



'COUNTDOWN TO CHRISTMAS' CATAPULTS HALLMARK CHANNEL TO RANK AS HIGHEST-RATED AND MOST-WATCHED CABLE NETWORK IN NOVEMBER

Latest Holiday Original Movie Premieres Rank as #1 Cable Program of the Day and Among Top-Rated of the Week

New York, NY, December 4, 2018 – “Countdown to Christmas” continues to surpass the competition, with the 24/7 holiday movie event propelling Hallmark Channel to be the highest-rated and most-watched network on cable in November among Women 25-54 and Women 18-49. This past weekend’s original premieres, **“Mingle All the Way”** and **“A Majestic Christmas”**, averaged a 2.9 Household rating, 3.2 million Total Viewers, and 595,000 Women 25-54.

Sister network Hallmark Movies & Mysteries’ own seasonal franchise, “Miracles of Christmas”, also continues to be a hit, with Saturday’s original movie premiere **“Christmas Wonderland”** garnering a 1.7 Household rating, 1.5 million Total Viewers, and 211,000 Women 25-54. The next night’s premiere of **“Once Upon a Christmas Miracle”** averaged a 2.5 Household rating, 2.1 million Total Viewers, and 331,000 Women 25-54. In addition, the program registered as Hallmark Movies & Mysteries’ most-watched and highest-rated original movie premiere in network history among HHs, W25-54 & A18-34.

Key Nielsen Highlight (L+SD) for Hallmark Channel

- Hallmark Channel has been the highest-rated and most-watched network on cable for five consecutive weeks among Women 18-49 and Women 25-54
- To-date “Countdown to Christmas” has reached 53 million unduplicated viewers

Saturday, December 1 – “Mingle All the Way”:

- Averaged a 3.5 Household rating, 3.9 million Total Viewers, and 691,000 Women 25-54
- Delivered more Women 25-54 than ABC, CBS, and NBC in the 8-10pm time period
- Was the highest-rated and most-watched non-sports cable program of the week among Households and Total Viewers
- Elevated Hallmark Channel to be the highest-rated and most-watched network for the entire week among Women 18-49 and Women 25-54

Sunday, December 2 – “A Majestic Christmas”:

- Averaged a 2.4 Household rating, 2.6 million Total Viewers, and 500,000 Women 25-54
- Was the most-watched program of the day among Households and Total Viewers

Source: Nielsen, November 26 – December 2, 2018

For photos and more information, visit the links below:

["Mingle All the Way"](#)

["A Majestic Christmas"](#)

["Christmas Wonderland"](#)

["Once Upon a Christmas Miracle"](#)

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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

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

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