

HALLMARK CHANNEL'S *WHEN CALLS THE HEART*
WRAPS SEASON EIGHT AS #1 MOST-WATCHED
ORIGINAL SERIES OF THE YEAR

**Season Propels Network to be #1 Most-Watched
in Weekend Primetime for Entire 12-Episode Run**

NEW YORK – May 14, 2021 –Hallmark Channel fans tuned in in droves for Season Eight of hit original drama series *When Calls the Heart*, which concluded on Sunday night as the #1 most-watched original series on ad-supported cable in the year-to-date among Women 18+. On a L+3 basis, the season finished strong with the finale episode ranking as the #1 most-watched entertainment cable program of the week among Households and Women 18+, which further propelled the network to be #1 most-watched in Weekend Primetime among Households, Women 18+, and Total Viewers. What's more, the episode reached 4.2 million unduplicated Total Viewers and became the #1 most-watched episode in the series-to-date among Households and Total Viewers.

Overall, the series' 12-episode run averaged 3.3 million Total Viewers, 2.7 million Homes, and 432,000 Women 25-54, becoming the most-watched season of the series among Households and Total Viewers. Further, while Season Eight was on air, the series boosted Hallmark Channel to be the #1 most-watched entertainment cable network in Weekend Primetime and #2 most-watched in Total Day among Households, Women 18+, and Total Viewers. Eleven of the twelve episodes became the #1 most-watched entertainment programs of the week among Women 18+.

Key Nielsen Highlights (L+3)

Hallmark Channel's *When Calls the Heart* Season Eight

- The Season Eight finale episode averaged 3.6 million Total Viewers, 2.9 million Homes, and 388,000 Women 25-54, and reached 4.2 million unduplicated Total Viewers
- Overall, Season Eight's 12-episode run averaged 3.3 million Total Viewers, 2.7 million Homes, and 432,000 Women 25-54
- While Season Eight was on air, the series boosted Hallmark Channel to be the #1 most-watched entertainment cable network in Weekend Primetime and #2 most-watched in Total Day among Households, Women 18+, and Total Viewers
- *When Calls the Heart* ranked as the #1 most-watched original series in 2021-to-date on ad-supported cable among Women 18+
- 11 of the 12 episodes became the #1 most-watched entertainment programs of the week among Women 18+
- Became the most-watched season of the series among Households and Total Viewers
- Season Eight reached 9.5 million unduplicated Total Viewers

Source: Nielsen Live+3 2/15/21-5/9/21, excluding news and sports; Original Series compares all ad-supported cable programs from 12/28/20-5/9/21, excluding repeats, news & sports

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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 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 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

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