



## **'CHRISTMAS KEEPSAKE' HOLIDAY PROGRAMMING SCORES BIG FOR HALLMARK CHANNEL; BOOSTS NETWORK TO RANK AS #1 IN PRIMETIME AND TOTAL DAY**

### **Annual Christmas in July Event Positions Hallmark Channel as #2 Cable Network in the Month of July; Reaches 23 Million Unduplicated Viewers**

**New York, NY, July 31, 2019** – With just three months to go before the launch of Hallmark Channel's highly-anticipated 10th Annual "Countdown to Christmas", viewers tuned in en masse to the network's annual Christmas in July programming event for an early dose of holiday cheer. Demonstrating that the draw of Hallmark Channel's signature yuletide content extends beyond Fourth Quarter, this year's two-week summertime holiday franchise "Christmas Keepsake" elevated the network to become the highest-rated on cable in both Total Day and Prime Time<sup>[1]</sup> throughout the second two weeks of July. In addition, the event resulted in Hallmark Channel ranking as the #2-rated in Primetime for the entire month<sup>[2]</sup>.

Featuring 24/7 holiday programming – including the network's popular original movies and themed episodes of "Home & Family" – Hallmark Channel's 2019 "**Christmas Keepsake**" ran from July 12-28 and reached 23 million unduplicated viewers.

#### **Key Nielsen Highlights – Hallmark Channel (Live +SD)**

- "Christmas Keepsake Week" boosted HC to be the highest-rated non-news cable network during Total Day, Prime Time, Weekends, and Weekend Primetime
- Hallmark Channel ranked as #2-rated for the entire month of July, excluding news
- Network delivered the Top 3-rated movies on ad-supported cable for three consecutive weeks
- Overall, "Christmas Keepsake Week" reached 23 million unduplicated Total Viewers

Source: Nielsen, July 1-28, 2019; Keepsake Dates: July 12 – 28, 2019

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

[Hallmark Channel's "Christmas Keepsake Week"](#)

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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 82 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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[\[1\]](#) Excluding news.

[\[2\]](#) Excluding news.