

'COUNTDOWN TO CHRISTMAS' DRAW ELEVATES HALLMARK CHANNEL TO BE HIGHEST-RATED, MOST-WATCHED NETWORK IN NOVEMBER

Two Latest Holiday Movie Premieres Rank Among Top-Rated Cable Programs of the Day and Week

New York, NY, December 5, 2017 – Driven by record-setting ratings for “Countdown to Christmas,” Hallmark Channel became the highest-rated and most-watched network on cable among Women 18-49 and Women 25-54 for the entire month of November. In addition to this competitive success, November marked the network’s most-watched and highest-rated month of all time among Households and Total Viewers.

On the heels of this success, Hallmark Channel made a strong transition into December with the network’s most recent original holiday movie premieres averaging a 3.4 Household rating, 700,000 Women 25-54, and 3.9 million Total Viewers.

Key Nielsen Highlights (L+SD) for Hallmark Channel

Saturday, December 2 – “Christmas in Evergreen”:

- Averaged 3.5 HH rating, 4 million Total Viewers, and 664,000,000 W25-54
- Highest-rated cable program of the day among HHs and W25-54
- Second highest HH-rated non-sports cable program of the week
- Delivered more Households, Women 18-49, and Women 25-54 than NBC and CBS in Saturday Primetime

Sunday, December 3 – “Christmas at Holly Lodge”

- Averaged a 3.4 HH rating, 3.9 million Total Viewers, and 736,000 W25-54
- Second highest rated cable program of the day
- Third highest-rated cable program of the week, excluding sports

**Source: Nielsen, November 27 – December 3, 2017

For photos and more information, visit the links below:

[“Christmas in Evergreen”](#)

[“Christmas at Holly Lodge”](#)

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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."