Phones
- $100.9 B – Media and Entertainment
- $44 B – Pets
- $7.5 B – Beauty Products, with 46% from women who identify with this demographic

IMPORTANT NOTE: Women [54%] are more likely to prefer country music (by a slight margin) when compared to men, but carry incredible purchasing influence across households and are primary decision makers on travel, home improvement, healthcare, groceries, insurance, and most other categories. The Country Network sees 60% of the network’s website traffic, social media engagement and viewership coming from female fans.

DEMOGRAPHICS for TCN:
The Purchasing Power of Today’s Country Music Fan

“According to the Country Music Association, country listeners spend 4 hours and 49 minutes a day with music.”

With a broadcast footprint across multiple platforms, The Country Network is a prime outlet to reach country music fans using these platforms 24/7 every day!

FAN DEMOGRAPHICS
54% Female | 46% Male
57% 18–49 (33% – Millennials)

Country music fandom continues growing among younger and more diverse audiences
According to the CMA, since 2005, the Millennial audience is up 54%
African Americans have increased 33%
Hispanic adults are up 25%
and white, non-Hispanics 18+ have risen 7%

A large part of The Country Network’s core footprint is in traditionally loyal country music fan markets, reaching these consumers with our strong presence on cable and satellite providers, and over the air in many markets as well. But interestingly, our #1 reached market is Los Angeles, California, which includes over 1 million viewers. And with the recent launch of the TCN App, we can reach country music fans across the entire US!
The TCN Streaming App, launched November 2019, shows consistent growth over the first quarter on the market.

Subscriptions continue to rise as we invest in targeted social media/digital ad buys, primarily targeted to female country music fans.

More than 20% of country music fans listen and watch country on streaming services daily. TCN is available on 7 of the Most Popular Platforms!

On the Roku platform alone, we have 80,000+ active viewers who are tuning in at least 2 hours each time they watch The Country Network, showing a truly engaged audience!

Advertising and Sponsorship Opportunities on The Country Network’s Top Shows

TCN features a wide variety of popular shows including the hottest country music videos, exclusive lifestyle shows and series, live performances from top venues and original content. With dozens of shows across our primary network and exclusive content offered to loyal fans on the TCN Streaming APP, there is something for every country music fan. And there are targeted, relevant shows and series for brands wanting to reach this valuable audience with effective advertising and sponsorship opportunities.

User Numbers by Platform

- Apple TV – 33 million users
- iPhones – 94 million users
- Android Phones – 127 million users
- Roku – 32 million users
- Fire TV – 40 Million users

The COUNTRY NETWORK PLATFORM

The Country Network is the perfect platform from which to connect your brand and products to a consumer base with strong spending power!
NOW SHOWING on The COUNTRY NETWORK

On the TCN app our linear TV network is the most watched, with many fans watching for more than 2 hours per viewing. Here is a sample of just a few of TCN’s most popular shows.

**TOP 20 COUNTDOWN**

Viewers tune in each week as we count down the hottest videos in country music. Consistently our #1 show for audience size and total time watched!

**DIRT ROAD DIVAS**

Dirt Road Divas is Nashville’s newest country residency showcase! For girls who like to rock out, twang it up or bring some soul to their country music, Dirt Road Divas is one hot ticket!

**A NIGHT AT WHISKEY BENT SALOON**

Our most popular Live Music Series. With performances recorded live at Whiskey Bent Saloon in Nashville, TN., featuring rising stars like Lucas Hoge, Stephanie Quayle and many others.

**LIVE AT THE VALENTINE**

This exciting live series is shot on Broadway in Nashville at The Valentine. Each week, we introduce you to another rising star in a live performance and a one-on-one interview. Hosted by Country Artist Lucas Hoge.

**SUNDAY’S KIND OF COUNTRY**

Sunday’s Kind of Country is an inspirational family-friendly, syndicated program playing the artists of the Christian Country Music genre singing pure Christian Country music mixed with a positive message.

**LIVE FROM CMH 23**

The Country Music Highway 23 is the historic highway, known for its famous residents. Artists like Loretta Lynn, The Judds, Chris Stapleton and more learned their craft in the towns on CMH23. This show introduces you to the next generation of artists, and we are proud to provide a platform for talented new talent. In fact, all of the artists from season 1 are now enjoying successful careers in Nashville!

**QUICK STAT:**

The average show length is 1 hour, 15 minutes and average show completion percentage is 70%!

**QUICK STAT:**

With an average show time of 25 minutes, this show garners huge audience engagement with an attention index of +50. Viewers actively watch each episode with a completion rate of +70%!

**QUICK STAT:**

Audience viewership numbers show an average show completion rate of +91% with attention indexes of over 90% each week. A consistent fan favorite!

**QUICK STAT:**

This new monthly TCN original show promises to be one of the hottest shows of 2020, showcasing some of Nashville’s most promising stars. The first three monthly episodes have garnered Top 10 Audience numbers and high attention and viewers watching every minute of the music.

**QUICK STAT:**

With an average show time of 25 minutes, this show garners huge audience engagement with an attention index of +50. Viewers actively watch each episode with a completion rate of +70%!

**QUICK STAT:**

Audience viewership numbers show an average show completion rate of +91% with attention indexes of over 90% each week. A consistent fan favorite!

**QUICK STAT:**

Live from CMH 23 is MUST-SEE TV, with the recent Season 3 episodes showing huge spikes in viewership numbers weekly. This show bucks the trend of Monday not being a TV viewership draw. Tune in to see why!
KEVIN COSTNER & MODERN WEST
TCN sits down with Academy Award winning Actor/Director, Kevin Costner, and his band, Modern West. Performances and interviews make this a show not to miss. Shot on location of Kevin’s new TV series, “Yellowstone”, in Park City, Utah.

ON THE RISE*
The Country Network scours the scene to bring you hot new talent on the verge of making it big, sharing their favorite videos and sharing their own music!

REEL WATER COWBOY
Show hosts Colton James and Karen Tallier bring the worlds of fishing, cuisine and music together in one exciting new show! The pilot features the band Sister Hazel, well known for the hit “All For You”, which hit No. 11 on the Billboard Hot 100 in 1997. The talented five-piece group has released over ten albums since 1994, finding success in Country Music with four back-to-back Billboard Top Country Album Chart entries. More episodes coming soon!

TREY’S CHOWDOWN LIVE
Trey’s Chow Down Live is dedicated to giving celebrity chefs, mixologists, farmers, and ranchers a voice to discuss the culinary and drink world.

STAND UP DAD WITH WILLIAM LEE MARTIN
Comedian William Lee Martin discusses each week with his guest the good, the bad, and the funny of fatherhood.

NEW CONTENT DELIVERED EACH WEEK!
OTHER WAYS TO PARTNER WITH THE COUNTRY NETWORK

The Country Network website and engaged social media channels reach a targeted country music fan base, with available partnership opportunities.

The Studios at TCN

Music Video, Commercial and Podcasts Production Services are available at The Studios at TCN in Fort Worth, Texas.

Our 43,000 sq. ft. facility houses our in-house production and post-production team, two soundproof video production studios, live webcast capabilities w/ control room, a white cyc photography studio, and more!

And our new, smaller scale studio in Nashville, near music row, offers pod-casting and production services.

Contact us today. To discuss marketing your brand on The Country Network or available show sponsorship opportunities, please contact Joe Schaefer, Director of DR Ad Sales, at joe@tcncountry.com or call him 917-860-9066.

The Country Network General Store

Get the latest branded swag from The Country Network and show your TCN pride. Just visit www.tcncountry.com/store

The Country Network
It’s Your Country!