

HALLMARK CHANNEL RANKS AS HIGHEST-RATED AND MOST-WATCHED CABLE NETWORK IN JANUARY DURING PRIMETIME

“Winterfest” Programming Event Establishes Network as #1 for Four Consecutive Weekends; Delivers #1 or #2 Cable Program of the Week All Monthlong

New York, NY, January 29, 2019 – Hallmark Channel’s unique success story continues with the network ranking as the most-watched and highest-rated across cable in Primetime for the entire month of January.* Driven by its annual “Winterfest” programming event, featuring four consecutive Saturday night movie premieres, the network was also #1 every weekend throughout the month.** Moreover, this year’s “Winterfest” movie premieres accounted for the most-watched and highest-rated cable programs every Saturday in January, as well as the #1 or #2 top-rated shows each week all monthlong.*

Key Nielsen Highlights (L+SD) for Hallmark Channel

- The four consecutive Saturday night premieres averaged a 2.8 Household rating, 2.9 million Total Viewers, and 428,000 Women 25-54
- Hallmark Channel ranked as most-watched and highest-rated cable network in January primetime, excluding news and sports
- Network was #1 in ratings and delivery every weekend in January, excluding news
- “Winterfest” premieres were #1 in ratings and delivery every Saturday in January and among the top two highest-rated program each week, excluding news and sports
- This year’s “Winterfest” premieres cumulatively reached 10.4 million unduplicated viewers

Source: Nielsen, December 31, 2018 – January 27, 2019

**Excluding News & Sports Networks*

***Excluding Fox News Channel Weekend of January 19-20*

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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 85 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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