

10th Anniversary Countdown to Christmas

VIEWERS CAN'T GET ENOUGH OF 'COUNTDOWN TO CHRISTMAS'

FRANCHISE BOOSTS HALLMARK CHANNEL TO RANK AS #1 NON-NEWS CABLE NETWORK FOR THE ENTIRE WEEK

**Network's New, Original Holiday Movie Premieres on Saturday & Sunday Night
Averaged a 2.8 Household Rating, 2.8 Million Total Viewers,
and 473,000 Women 25-54**

New York, NY, November 5, 2019 – Hallmark Channel's "Countdown to Christmas" is in full swing, and viewers are making it their number one holiday programming destination. The initiative has propelled the network to rank as the highest-rated and most-watched on cable for the entire week among Households, Women 25-54, and Total Viewers, excluding news. This weekend's new, original holiday movie premieres on Saturday and Sunday night, "**Merry & Bright**" and "**Christmas Scavenger Hunt**", contributed to claiming the top spot, averaging a 2.8 Household rating, 2.8 million Total Viewers, and 473,000 Women 25-54.

Since its launch on October 25, the franchise to-date has reached 24 million unduplicated Total Viewers and has elevated the network to become the highest-rated and most-watched on cable during Total Day among Households, Women 25-54, and Total Viewers[1].

Key Nielsen Highlights (Live +SD)

Overall "Countdown to Christmas" 10th Anniversary Highlights

- The franchise to-date has catapulted Hallmark Channel to be the highest-rated and most-watched cable network during Total Day among Households, Women 25-54, and Total Viewers¹
- Elevated Hallmark Channel to be #1 during Weekend Total Day among Households, Women 1849, Women 25-54, and Total Viewers
- Propelled the network to rank as #1 for the entire week of October 28 among Households, Women 25-54, and Total Viewers, excluding news
- Initiative has reached 24 million unduplicated Total Viewers in 2019-to-date

Saturday, November 2 – "Merry & Bright"

- Averaged a 2.8 Household rating, 2.9 million Total Viewers, and 458,000 Women 25-54
- Ranked as the highest-rated and most-watched program of the day among Households, Women 25-54, and Total Viewers and the highest-rated and most-watched program of the week among Households[2]
- Propelled Hallmark Channel to rank as the highest-rated and most-watched non-news cable network for the entire week among Households, Women 25-54, and Total Viewers
- Reached over 4.2 million unduplicated Total Viewers

Sunday, November 3 – “Christmas Scavenger Hunt”

- Averaged a 2.7 Household rating, 2.8 million Total Viewers, and 487,000 Women 25-54
- Propelled Hallmark Channel to rank as the highest-rated and most-watched non-news cable network for the entire week among Households, Women 25-54, Total Viewers
- Becomes the most-watched original movie premiere of 2019-to-date among Women 18-34, Women 25-54, Adults 18-34, Adults 18-4, and Adults 25-54
- Reached over 4.2 million unduplicated Total Viewers

Source: Nielsen, October 25 – November 3, 2019

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

["Merry & Bright"](#)

["Christmas Scavenger Hunt"](#)

[1] Excluding news among Households and Total Viewers.

[1] Excluding news and sports.

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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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[1] Excluding news among Households and Total Viewers.

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[2] Excluding news and sports.