

## **HALLMARK CHANNEL'S 'COUNTDOWN TO CHRISTMAS'** **CONTINUES ITS WINNING STREAK**

**Network Ranks as Highest-Rated and Most-Watched Network on Cable  
for Third Consecutive Weekend**

**Sister Network, Hallmark Movies & Mysteries, Also Turns In Solid Performance  
with Most Recent Holiday Premieres**

**New York, NY, November 14, 2017** – Hallmark Channel continues to demonstrate why it is the leading destination on television for holiday entertainment. The most recent “Countdown to Christmas” original movie premieres, **“The Sweetest Christmas”** on Saturday, November 11<sup>th</sup> and **“Enchanted Christmas”** on Sunday, November 12<sup>th</sup> were resounding hits, elevating Hallmark Channel to once again rank as the most-watched and highest-rated network on cable among HHs, W18-49, W25-54, A18-49, and Total Viewers for the entire weekend.

Hallmark Channel wasn't the only cable network attracting viewers with original holiday programming over the weekend. Sister network Hallmark Movies & Mysteries' own holiday programming event, “The Most Wonderful Movies & Miracles of Christmas” debuted its latest original premieres, “A Song for Christmas” on Saturday and “Engaging Father Christmas” on Sunday to stellar results. “Engaging Father Christmas,” the sequel to last year's breakout hit, “Finding Father Christmas” starring Erin Krakow (“When Calls the Heart”), especially stood out becoming the network's highest-rated and most-watched telecast of all time across all key demographics.

### **Key Nielsen Highlights (L+SD) for Hallmark Channel**

“The Sweetest Christmas”:

- Averaged 3.5 HH rating, 3.9 million Total Viewers, and 821,000 W25-54
- Highest-rated non-sports cable program of the day among HHs and W25-54
- Second highest HH-rated non-sports cable program of the week
- Marks Hallmark Channel's highest-rated and most-watched program in 2017 to-date among HHs, W18-49, W25-54, A18-49, and Total Viewers
- Delivered more W25-54 than CBS, NBC, and Fox in the Saturday, 8-10p time period

“Enchanted Christmas”

- Averaged a 3.3 HH rating, 3.6 million Total Viewers, and 812,000 W25-54
- Second highest rated cable program of the day
- Third highest-rated cable program of the week, excluding sports
- Reached 5.6 million unduplicated viewers

### **Key Nielsen Highlights (L+SD) for Hallmark Movies & Mysteries**

“A Song for Christmas”

- Scored a 1.5 HH rating and 1.3 million Total Viewers
- Boosted Hallmark Movies & Mysteries to be the 4<sup>th</sup> highest-rated network in Primetime on Saturday
- Reached more than 2.1 million unduplicated viewers

## “Engaging Father Christmas”

- Garnered a 2.2 HH rating and 1.8 million Total Viewers
- Sequel out-performed last year’s first installment by double digits across demos

Source: Nielsen, November 6-12, 2017

For photos and more information, visit the links below:

[“The Sweetest Christmas”](#)

[“Enchanted Christmas”](#)

[“A Song for Christmas”](#)

[“Engaging Father Christmas”](#)

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### **ABOUT HALLMARK CHANNEL**

Hallmark Channel is Crown Media Family Networks’ flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 88 million homes. As the country’s leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. In addition to its signature new, original movies, the network features an ambitious lineup of other new, original content, including scripted primetime series, such as “Good Witch,” “When Calls the Heart” and “Chesapeake Shores”; annual specials including “Kitten Bowl” and “Hero Dog Awards”; 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,” “Countdown to Valentine’s Day,” “Summer Nights,” “Fall Harvest” and “Winterfest.” Rounding out the network’s diverse slate are some of television’s most beloved comedies and series, including “The Golden Girls” and “Frasier.”

Hallmark Cards, Inc. owns and operates Crown Media Family Networks.

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)

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