

# CrownMedia



## **“COUNTDOWN TO CHRISTMAS” MAKES HALLMARK CHANNEL HIGHEST-RATED AND MOST-WATCHED CABLE NETWORK OF THE WEEK**

**New York, NY, November 6, 2018** – Following a highly successful launch on Friday, October 26, “Countdown to Christmas” is already the leading destination on cable, propelling Hallmark Channel to rank as the highest-rated and most-watched network for the entire week among Women 25-54 and Women 18-49. With the help of this past Saturday and Sunday’s new original movie premieres, **“Christmas Joy”** and **“Road to Christmas”**, Hallmark Channel’s signature holiday event also stole the weekend, making the network the highest-rated and most-watched across key demographics, including Households, Women 18-49, Women 25-54, and Total Viewers.

### **Key Nielsen Highlights (L+SD) for Hallmark Channel**

- Hallmark Channel ranked as the highest-rated and most-watched network for the entire week among Women 25-54 and Women 18-49
- The Saturday and Sunday original premieres made the network the highest-rated and most-watched among Households, Women 18-49, Women 25-54, and Total Viewers

#### **Saturday, November 3 – “Christmas Joy”:**

- Averaged a 3.2 Household rating, 3.4 million Total Viewers, and 708,000 Women 25-54
- Delivered more Households, Women 18-49, and Women 25-54 than the broadcast networks, ABC, NBC, and Fox in the Saturday 8-10p time period
- Was the highest-rated and most-watched program of the day and movie of the week
- Reached over 4.9 million unduplicated Total Viewers

#### **Sunday, November 4 – “Road to Christmas”:**

- Averaged a 2.5 Household rating, 2.7 million Total Viewers, and 581,000 Women 25-54
- Ranked as the second highest-rated and most-watched program of the day and third highest-rated and most-watched program of the week (excluding news and sports)
- Boosted Hallmark Channel to rank #1 among Households and all key demographics on Sunday
- Reached nearly 4.5 million unduplicated Total Viewers

Source: Nielsen, October 29 – December 4, 2018

For photos and more information, visit the links below:

["Christmas Joy"](#)

## "Road to Christmas"

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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](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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