



## **HALLMARK CHANNEL CLAIMS #1 SPOT ON CABLE DURING PRIMETIME FOR THE MONTH OF FEBRUARY**

**New York, NY, February 27, 2019** – Hallmark Channel continues its ratings success in 2019, with the network ranking as the highest-rated across cable in Primetime for the entire month of February[1]. In addition, propelled by its original movie premieres, including two that aired as part of the network’s annual “Countdown to Valentine’s Day” programming event, Hallmark Channel became the #1 Household-rated and #2 most-watched cable network[2] on weekends throughout the month. The February 16 premiere of “Love, Romance & Chocolate”, starring Lacey Chabert, delivered especially strong results with a 3.0 Household rating, 3.1 million Total Viewers, and 457,000 Women 25-54 and represented the highest-rated and most-watched program of the day. [3]

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

- Hallmark Channel ranked as the highest-rated cable network in February Primetime and third most-watched, excluding news and sports
- Network was #1 in ratings and #2 in delivery on weekends in February[4]
- “Countdown to Valentine’s Day” elevated the network to become the highest-rated and most-watched cable network during weekend prime among Households and Total Viewers
- “Love, Romance & Chocolate” averaged a 3.0 Household rating, 3.1 million Total Viewers, and 457,000 Women 25-54
- Hallmark Channel was the highest-rated and most-watched cable network on Saturdays in the month of February
- The month becomes Hallmark Channel’s most-watched month of February in the last decade in Total Day among Households and Total Viewers and in Primetime among Households, Women 18-49, Women 25-54, Adults 18-49, Adults 25-54, and Total Viewers
- The four February original movie premieres reached a combined unduplicated audience of 8.9 million Total Viewers

Source: Nielsen, January 28 – February 24, 2019

For photos and more information, please visit the links below:

["Valentine in the Vineyard"](#)

["The Story of Us"](#)

["Love, Romance & Chocolate"](#)

["Love on the Menu"](#)

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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](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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[1] Tied as the #1 Household-rated network, excluding news and sports.

[2] Excluding FOXNC on P2+.

[3] Among Households and Total Viewers, excluding sports.

[4] Excluding FOXNC on P2+.