



HALLMARK CHANNEL'S ORIGINAL SERIES 'WHEN CALLS THE HEART'
RETURNS WITH HIGHEST-RATED SEASON PREMIERE SINCE 2014 LAUNCH

Season Seven Bow Boosts Hallmark Channel to Rank as the #2
Entertainment Cable Network of the Week

New York, NY, February 28, 2020 – With so few scripted series experiencing season over season growth, Hallmark Channel's long-running show, **"When Calls the Heart"**, defied the odds Sunday night, returning in year seven with its highest-rated season premiere since the program launched in 2014. The episode delivered a 3.0 Household rating, 2.9 million Total Viewers, and 427,000 Women 25-54 on a Live +3 basis, elevating Hallmark Channel to be the #2 entertainment cable network for the entire week.

On the heels of the "When Calls the Heart" season premiere, spinoff series **"When Hope Calls"** made its Season One cable debut as the #3 scripted series of the week among Women 18+. The episode, which helped boost Hallmark Channel to rank as the highest-rated entertainment cable network in weekend Total Day, averaged a 2.0 Household rating, 2 million Total Viewers, and 248,000 Women 25-54.

Key Nielsen Highlights (L+3)

Sunday, February 23 – "When Calls the Heart" Season Seven Premiere

- Averaged a 3.0 Household rating, 2.9 million Total Viewers, and 427,000 Women 25-54
- Boosted Hallmark Channel to be the second highest-rated and most-watched entertainment cable network of the week among Households and Women 18+
- Ranked as the #2 original scripted series in 2020-to-date on ad-supported cable among Households and Women 18+
- Becomes highest Household-rated season premiere of "When Calls the Heart" in series history
- Program reached 3.4 million unduplicated Total Viewers

Source: Nielsen, December 30, 2019 – February 23, 2020, excluding news

For photos and more information, please visit the link below:

["When Calls the Heart"](#)

["When Hope Calls"](#)

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ABOUT HALLMARK CHANNEL

Hallmark Channel, owned by Hallmark Cards, Inc., is Crown Media Family Networks' flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 79 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 "American Rescue Dog Show"; 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" and many other seasonal offerings. Rounding out the network's diverse slate are some of television's most beloved comedies and series, including "The Golden Girls" and "Frasier."

For more information, please visit www.crownmediapress.com

To visit the network website, please visit www.hallmarkchannel.com

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

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