



## **HALLMARK MOVIES NOW EXCEEDS 500,000 SUBSCRIBERS**

### **Streaming Service's Annual Holiday Programming Event, "Movies & Mistletoe," Driving 93% Jump in Viewer Engagement**

**New York, NY, November 19, 2018** – Propelled by record demand for Hallmark-branded content, Crown Media Family Networks' subscription on-demand streaming service, Hallmark Movies Now, surpassed 500,000 subscribers, the company reported today. The news comes as the service rolls out its annual programming event, "Movies & Mistletoe", which has become the premiere streaming destination for holiday entertainment. Since the event launched on October 29, Hallmark Movies Now has recorded a 93% surge in viewership and an 11% increase in subscribers versus the corresponding period in 2017. "Movies & Mistletoe" – the SVOD counterpart to sister linear networks' top-rated seasonal franchises, "Countdown to Christmas" on Hallmark Channel and "Miracles of Christmas" on Hallmark Movies & Mysteries – features a robust slate of 180 hours of fan-favorite holiday movies that can only be seen on Hallmark Movies Now.

"The incredible growth of Hallmark Movies Now since its launch in October 2017 demonstrates the broad appeal of our quality programming and reinforces Crown Media's position as a leading creator of high demand content," said Bill Abbott, President & CEO, Crown Media Family Networks. "As the industry and our business continue to evolve, we look forward to delivering Hallmark-branded entertainment to our passionate fans across all our platforms."

Contact: Allison Bennett, 212-445-6692 | [AllisonBennett@CrownMedia.com](mailto:AllisonBennett@CrownMedia.com)

### **ABOUT HALLMARK MOVIES NOW**

Hallmark Movies Now is Crown Media Family Network's subscription video on demand streaming service. Launched in October 2017, the service is a distinct offering with a lineup of family friendly programming that cannot be found on the company's linear networks, Hallmark Channel, Hallmark Movies, & Mysteries, and Hallmark Drama. Subscribers to the service have access to nearly 1,000 hours of commercial-free Hallmark-branded original content, including fan favorites from the vast Hallmark Hall of Fame library. The service is available on iOS, Android, Roku, and Amazon Fire with the option of a monthly or annual subscription.

For more information, please visit [www.crownmediapress.com](http://www.crownmediapress.com)

To visit the website, please visit [www.hmnow.com](http://www.hmnow.com)

Hallmark Movies Now on Social Media: [Facebook](#), [Twitter](#), [YouTube](#)

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