

-

**HALLMARK CHANNEL'S "COUNTDOWN TO CHRISTMAS" REMAINS
TELEVISION EVENT OF THE SEASON**

**Saturday, December 23 Original Holiday Movie Premiere, "Christmas Getaway,"
Tops Week's Ratings and Delivery Across Cable**

**Sister Channel, Hallmark Movies & Mysteries, Turns Out Highest-Rated and Most-Watched
Original Movie Premiere in Network History**

New York, NY, December 27, 2017 – Hallmark Channel continues to top the competition this holiday season with its latest original movie premiere, "Christmas Getaway," ringing in as the highest-rated and most-watched non-sports cable program for the entire week. Further demonstrating the draw of the network's "Countdown to Christmas" programming event, the debut also out-delivered broadcast nets ABC, CBS, Fox, and CW across all key demographics in the Saturday, December 23rd 8-10pm time period. While Hallmark Channel's new original weekend premieres have been appointment viewing since the October 27th launch of "Countdown to Christmas," viewers are staying tuned-in throughout the day, making the network #1 in ratings and delivery for nine consecutive weekends among HHs, Women 25-54, and Total Viewers.

Hallmark Movies & Mysteries' own holiday franchise, "The Most Wonderful Movies of Christmas," is also making a mark, with its 12th and final original movie premiere of the season, "Rocky Mountain Christmas," becoming the highest-rated and most-watched movie debut in network history.

Key Nielsen Highlights (L+SD) for Hallmark Channel

Saturday, December 23 – "Christmas Getaway":

- Delivered 3.8 HH rating, 784,000 Women 25-54, and 4.4 million Total Viewers
- Most-watched non-sports cable program on Saturday, December 23 among HHs and W25-54
- Boosted Hallmark Channel to be #1 in ratings and delivery in Primetime on Saturday, December 23rd 8-10pm time period.
- Reached six million unduplicated viewers

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

Friday, December 22 – "Rocky Mountain Christmas"

- Averaged a 2.5 HH rating, 329,000 Women 25-54, and 2.2 million Total Viewers,
- Highest HH-rated cable program of the day
- Third highest-rated cable program of the week, excluding sports and news
- Boosted Hallmark Movies & Mysteries to be the highest rated network in primetime on Friday night

**Source: Nielsen, December 18-24, 2017

For photos and more information, visit the links below:

["Christmas Getaway"](#)

[“Rocky Mountain Christmas”](#)

Contact: Allison Bennett, 212-445-6692 | AllisonBennett@crowmedia.com

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.”