



CROWN MEDIA FAMILY NETWORKS' PROGRAMMING FRANCHISES BOOST NETWORKS TO BE TOP-RATED DESTINATIONS ALL SUMMER LONG

Hallmark Channel's "Summer Nights" Stunt Delivers Highest-Rated and Most-Watched Movie of the Week for Five Consecutive Weeks

Hallmark Movies & Mysteries' First Season-Long "Summer of Mystery" Event Propelled Network to Tie as Highest-Rated in Sunday 9p-11p Time Period

New York, NY, August 28, 2018 – Viewers turned to Crown Media Family Networks to beat the heat this summer, making Hallmark Channel and Hallmark Movies & Mysteries top destinations all season long.

Hallmark Channel's third annual "**Summer Nights**" programming stunt elevated the network to be the highest-rated and most-watched cable network during Weekend Prime Time from July 28-August 26. Overall, the five "Summer Nights" original movie premieres averaged a 2.2 Household rating, 2.3 million Total Viewers, and 333,000 Women 25-54.

Additionally, Hallmark Movies & Mysteries' first-ever "**Summer of Mystery**" event, featuring new original installments from the network's "Hailey Dean Mysteries", "Signed, Sealed, Delivered", "Morning Show Mysteries", and "Aurora Teagarden Mysteries" franchises, as well as a full month of "Garage Sale Mysteries" Sunday night original movie premieres averaged a 1.7 Household rating, 1.4 million Total Viewers, and 156,000 Women 25-54.

Key Nielsen Highlights (L+SD)

Hallmark Channel's 2018 "Summer Nights"

- The August 25 premiere of "Season for Love" averaged a 2.3 Household rating, 2.4 million Total Viewers, and 358,000 Women 25-54
- The 2018 "Summer Nights" original movie premieres reached a combined total of 9.1 unduplicated total viewers and 1.5 million Women 25-54

Hallmark Movies & Mysteries' 2018 "Summer of Mystery"

- The August 26 premiere of "Garage Sale Mysteries: Murder in D Minor" averaged a 1.9 Household rating, 1.6 million Total Viewers, and 196,000 million Total Viewers
- The ten "Summer of Mystery" premieres reached nearly 7.2 million unduplicated viewers

Source: Nielsen, May 28 – August 26, 2018

For photos and more information, visit the links below:

["Summer Nights"](#)

["Summer of Mystery"](#)

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ABOUT CROWN MEDIA FAMILY NETWORKS

Crown Media Family Networks is the umbrella unit subsidiary of Hallmark Cards, Inc., housing cable's leading family friendly networks, Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, annual specials, and a daily, two-hour lifestyle show. Hallmark Channel is also home to the popular annual holiday franchise "Countdown to Christmas," featuring a lineup of 24/7 holiday programming. Hallmark Movies & Mysteries is a 24-hour cable network featuring a unique mix of new, original movies and acquired series focused on the lighter side of the suspense and mystery genres. The network also features its own annual holiday programming franchise, "Miracles of Christmas". Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and with zero duplication, spotlights movies and series from Crown Media's collection of original dramatic content. Crown Media Family Networks is also home to Hallmark Movies Now, the company's subscription streaming service, which offers wholly distinct content from the company's linear channels. Crown Media Family Networks' digital publishing extension, Hallmark Publishing, is an eBook division that creates novelizations of previously aired original movie favorites. It also accepts author submissions for original, on-brand manuscripts that can be greenlit as a new movie or series for one of the company's three linear networks.

For more information, please visit www.crownmediapress.com

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

Hallmark Movies & Mysteries on Social Media: [Facebook](#), [Twitter](#)

Hallmark Drama on Social Media: [Twitter](#)

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