

**HALLMARK CHANNEL ‘SLEIGHS’ THE COMPETITION ON OPENING WEEKEND
OF ‘COUNTDOWN TO CHRISTMAS’, BECOMING #1 ON CABLE
FOR THE ENTIRE WEEK IN TOTAL DAY AND PRIMETIME**

**Together with Hallmark Movies & Mysteries’ ‘Miracles of Christmas’, Crown Media
Delivered 2 of the 3 Top Entertainment Cable Networks for the Weekend**

**Holiday Opening Weekend on Both Networks Reached
16 Million Unduplicated Total Viewers, Driving Record-Breaking Traffic
to HallmarkChannel.com**

NEW YORK – October 27, 2020 – The “**Countdown to Christmas**” has begun on Hallmark Channel and millions of viewers tuned in this past weekend for some much-needed holiday cheer. The network’s Saturday and Sunday night original holiday movie premieres, “**Jingle Bell Bride**” and “**Chateau Christmas**” respectively, together averaged a 2.8 Household rating, 2.7 million Total Viewers, and 397,000 Women 25-54, catapulting Hallmark Channel to become the #1 entertainment cable network of the week in Total Day and in Primetime among Households, Women 18+, and Total Viewers. The network far surpassed the nearest holiday programming competitor over the weekend by a staggering 177% among Women 25-54 and 202% among Women 18-49. Further, viewers have been flocking to HallmarkChannel.com this month to find all the latest programming information, additional content from fan-favorite network stars, and more, bringing in a 96% increase in page views for the month of October-to-date versus 2019.

Together with flagship sister network Hallmark Movies & Mysteries’ “**Miracles of Christmas**” Saturday and Sunday night original movie premieres, “**Christmas Tree Lane**” and “**Deliver by Christmas**”, both networks reached a combined total of nearly 16 million unduplicated Total Viewers from Friday through Sunday. Additionally, Hallmark Channel and Hallmark Movies & Mysteries delivered 2 of the Top 3 entertainment cable networks for the weekend among Households and Women 18+.

“I commend Michelle Vicary, Randy Pope, and their entire team for all of the hard work and dedication that went into bringing viewers an entirely new selection of original holiday stories, especially during a year of such uncertainty” said Crown Media’s President & CEO, **Wonya Lucas**. “At a time when people need some holiday magic more than ever, our ‘Countdown to Christmas’ and ‘Miracles of Christmas’ programming events promise to provide fans with festive, feel good content all season long.”

Key Nielsen Highlights (L+SD) – Hallmark Channel

Saturday, October 24 – “Jingle Bell Bride”

- Averaged a 2.8 Household rating, 2.7 million Total Viewers, and 403,000 Women 25-54
- Propelled Hallmark Channel to be the highest-rated and most-watched entertainment cable network of the week in Total Day and in Primetime among Households, Women 18+, and Total Viewers
- Ranked as the #1 most-watched entertainment cable program of the week among Women 18+
- Reached nearly 3.8 million unduplicated Total Viewers

Sunday, October 25 – “Chateau Christmas”

- Averaged a 2.8 Household rating, 2.7 million Total Viewers, and 392,000 Women 25-54
- Boosted Hallmark Channel to be the highest-rated and most-watched entertainment cable network of the week in Total Day and in Primetime among Households, Women 18+, and Total Viewers

- Ranked as the highest-rated and most-watched entertainment cable program of the week among Households
- Reached over 3.8 million unduplicated Total Viewers

Source: Nielsen L+SD, excluding news and sports (10/19/2020-10/25/2020). Combined network unduplicated P2+ audience reach from 10/23-10/25/20, 6 min qualifier.

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

["Jingle Bell Bride"](#)

["Chateau Christmas"](#)

["Christmas Tree Lane"](#)

["Deliver by Christmas"](#)

Contact: Megan Van Tine, 212-445-6694 | MeganVanTine@CrownMedia.com

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, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, annual specials, and a daily, two-hour lifestyle show. Hallmark Channel is also home to the popular annual holiday franchise "Countdown to Christmas," featuring a lineup of 24/7 holiday programming. Hallmark Movies & Mysteries is a 24-hour 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, "Miracles of Christmas". Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and with zero duplication, spotlights movies and series from Crown Media's collection of original dramatic content. Crown Media Family Networks is also home to Hallmark Movies Now, the company's subscription streaming service, which offers wholly distinct content from the company's linear channels. Crown Media Family Networks' publishing extension, Hallmark Publishing, creates novelizations of previously aired original movie favorites. It also accepts author submissions for original, on-brand manuscripts that can be greenlit as a new movie or series for one of the company's three linear networks.

For more information, please visit www.crownmediapress.com

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

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

Hallmark Drama on Social Media: [Twitter](#)

Hallmark Publishing on Social Media: [Twitter](#)

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