



HALLMARK CHANNEL'S LAUNCH OF 2018 "COUNTDOWN TO CHRISTMAS" PROGRAMMING EVENT PROPELS NETWORK TO BE #1 OVER ENTIRE WEEKEND

Franchise's First Original Holiday Premiere Marked Highest-Rated and Most-Watched Cable Program on Saturday

New York, NY, October 30, 2018 – Hallmark Channel's highly-anticipated kick-off of the 2018 "Countdown to Christmas" programming event on Friday drove the network to become the highest-rated and most-watched cable network for the entire weekend among Households, Women 25-54 and Total Viewers.

Saturday's world premiere of the first new original movie premiere of the holiday season, **"Christmas at Pemberley Manor"**, averaged a 3.2 Household rating and was the highest-rated and most-watched cable program of the day, excluding sports, and the second highest-rated and most-watched of the week, excluding news and sports. Additionally, the premiere elevated Hallmark Channel to be the highest-rated and most-watched cable network on Saturday among Households, Women 25-54, and Total Viewers, excluding sports.

This year's "Countdown to Christmas" initiative will feature 22 new original premieres over the course of ten weeks, with new movies every Saturday and Sunday, in addition to an extended Thanksgiving week event with new movies Wednesday through Sunday. The network's 2017 event made Hallmark Channel the highest-rated and most-watched cable network among Women 25-54 for all of Fourth Quarter.

Key Nielsen Highlights (L+SD)

Saturday, October 27 – "Christmas at Pemberley Manor" World Premiere:

- Averaged 3.6 million Total Viewers and 692,000 Women 25-54;
- Was top-rated and most-watched program of the day among Households, Women 25-54, and all key demos, excluding sports;
- Out-delivered the major broadcast networks, ABC, CBS, and NBC in the Saturday, 8-10p time period among Women 25-54 and Women 18-49;
- Marks Hallmark Channel's highest-rated and most-watched original movie premiere in 2018 to-date among Households, Women 25-54, Total Viewers, and all key demos;
- Reached nearly 4.8 million unduplicated viewers

Source: Nielsen, October 22 – October 27, 2018

For photos and more information, visit the link below:

["Christmas at Pemberley Manor"](#)

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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 86 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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