

HALLMARK CHANNEL'S 'COUNTDOWN TO CHRISTMAS' CELEBRATION SERVES UP RATINGS AND DELIVERY SUCCESS

New Original Movie Premieres Propel Network to be Highest Rated for 5 Consecutive Days Among Women 25-54

"Countdown to Christmas" and Second Annual "Thanksgiving Weekend Event" Register Impressive Growth Among All Key Demographics

New York, NY, November 30 – Hallmark Channel scored its strongest ratings performance of the 2016 "Countdown to Christmas" season with the network's five new "Thanksgiving Weekend Event" original world premieres catapulting the network to #1 in Total Day for five consecutive nights (Wednesday, November 23 to Sunday, November 27) among Women 25-54 ratings as well as to #1 in Prime Time from Wednesday, November 23 to Saturday, November 26 among Household ratings.

Crown Media Family Networks' debut of the 65th anniversary "Hallmark Hall of Fame" original movie "A Heavenly Christmas" also shattered ratings and delivery records, delivering a gross 5.2 HH rating across Hallmark Channel and Hallmark Movies & Mysteries as well as reaching the largest number of Total Viewers for a Crown Media original movie debut in the network's history.

Over the 30 days since "Countdown to Christmas" kicked off, Hallmark Channel has registered viewership growth among Households (+23%), Women 18-49 (+31%), Women 25-54 (+19%), Adults 18-49 (+37%), Adults 25-54 (+26%) and Total Viewers (+24%) compared to the 2015 season. Hallmark Movies & Mysteries' "Most Wonderful Movies of Christmas" also noted strong delivery increases among Households (+47%), Women 18-49 (+74%), Women 25-54 (+53%), Adults 18-49 (+79%), Adults 25-54 (+61%) and Total Viewers (+50%) versus the 2015 programming event.

The network's supersized serving of holiday fare also made an impression on social media with Hallmark Channel airing the week's top 5 most social original holiday movie premieres, attracting the most people and generating the highest combined Social Media Interactions across Facebook and Twitter.

Hallmark Channel's five most recent original premieres debuted within its top-rated seasonal franchise "Countdown to Christmas" as part of the network's second annual "Thanksgiving Weekend Event." "I'll Be Home for Christmas" is part of Hallmark Movies & Mysteries' "Most Wonderful Movies of Christmas" annual programming event, which combined with "Countdown to Christmas," reached 75 million viewers in 2015.

Key Nielsen Highlights (L+SD) for Hallmark Channel

- **"Broadcasting Christmas"** (Wednesday, November 23) averaged a 2.7 HH rating and 3.2 million Total Viewers
- "Broadcasting Christmas" elevated Hallmark Channel to be the highest-rated network among HH and W25-54 in Wednesday Prime Time
- Original premiere ranked as the highest-rated ad-supported cable program of the day among HH and W25-54 as well as the most-watched among HH
- In the 8-10 p.m. time period, the debut boosted Hallmark Channel to be #1 among HH, W18-49, W25-54 and Total Viewer ratings and delivery

- Original premiere registered +10% growth among A18-49 and +9% among W18-49 delivery compared to 2015's Wednesday night original movie debut
- **"Christmas in Homestead"** (Thursday, November 24) averaged a 2.7 HH rating and 3.4 million Total Viewers
- "Christmas in Homestead" elevated Hallmark Channel to be the highest-rated network among HH and W25-54 in Total Day on Thursday
- Original movie became the highest-rated and most-watched ad-supported cable program of the day among HH and W25-54
- In the 8-10 p.m. time period, the premiere propelled Hallmark Channel to rank #1 among HH, W18-49, W25-54 and Total Viewer ratings and delivery
- Compared to the 2015 Thanksgiving night premiere of "Twelve Gifts of Christmas," the original movie experienced viewership gains of +27% among W18-49, +19% among W25-54, +28% among A18-49 and +25% among A25-54
- **"Christmas List"** (Friday, November 25) earned a 3.5 HH rating and 4 million Total Viewers
- Premiere boosted Hallmark Channel to be the highest-rated network among HH and W25-54 in Prime Time on Friday
- Original movie was the highest-rated and most-watched ad-supported program of the day among HH and W25-54
- In the 8-10 p.m. time period, "Christmas List" elevated Hallmark Channel to rank #1 in HH, W18-49, W25-54 and Total Viewers in ratings and delivery
- Crown Media Family Network's presentation of the 65th anniversary "Hallmark Hall of Fame" original movie **"A Heavenly Christmas"** (Saturday, November 26) averaged a gross 5.2 HH rating across both Hallmark Channel and Hallmark Movies & Mysteries
- The premiere earned a 3.6 HH rating with 4.2 million Total Viewers on Hallmark Channel
- Premiere catapulted Hallmark Channel to be the highest-rated network in Saturday Total Day among HH and W25-54
- Original movie was the highest-rated and most-watched ad-supported cable program of the day among HH and W25-54
- The debut marked Hallmark Channel's most-watched "Hallmark Hall of Fame" premiere among HH and all key demographics
- Crown Media Family Networks' presentation reached a combined 7.7 million total unduplicated viewers, marking the networks' highest reach among Total Viewers for a Crown Media original movie debut
- **"Journey Back to Christmas"** (Sunday, November 27) scored a 4.0 HH rating and 4.8 million Total Viewers
- The premiere powered Hallmark Channel to be the highest-rated network in Sunday Total Day among HH and W25-54
- Original movie became Hallmark Channel's highest-rated and most-watched telecast in network history among HH and Total Viewers as well as the most-watched telecast of 2016 among HH, W25-54, A18-49, A25-54 and Total Viewers

Key Nielsen Highlights (L+SD) for Hallmark Movies & Mysteries

- **"I'll Be Home for Christmas"** (Sunday, November 27) earned a 1.7 HH rating and 1.5

million Total Viewers

- Original movie helped boost Hallmark Movies & Mysteries to be the 3rd highest-rated cable network on Sunday in Total Day among HH

For more information on Crown Media Family Networks' original movie premieres, click on the titles below.

["Broadcasting Christmas"](#) starring Melissa Joan Hart and Dean Cain

["Christmas in Homestead"](#) starring Taylor Cole and Michael Rady

["Christmas List"](#) starring Alicia Witt and Gabriel Hogan

["A Heavenly Christmas"](#) starring Kristin Davis and Eric McCormack

["Journey Back to Christmas"](#) starring Candace Cameron Bure and Oliver Hudson

["I'll Be Home for Christmas"](#) starring James Brolin and Mena Suvari

Source: Nielsen, November 21-27, 2016; (10/28-11/27/16 vs. 10/30-11/29/15), M-Su 6a-6a Live+SD impressions (excludes Fri 6a-10p on 10/28/16 and Fri 6a-8p on 10/30/15); Nielsen Social Content Ratings, 11/21 – 11/27/16. Uniques and Interactions are a measure of total relevant U.S. social media activity grossed across Facebook and Twitter from three hours before through three hours after broadcast.

ABOUT CROWN MEDIA FAMILY NETWORKS

Crown Media Family Networks is the umbrella unit subsidiary of Hallmark Cards, Inc., housing cable's leading family friendly networks, Hallmark Channel and Hallmark Movies & Mysteries, as well as their corresponding digital extensions HallmarkChannel.com and HallmarkMoviesandMysteries.com. The company operates and distributes both channels in high definition (HD) and standard definition (SD) with Hallmark Channel available to 89 million subscribers and Hallmark Movies & Mysteries in 67 million homes in the United States. Hallmark Channel features an ambitious slate of new, original content, including movies; scripted series, such as "When Calls the Heart," and "Good Witch" and "Chesapeake Shores"; annual specials including "Hero Dog Awards" and "Kitten Bowl"; world premieres of Hallmark Hall of Fame presentations, and a daily, two-hour lifestyle show, "Home & Family." Hallmark Channel is also home to the popular annual holiday franchise "Countdown to Christmas," featuring a lineup of 24/7 holiday programming. Rounding out the network's lineup are television's most beloved comedy and drama series, including "The Golden Girls," "The Middle," "Frasier," "Last Man Standing" and "Home Improvement." Hallmark Movies & Mysteries is a separate 24-hour, digital cable network featuring a unique mix of new, original movies and acquired series focused on the lighter side of the suspense and mystery genres. The network also features its own annual holiday programming franchise, "Most Wonderful Movies of Christmas," as well as presentations from the multi-award-winning Hallmark Hall of Fame library.

For more information, please visit www.crownmediapress.com

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#)

Hallmark Movies & Mysteries on Social Media: [Facebook](#), [Twitter](#)

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