

**HALLMARK CHANNEL BECOMES THE #1 CABLE NETWORK DURING  
THANKSGIVING WEEK FOR THE EIGHTH YEAR IN A ROW**

**Standout Original Holiday Movie Premieres *Christmas Waltz* and  
*If I Only Had Christmas* Deliver 3.9 and 4.0 Household Ratings, with  
*Christmas Waltz* Outperforming All Ad-Supported Cable and Top Broadcast Networks**

**NEW YORK – December 2, 2020 – Hallmark Channel’s** annual **7 Night Thanksgiving Movie Event** gave viewers the much-anticipated gift of seven consecutive nights of brand-new original holiday movie premieres from November 23 through November 29. The event, which aired as part of *Countdown to Christmas*, set new ratings benchmarks this year, catapulting the network to be Thanksgiving Week’s #1 most-watched network across all of cable among Women 18+ for the eighth consecutive year. What’s more, Hallmark Channel outperformed the nearest competitor by +39%. *Countdown to Christmas* has also given Hallmark Channel a strong foothold as the #1 entertainment cable network in Fourth Quarter to-date among Households, Women 18+, and Total Viewers.

Standout original holiday movie performances for the week included ***Christmas Waltz*** (November 28), which averaged a 3.9 Household rating, 522,000 Women 25-54, and 3.9 million Total Viewers, and ranked as the #1 program of the week among Total Viewers, and ***If I Only Had Christmas*** (November 29), which averaged a 4.0 Household rating, 661,000 Women 25-54, and 3.9 million Total Viewers, and ranked as the #1 program of the week among Households and Women 18+. In addition, *Christmas Waltz* outperformed all ad-supported cable and major broadcast networks in the Saturday 8-10p time period among Households, Women 18+ Women 18-34, Women 18-49, Women 25-54, Adults 25-54, and Total Viewers.

Sister network **Hallmark Movies & Mysteries** drove in strong results as well, with Saturday night original movie premiere ***USS Christmas*** averaging a 2.1 Household rating, 182,000 Women 25-54, and 1.7 million Total Viewers, elevating the network to be the #2 Household rated entertainment cable network of the week.

**Key Nielsen Highlights (L+SD) – Hallmark Channel**

***Hallmark Channel’s 7 Night Thanksgiving Movie Event Highlights***

- The seven *Countdown to Christmas* original holiday movie premieres that aired as part of *Hallmark Channel’s 7 Night Thanksgiving Movie Event* (November 23-November 29) averaged a 2.9 Household rating, 425,000 Women 25-54, 2.9 million Total Viewers, and reached over 13 million unduplicated Total Viewers
- Five out of the seven ranked as the most-watched entertainment programs of the week among Women 18+
- *Christmas Waltz* averaged a 3.9 Household rating, 522,000 Women 25-54, 3.9 million Total Viewers, and reached 5.1 million unduplicated Total Viewers
- *If I Only Had Christmas* averaged a 4.0 Household rating, 661,000 Women 25-54, 3.9 million Total Viewers, and reached 5.3 million unduplicated Total Viewers
- The seven-night stunt boosted the network to take the top spot among entertainment cable networks for the entire week among Households, Women 18+, Women 25-54, Adults 25-54, and Total Viewers

***Countdown to Christmas Overall Highlights To-Date***

- The 17 *Countdown to Christmas* original holiday movie premieres to-date are averaging a 3.0 Household rating, 416,000 Women 25-54, and 2.9 million Total Viewers
- *Countdown to Christmas* has made Hallmark Channel the #1 entertainment cable network in Fourth Quarter to-date among Households, Women 18+, and Total Viewers
- 13 of the 17 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 38 million unduplicated Total Viewers

Source: Nielsen L+SD, excluding news and sports (9/28/2020-11/29/2020). Unduplicated P2+ audience reach from 10/23-11/29/20, 6 min qualifier.

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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](http://www.crownmediapress.com)

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

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