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HALLMARK CHANNEL'S ORIGINAL PRIMETIME SERIES, 'GOOD WITCH', WRAPS UP SEASON FOUR ON A STRONG NOTE

SHOW RANKED AMONG TOP 2 HIGHEST-RATED AND MOST-WATCHED SCRIPTED CABLE SERIES OF THE WEEK FOR 10 CONSECUTIVE WEEKS

New York, NY, July 6, 2018 – The fourth season of Hallmark Channel's original primetime scripted series, "Good Witch", came to a successful close this past Sunday, July 1, after the much-anticipated finale episode, "Tossing the Bouquet." On a Live+3 basis, the finale episode boosted Hallmark Channel to be the highest-rated and most-watched cable network among Households and Total Viewers during Weekend Prime.

Overall, the ten consecutive Sunday night original premieres averaged a 2.6 Household rating, 456,000 Women 25-54, and nearly 2.8 million Total Viewers on a Live+3 basis.

Key Nielsen Highlights (L+3)

"Good Witch" Season 4

- The season finale episode was the most-watched program of the day and the second most-watched program of the week among total viewers, with the exception of news and sports
- For 10 straight weeks, the show ranked among the top two highest-rated and most-watched original scripted cable series of the week among Households and Total Viewers
- Season four propelled Hallmark Channel to be the highest-rated and most-watched cable network during Weekend Prime among Households and Total Viewers for the full season, excluding sports
- The fourth season has reached 10 million unduplicated viewers to date

Source: Nielsen, April 23 – July 4, 2018

For photos and more information, visit the link below:

["Good Witch"](#)

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ABOUT HALLMARK CHANNEL

Hallmark Channel, owned by Hallmark Cards, Inc., is Crown Media Family Networks' flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 87 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."

For more information, please visit www.crownmediapress.com

To visit the network website, please visit www.hallmarkchannel.com

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#)

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