

10th Anniversary Countdown to Christmas

HALLMARK CHANNEL DOMINATES HOLIDAY WITH HIGHLY-ANTICIPATED 'COUNTDOWN TO CHRISTMAS' 10TH ANNIVERSARY KICK-OFF

NETWORK LAUNCHES INTO THE SEASON AS HIGHEST-RATED AND MOST-WATCHED ACROSS CABLE THROUGHOUT OPENING WEEKEND, FRIDAY-SUNDAY

First Original Yuletide Movie Premiere of the Season, "Christmas Wishes & Mistletoe Kisses", Ranks as Highest-Rated and Most-Watched Cable Program on Saturday, October 26

New York, NY, October 30, 2019 – Millions of viewers tuned into Hallmark Channel over the weekend for the launch of **"Countdown to Christmas"**, once again reinforcing the network's preeminence as the country's favorite destination for holiday programming. The initiative's 10th Anniversary launch on Friday catapulted the network to the top of the cable leaderboard where it reigned as the highest-rated and most-watched network all weekend long, excluding news. Kicking off this year's star-studded line-up of yuletide programming, the network's first original movie premiere of the season, **"Christmas Wishes and Mistletoe Kisses"**, ranked as the highest-rated and most-watched program on Saturday among Household rating, Total Viewers, Women 25-54, and Women 18-49.

Cable-subscribing Christmas enthusiasts who couldn't get enough of Hallmark's seasonal programming also flocked to Hallmark Movies & Mysteries' "Miracles of Christmas" and Hallmark Drama's "Home for the Holidays", which round out Crown Media's trifecta of distinct linear holiday initiatives. Together the three networks reached 17.5 million unduplicated viewers throughout the course of the weekend. In addition, Crown Media's popular subscription streaming service, Hallmark Movies Now, is bringing its own dose of holiday cheer with "Movies & Mistletoe", featuring some of the most beloved Christmas movies from Hallmark's extensive library.

"From our top-tier talent, to magical locations, to compelling, heartfelt storylines, Hallmark Channel's 'Countdown to Christmas' is a pop cultural touchstone that has been enchanting viewers for a decade and we are honored to have become such an important part of their holiday traditions," said **Michelle Vicary, EVP, programming and network publicity**. "This iconic programming event paved the way for Hallmark Movies & Mysteries' highly successful "Miracles of Christmas", along with more recent initiatives on Hallmark Drama and Hallmark Moves Now. Infused with the legacy of the Hallmark brand, each of these four platforms creates a unique experience that brings the spirit of the season to life in a special way."

Key Nielsen Highlights (Live +SD)

Saturday, October 26 – "Christmas Wishes & Mistletoe Kisses"

- Averaged a 2.7 Household rating, 2.6 million Total Viewers, 414,000 Women 25-54, and 328,000 Women 18-49, ranked as the highest-rated and most-watched program of the day
- Propelled Hallmark Channel to rank as the highest-rated and most-watched non-news cable network throughout the weekend among Households, Women 25-54, Total Viewers

- Reached over 3.8 million unduplicated Total Viewers

Source: Nielsen, October 21-27, 2019

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

["Christmas Wishes & Mistletoe Kisses"](#)

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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 81 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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