

## **HALLMARK CHANNEL'S 'WINTERFEST' PROGRAMMING EVENT TAKES JANUARY BY STORM**

**Franchise Claimed Highest-Rated Program of the Day  
for Four Consecutive Saturdays; Boosted Network to be Highest-Rated in Primetime**

**New York, NY, January 30, 2018** – Hallmark Channel made a strong transition from a record-breaking “Countdown to Christmas” event into the new year with its third annual “Winterfest” initiative, featuring four consecutive Saturday night original movie premieres in January. Collectively, the stunt’s movie debuts averaged a 2.6 Household rating and 2.8 million Total Viewers. In addition, the event delivered the highest-rated non-sports program of the day for four straight Saturdays. “Winterfest” also elevated Hallmark Channel to be the #1 network on cable in primetime every Saturday throughout the month. Overall, the four-week feat reached an unduplicated audience of 9.5 million Total Viewers.

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

#### **Saturday, January 6 – “Love on the Slopes”:**

- Averaged a 2.6 Household rating, 2.8 million Total Viewers, and 498,000 Women 25-54
- Highest-rated non-news/non-sports program of the day and #2 of the week
- Boosted Hallmark Channel to be the most-watched and highest-rated network on cable in the Saturday 9-11p time period

#### **Saturday, January 13 – “Frozen in Love”:**

- Averaged a 2.5 Household rating, 2.6 million Total Viewers, and 455,000 Women 25-54
- Highest-rated non-news/non-sports program of the day and the week
- Elevated Hallmark Channel to be highest-rated and most-watched cable network during the Saturday 9-11p time period

#### **Saturday, January 20 – “One Winter Weekend”:**

- Averaged a 2.8 Household rating, 3 million viewers, and 563,000 Women 25-54
- Highest-rated program of the day and #1 non-news/non-sports program of the week
- Propelled Hallmark channel to be the highest-rated network on cable among Households, Women 25-54, and Total Viewers and the most watched cable network during the Saturday 9-11p time frame
- Was the highest-rated and most-watched “Winterfest” original movie premiere ever

#### **Saturday, January 27 – “Winter’s Dream”:**

- Averaged a 2.4 Household rating, 2.6 million Total Viewers, and 416,000 Women 25-54
- Highest-rated program of the day and #3 non-news/non-sports programs of the week
- Helped Hallmark Channel to be the most-watched and highest rate network on cable during the Saturday 9-11p time period

Source: Nielsen, January 1-28, 2018

For photos and more information, visit the links below:

["Love on the Slopes"](#)

["Frozen in Love"](#)

["One Winter Weekend"](#)

["Winter's Dream"](#)

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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](#)

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