

## CROWN MEDIA FAMILY NETWORKS AND NCTC RENEW CARRIAGE AGREEMENT

**New York, November 18, 2021** – Crown Media Family Networks and National Cable Television Cooperative (NCTC) have announced today that they have reached a multi-year renewal agreement, securing continued carriage of **Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama**. The deal also allows viewers continued access to Crown Media's TV everywhere streaming platform, **Hallmark TV**, which provides authenticated cable television subscribers unlimited entrée to the company's linear channels.

"Our longstanding partnership with NCTC's member operators has allowed us to garner an audience of loyal viewers who value Hallmark's unique brand of feel-good, heartwarming content," said Crown Media President & CEO, **Wonya Lucas**. "NCTC is an esteemed partner in elevating the breadth of our programming efforts year-round, and we look forward to continuing to provide their member operators and subscribers with access to our signature programming destinations in the years to come."

"Hallmark provides quality programming that our members are pleased to share with their subscribers," said **Judy Meyka**, Executive Vice-President, Programming, NCTC. "We truly value our partnership with Hallmark and look forward to our continued relationship for many years to come."

The partnership renewal comes as Crown Media continues to lead cable ratings charts, buoyed by its original holiday programming franchises on Hallmark Channel and Hallmark Movies & Mysteries. Since the launch of the 2021 Countdown to Christmas and Miracles of Christmas programming events on October 22, the networks have reached nearly 33 million unduplicated Total Viewers, elevating Hallmark Channel to be the #1 most-watched entertainment cable network Fourth Quarter to-date among Households, Women 18+, and Total Viewers.

**Contacts:** Megan Van Tine | Crown Media | [MeganVanTine@crowmedia.com](mailto:MeganVanTine@crowmedia.com) | 212-445-6694

Pam Gillies | NCTC | [Pgillies@nctconline.org](mailto:Pgillies@nctconline.org) | (720) 594-8085

### ABOUT CROWN MEDIA FAMILY NETWORKS

Owned and operated by Hallmark Cards, Inc., Crown Media Family Networks is home to Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, and annual specials. Hallmark Channel is also home to the popular annual holiday franchise Countdown to Christmas featuring a 24/7 lineup of 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 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 commercial-free, feel-good movies and series from Hallmark Channel, Hallmark Movies & Mysteries, and more, including exclusive content you can't find anywhere else. Crown Media Family Networks' publishing extension, Hallmark Publishing, offers original novels, as well as books adapted from Hallmark original movies.

For more information, please visit [www.crownmediapress.com](http://www.crownmediapress.com)

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

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

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

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

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

### **About the National Cable Television Cooperative**

The National Cable Television Cooperative, Inc. (NCTC) is a Kansas-based, not-for-profit corporation that operates as a programming, broadband solutions, and hardware purchasing organization for its member companies serving 40 million broadband and video customers throughout the U.S. and its territories. NCTC seeks to maximize current and future opportunities to ensure the profitability, competitive stature, and long-term sustainability of its member companies. NCTC represents more than 700 independent cable and broadband operators across the U.S., in programming and technology acquisition. NCTC is actively engaged in helping network providers and suppliers evolve their business models to deploy new video/data solutions to match the changes in the media landscape.

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