

## **SEASON THREE FINALE OF ‘GOOD WITCH’ SENDS HALLMARK CHANNEL SOARING AS THE MOST-WATCHED AND HIGHEST-RATED NETWORK AMONG HOUSEHOLDS**

### **“Good Witch” Season Three Boosted Network to #1 in Time Period All Season**

**New York, July 7, 2017** – The third season of Hallmark Channel’s original primetime scripted series, “Good Witch,” ended on a high note, with the July 2, original premiere scoring a 2.8 HH rating and 3 million Total Viewers among Live+3 viewing.

Since the third season debut on April 30, the series averaged a 2.6 HH rating and over 2.8 million Total Viewers on a Live+3 basis, making the network the highest-rated and most-watched in the time period all season long among HH and Total Viewers.

### **Key Nielsen Highlights (L+3)**

- The finale episode premiere of “Good Witch” on Sunday, July 2, earned a 2.8 HH rating and 3 million Total Viewers
- In the 9-10 p.m. time period, the 10<sup>th</sup> episode debut boosted Hallmark Channel to #1 among HH ratings and delivery as well as #2 among Total Viewer ratings and delivery
- Compared to season two of “Good Witch,” the third season registered +6% growth among HH and +7% growth among Total Viewer delivery

In “Good Witch,” Cassie uses her unique gifts to help the people of Middleton find what they really need. Cassie’s daughter Grace is also using her powers to help those around her, and becoming a little more like her mother every day. Meanwhile, the romance between Cassie and Sam is blossoming and, as they take pleasure in learning more about each other, they are also learning how to navigate their differences. Stars **Bailee Madison**, **Catherine Bell**, and **James Denton**.

Source: Nielsen, 4/30/17-7/2/17.

### **ABOUT HALLMARK CHANNEL**

Hallmark Channel is Crown Media Family Networks’ flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 88 million homes. As the country’s leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. In addition to its signature new, original movies, the network features an ambitious lineup of other new, original content, including scripted primetime series, such as “Good Witch,” “When Calls the Heart” and “Chesapeake Shores”; annual specials including “Kitten Bowl” and “Hero Dog Awards”; and a daily, two-hour lifestyle show, “Home & Family.” Additionally, Hallmark Channel is the exclusive home to world premiere presentations of the acclaimed Hallmark Hall of Fame franchise. Dedicated to helping viewers celebrate life’s special moments, Hallmark Channel also offers annual holiday programming franchises, including “Countdown to Christmas,” “Countdown to Valentine’s Day,” “Summer Nights,” “Fall Harvest” and “Winterfest.” Rounding out the network’s diverse slate are some of television’s most beloved comedies and series, including “The Golden Girls,” “The Middle,” “Last Man Standing,” and “Frasier.”

Hallmark Cards, Inc. owns and operates Crown Media Family Networks.

For more information, please visit [www.crownmediapress.com](http://www.crownmediapress.com)

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