

## **HALLMARK CHANNEL'S FIVE-NIGHT THANKSGIVING EVENT A FEAST FOR VIEWERS**

### **Driven by Five Consecutive Nights of New Original Movie Premieres, Network Becomes the Week's Most-Watched and Highest-Rated on Cable**

**New York, NY, November 29, 2017** – Viewers in record-setting numbers made Hallmark Channel and “Countdown to Christmas” part of their Turkey Day tradition this year with the network’s third annual “Five-Night Thanksgiving Event.” Featuring new original movie premieres every night from November 22 -26, the stunt elevated Hallmark Channel to be the highest-rated and most-watched network on cable for the entire week among Households, Women 25-54, Women 18-49, and Total Viewers. The week also became Hallmark’s most-watched week in network history across all key demographics.

Collectively, the five movies averaged a 3.6 Household rating, 812,000 Women 25-54, and 4.2 million Total Viewers, outperforming the 2016 Thanksgiving event premieres by 8% among Households, 9% among Women 25-54, and 7% among Total Viewers.

To-date, an unduplicated audience of 10.2 million Women 25-54 and 49.3 million Total Viewers have tuned into “Countdown to Christmas.”

#### **Key Nielsen Highlights (L+SD)**

##### **“With Love Christmas” (Wednesday, November 22)**

- Averaged 3.2 HH rating, 3.6 million Total Viewers, and 563,000 W25-54
- Top-rated cable program of the day among W25-54 among HHs
- Highest HH-rated non-sports program of the week to-date

##### **“The Mistletoe Inn” (Thursday, November 23)**

- Averaged a 2.8 HH rating, 3.4 million Total Viewers, and 589,000 W25-54
- #1 rated cable program of the day among W25-54 among HHs
- Second highest HH rated non-sports program of the week to-date (behind only “With Love Christmas”)
- Elevated Hallmark Channel to be the most-watched and highest-rated network on cable in the Thursday, 8-10pm time period

##### **“Finding Santa” (Friday, November 24)**

- Averaged a 3.5 HH rating, 4.1 million Total Viewers, and 794,000 W25-54
- Highest-rated cable program of the day among W25-54 and HHs
- Elevated Hallmark Channel to be the most-watched and highest-rated network on cable in the Friday, 8-10pm time period
- Delivered more Households, W18-49, W25-54 and Total Viewers than broadcast networks ABC, CBS and FOX in Friday 8-10p time period

##### **Hallmark Hall of Fame Presentation “The Christmas Train” (Saturday, November 25)**

- Averaged a 4.2 HH rating, 4.9 million Total Viewers, and 862,000 W25-54
- Highest-rated cable program of the day among W25-54 and HHs
- Delivered more HH, W18-49, and Total Viewers than all four broadcast networks in the

Saturday 8-10p time period

- Combined with Hallmark Movies & Mysteries' simulcast, the movie reached an unduplicated audience of 8.5 million viewers

**“Switched for Christmas”** (Sunday, November 26)

- Averaged a 4.5 HH rating, 5.2 million Total Viewers, and 1.1 million W25-54
- Second highest-rated and second most-watched cable program of the day and week among W25-54 and HHs
- Second highest-rated and most-watched telecast in network history among HHs and Total Viewers
- Made November 26<sup>th</sup> Hallmark Channel's most-watched day in network history among HH, W25-54, A18-49, and A25-54

Source: Nielsen, November 20-November 26, 2017

For photos and more information, visit the links below:

[“With Love Christmas”](#)

[“The Mistletoe Inn”](#)

[“Finding Santa”](#)

[“The Christmas Train”](#)

[“Switched for 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](#)