

**HALLMARK CHANNEL'S 2020 'FALL HARVEST' PROGRAMMING EVENT**  
**PROPELS NETWORK TO BECOME #1 ON WEEKENDS**  
**AND #2 IN TOTAL DAY**

**Five All-New Original Movie Premieres Averaged a 2.2 Household Rating,  
2.1 million Total Viewers, and 299,000 Women 25-54**

**NEW YORK – October 20, 2020** – Hallmark's Channel's annual "Fall Harvest" programming event concluded this weekend with all-new original movie premiere "Sweet Autumn", which averaged a banner 2.4 Household rating, 2.2 million Total Viewers, and 303,000 Women 25-54, becoming the second highest-rated and most-watched entertainment cable program of the week.

Overall, the 2020 "Fall Harvest" event consisted of five consecutive Saturday night original movie premieres which together averaged a 2.2 Household rating, 2.1 million Total Viewers, and 299,000 Women 25-54, catapulting Hallmark Channel to become the highest-rated and most-watched entertainment cable network on Saturdays and on weekends for the duration of the five-week run. Further, "Fall Harvest" propelled Hallmark Channel to rank as the #2 entertainment cable network during Total Day throughout the entire event.

**Key Nielsen Highlights (L+SD)**

- The five 2020 "Fall Harvest" original movie premieres averaged a 2.2 Household rating, 2.1 million Total Viewers, and 299,000 Women 25-54
- The final all-new "Fall Harvest" original film, "Sweet Autumn", averaged a 2.4 Household rating, 2.2 million Total Viewers, and 303,000 Women 25-54, becoming the second highest-rated and most-watched entertainment cable program of the week among Households, Women 18+, and Total Viewers.
- Event boosted Hallmark Channel to be the #1-rated and most-watched entertainment cable network on Saturdays and during Weekend Total Day among Households and Women 18+, as well as during Weekend Prime among Households, Women 18+, and Total Viewers
- "Fall Harvest" propelled Hallmark Channel to rank as the second highest-rated and most-watched entertainment cable network during Total Day among Households, Women 18+, and Total Viewers for the duration of the event (9/14/2020-10/18/2020)
- Four of the all-new Saturday night original premieres ranked as the #2 Household-rated entertainment cable programs of the week
- The all-new "Fall Harvest" premieres reached over 8 million unduplicated Total Viewers

Source: Nielsen L+SD, excluding news and sports (9/14/2020-10/18/2020)

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

[Hallmark Channel's "Fall Harvest" 2020](#)

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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. As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. The network features an ambitious lineup of original content, including movies; scripted primetime series; annual pet 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](http://www.crownmediapress.com)

To visit the network website, please visit [www.hallmarkchannel.com](http://www.hallmarkchannel.com)

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

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