EDUCATION

What Channel Is Tv Guide Network On Directv

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Introduction

If you've ever found yourself flipping through the endless lineup of channels on your DirecTV remote, you might have paused to ask: **What channel is TV Guide Network on DirecTV?** It's a question that has puzzled cord-cutters and long-time satellite subscribers alike, especially because the network has undergone significant changes over the years. Once a go-to destination for television listings and pop culture programming, TV Guide Network has evolved into something new—yet many viewers still refer to it by its original name. In this article, we'll give you a definitive, up-to-date answer, explore the network's history, explain how to find it on your DirecTV guide, and offer tips for troubleshooting. Whether you're looking for nostalgic reruns, original reality shows, or live red-carpet coverage, understanding where this channel sits in the DirecTV lineup will save you time and frustration.

Understanding TV Guide Network and Its Evolution

Before we dive into the exact channel number, it helps to know what TV Guide Network actually became. Launched in 1999 as a joint venture between TV Guide and other media companies, the network was originally called the TV Guide Channel. It provided on-screen program listings and short programming segments highlighting upcoming shows. Over time, it shifted its focus toward entertainment news, celebrity interviews, and reality series—broadening its appeal beyond just a scrolling grid.

In 2013, the channel underwent a major rebranding and was renamed **Pop TV**. The new name reflected a broader emphasis on pop culture, original series, and acquired sitcoms. Today, Pop TV is known for hit shows like *Schitt's Creek* (which first aired on the network), *One Day at a Time* (the revival), and a slate of reality and talk programming. Despite the rebrand, many loyal viewers still search for it under the old "TV Guide Network" moniker.

For the purposes of this article, we'll treat "TV Guide Network" and "Pop TV" as the same entity—because that's how DirecTV lists it in its current lineup. If you're looking for the channel that used to be called TV Guide Network, you're looking for Pop TV.

What Channel is TV Guide Network on DirecTV? The Current Answer

As of 2024, the channel formerly known as TV Guide Network—now **Pop TV**—can be found on DirecTV at **channel 273**. This is the standard high-definition (HD) channel number. If you have an older standard-definition (SD) receiver, it may also appear on the same number, though some legacy boxes might require you to check the "SD" version if you haven't upgraded your equipment.

It's important to note that DirecTV occasionally adjusts its channel lineup, especially during new contract negotiations or regional sports blackouts. However, channel 273 has been the home of Pop TV for several years. If you type "273" on your remote, you should land on the network that once was the TV Guide Channel. Look for the logo: a pink or purple square with the word "POP" inside.

If you prefer to search by voice or on-screen guide, simply say "Pop TV" or scroll to the 270s in your guide. The channel sits in a block of entertainment and lifestyle networks, surrounded by channels like **BBC America (264)** , **Syfy (245)**, and **UPtv (268)**.

HD vs. SD Channel Numbers

DirecTV typically uses a single number for both HD and SD, automatically switching the feed based on your receiver's capabilities. If you have an older standard-definition box and the channel only appears in SD, you may see a suffix like "273-1" or simply "273 SD." In most cases, the picture quality is determined by your subscription and equipment. If you want the best experience, ensure you have an HD receiver and that you're tuned to the HD version (usually indicated by an "HD" badge in the guide).

A Brief History of TV Guide Network on DirecTV

To fully appreciate the answer to "what channel is TV Guide Network on DirecTV," it helps to look back at where it used to sit. When the channel first launched as the TV Guide Channel, DirecTV placed it somewhere in the 200s—but the exact number shifted over the years.

- Early 2000s: The TV Guide Channel was often found in the low 200s, near the premium movie channels and basic entertainment options.
- Mid-to-late 2000s: As the network expanded its original programming, DirecTV moved it to channel 273 to accommodate new additions like Hallmark Channel, FX, and others.
- 2013 rebrand to Pop TV: After the name change, the channel number remained mostly consistent, with occasional temporary swaps during major contract renewals.

If you've been a DirecTV subscriber for a long time, you might recall scrolling past "TV Guide Network" at channel 273. Today, that name no longer appears in the guide—it now says "Pop TV." But if your receiver hasn't updated its software for a while, you might still see the old label. That leads us to an important point.

How to Find TV Guide Network (or Pop TV) Using DirecTV's Guide

Finding the channel is simple if you follow these steps:

1. Press the GUIDE button on your DirecTV remote.
2. Enter the number 2-7-3 using the number pad. This will jump directly to channel 273.
3. Check the channel name at the top of the screen. It should say "Pop TV." If it still says "TV Guide Network," your receiver might be years out of date—consider running a software update.
4. Alternatively, use the on-screen search by pressing the SEARCH button (magnifying glass icon) and typing "Pop TV" or "TV Guide." The guide will display the correct channel.
5. Set the channel as a favorite by pressing FAV on your remote and adding 273 to your custom lineup. That way you can quickly access it without scrolling.

If you're using a Genie HD DVR (model HR44 or later), you can also use voice commands: press the microphone button and say "Pop TV." The Genie will automatically tune to channel 273.

DirecTV Channel Lineup: Where Pop TV Fits In

Understanding the broader channel map can help you remember the number. DirecTV organizes its entertainment channels in the 200–300 range, with more specialized categories:

- 200-259: General entertainment (e.g., TBS, TNT, USA, Syfy).

- 260-269: Lifestyle and female-skewing networks (e.g., Bravo, E!, HGTV, Food Network).
- 270-279: Pop TV and other niche entertainment channels (e.g., BBC America, UPtv, WE tv).
- 280 and above: Premium movie channels (HBO, Showtime, etc.) and international channels.

Pop TV at 273 is conveniently located between BBC America (264) and UPtv (268). If you're a fan of sitcoms, reality shows, or pop culture commentary, this block is worth bookmarking.

Why You Might Still See "TV Guide Network" Listed

Despite the rebrand over a decade ago, some DirecTV receivers—especially older models that haven't received guide updates—may still display the legacy channel name. This happens because the satellite sends out channel names and logos as part of the program guide data, and if your unit's firmware is outdated, it may not reflect the update. In that case, the channel number is still correct, but the name will be "TV Guide Network."

Similarly, some third-party online guides or older articles about "what channel is TV Guide Network on DirecTV" may reference outdated numbers (like channel 273 for the old name). Always cross-reference with the official DirecTV website or call customer service if you're unsure. For the most accurate information, check the **DirecTV Channel Lineup PDF** for your package (Select, Choice, Ultimate, or Premier).

Alternative Ways to Watch TV Guide Network / Pop TV

If you've found the channel but are disappointed with the programming, or if you can't access DirecTV at the moment, there are other ways to enjoy the content that was once TV Guide Network.

- Streaming: Pop TV is available on several live TV streaming services, including Hulu + Live TV, YouTube TV, Philo, and Fubo TV. Each service carries the network in their base package (check local listings for any regional variations).
- On-demand via the Pop TV app: Many shows from the network can be streamed for free with ads through the official Pop TV app or website. You'll need a TV provider login (including DirecTV) to unlock full episodes.
- DirecTV Stream (formerly AT&T TV): If you're a DirecTV Stream subscriber, Pop TV is included in most packages. You can use the same search method to find it.

For those nostalgic for the original TV Guide Channel experience—scrolling listings and short clips—there are now social media accounts and websites that replicate that feel, but the linear channel itself no longer exists in that form.

Troubleshooting: If You Can't Find the Channel

Sometimes even the most careful search comes up empty. Here are common issues and solutions:

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