

How RFD-TV Informs Its Viewers About the Grain Markets



RFD-TV is the flagship network for Rural Media Group. Broadcasting from Nashville, TN, RFD-TV was launched in 2000 and is the nation's first 24-hour television network featuring programming focused on the agribusiness, equine and the rural lifestyles along with traditional country music and entertainment. RFD-TV produces six hours of live news each weekday in support of rural America and is a leading independent cable channel available in more than 52 million homes.

"Barchart's commodity data allows us to be confident in what we are reporting to our viewers."

— David Mitchell, Chief Technology Officer at Rural Media Group

THE PROBLEM

People watch RFD-TV to learn the ins and outs of the rural lifestyle. Key components of that lifestyle are farming and agribusinesses, including the price of grain. In order to successfully inform its viewers of the current state of the grain markets, RFD-TV needed to find a market data provider that it could rely on to deliver this crucial data not only for on-air broadcasting, but also for content on its website.

THE SOLUTION

Since so many individuals put trust in the channel, RFD-TV knew it was necessary to fully trust not only the quality of the data, but also the provider, and found that trusted partner in Barchart. "Barchart's commodity data allows us to be confident in what we are reporting to our viewers," said David Mitchell, Chief Technology Officer at Rural Media Group. "The company offers best-in-class cash grain prices that are collected from over 4,000+ grain buying facilities across the United States, and you can't beat that," added Mitchell.

In addition to cash grain bids, RFD-TV uses cmdty Indexes in order to receive smart, transparent, and accurate grain price assessments. "Since many of our viewers themselves are farmers, we know that grain price assessments are vital to our show and to helping our viewers make informed, smart decisions," added Mitchell.

RFD-TV also uses Barchart's getQuote API to power its website with reliable futures price data. "Whether our users are watching TV or quickly checking the site, they will get the information they're looking for and we appreciate that versatility," said Mitchell.

RFD-TV gives rural America, especially Agribusinesses, access to reliable, accurate information through grain prices and data in order for them to make smart decisions and to educate individuals on what is currently happening in the grain market. RFD-TV has supported rural America for 20 years and with this robust data and information from Barchart, it will continue that support for many years to come. To learn more about RFD-TV, please visit www.rfdtv.com.



Barchart is a leading provider of market data and services to the global financial, media, and commodity industries. Our diversified client base trusts Barchart's innovative Solutions across data, software, and technology to power their operation from front to back office, while our Media brands enable financial and commodity professionals to make decisions through web content, news, and publications.