

# Crown Media



## **HALLMARK CHANNEL'S NEW HALLMARK HALL OF FAME ORIGINAL WORLD PREMIERE, 'THE BEACH HOUSE', A TOP DRAW ON CABLE THIS WEEK**

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**New York, NY, May 3, 2018** – The Saturday, April 28<sup>th</sup> world premiere of “The Beach House”, the latest installment in the iconic Hallmark Hall of Fame franchise, made Hallmark Channel a top destination on cable this week. On a Live+3 basis, the movie was the highest-rated and most-watched non-sports cable program of the day and was #2 of the week, excluding news and sports.

Starring Andie MacDowell, Minka Kelly, and Chad Michael Murray, the movie, centers around the complex relationship between a mother and her daughter, when the latter loses her job in Chicago and returns to her childhood home in South Carolina’s scenic Lowcountry. In addition, the film shines a spotlight on the real-life movement in the area to preserve the local sea turtle population, a passion of MacDowell’s character, Lovie.

### **Key Nielsen Highlights (L+3)**

#### **Saturday, April 28 – “The Beach House”:**

- Averaged a 2.6 Household rating, 2.8million Total Viewers, and 487,000 Women 25-54
- Marked the highest-rated and most-watched movie on cable of the day and week among Households, Women 25-54, Women 18-49, and Total Viewers
- Elevated Hallmark Channel to be the highest-rated cable network in the Saturday, 9-11pm time period, excluding sports
- Reached 3.7 million unduplicated viewers

Source: Nielsen, April 30 – May 6, 2018

For photos and more information, visit the link below:

[The Beach House](#)

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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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