

**HALLMARK CHANNEL HEADS INTO THANKSGIVING AS THE
#1 ENTERTAINMENT CABLE NETWORK IN FOURTH QUARTER TO-DATE**

Programming Event has Reached Nearly 34 Million Viewers To-Date

NEW YORK – November 24, 2020 – Thanks to the country's #1 original holiday programming event, ***Countdown to Christmas***, Hallmark Channel is ranking as the highest-rated and most-watched entertainment cable network in Fourth Quarter to-date among Households, Women 18+, and Total Viewers. The network's latest original holiday movie premieres - ***A Nashville Christmas Carol*** on November 21 and ***The Christmas House*** on November 22 – once again boosted Hallmark Channel to be the #1 entertainment cable network in Total Day and Primetime for the week among Households, Women 18+, and Total Viewers. To-date, the network's original programming event has reached nearly 34 million unduplicated Total Viewers. Additionally, buoyed by the *Miracles of Christmas* programming event, sister network Hallmark Movies & Mysteries is ranking as the #2 Household-rated entertainment cable network on weekends in Fourth Quarter to-date.

Key Nielsen Highlights (L+SD) – Hallmark Channel

“Countdown to Christmas” Overall Highlights To-Date

- *A Nashville Christmas Carol* averaged a 3.2 Household rating, 424,000 Women 25-54, and 3.2 million Total Viewers
- *The Christmas House* averaged a 2.4 Household rating, 362,000 Women 25-54, and 2.3 million Total Viewers
- The ten *Countdown to Christmas* original holiday movie premieres to-date are averaging a 3.0 Household rating, 410,000 Women 25-54, and 2.9 million Total Viewers
- 9 of the 10 original holiday movie premieres were the most-watched entertainment programs of the week among Households and Women 18+
- To-date, the annual holiday programming event has reached nearly 34 million unduplicated Total Viewers

Source: Nielsen L+SD, excluding news and sports (9/28/2020-11/22/2020). Combined network unduplicated P2+ audience reach from 10/23-11/22/20, 6 min qualifier.

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

[*A Nashville Christmas Carol*](#)

[*The Christmas House*](#)

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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, 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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