



**VIEWERS CONTINUE TO 'COUNTDOWN TO CHRISTMAS' WITH HALLMARK CHANNEL,
PROPELLING NETWORK TO RANK #1 DURING TOTAL DAY
FOR FIVE CONSECUTIVE WEEKS**

Network's "7 Night Thanksgiving Movie Event" Premieres Averaged a 2.7 Household Rating, 2.8 Million Total Viewers, 469,000 Women 25-54, and Reached 15.5 Million Unduplicated Total Viewers

**Saturday Night's Original Holiday Premiere, "Christmas in Rome",
Out-Delivered Four Out of Five Broadcast Networks**

New York, NY, December 4, 2019 – Hallmark Channel's highly-anticipated **"7 Night Thanksgiving Movie Event"** was cable's biggest draw last week, propelling the network to rank #1 in Total Day among Women 25-54 and Women 18-49. Airing in conjunction with the network's holiday programming juggernaut, **"Countdown to Christmas"**, the event featured seven consecutive nights of original holiday movie premieres, three of which represented the highest-rated non-news, non-sports cable programs of the week. Additionally, Saturday night's holiday premiere, "Christmas in Rome", not only out-performed cable, but attracted more viewers than CBS, ABC, NBC, and CW during the 8-10p time period.

Key Nielsen Highlights (Live +SD)

Overall "Countdown to Christmas" 10th Anniversary Highlights

- The franchise has propelled the network to be the highest-rated and most-watched cable network during Total Day among Women 25-54 and Women 18-49 since its October 25th launch
- Initiative has reached 46 million unduplicated Total Viewers in 2019-to-date

Hallmark Channel's "7 Night Thanksgiving Movie Event" Highlights

- The seven original holiday movie premieres (November 25 - December 1) averaged a 2.7 Household rating, 2.8 million Total Viewers, 469,000 Women 25-54, and reached 15.5 million Unduplicated Total Viewers
- The "7 Night Thanksgiving Week Event" propelled Hallmark Channel to rank as the highest-rated and most-watched cable network for the entire week among Women 25-54 and Women 18-49
- Event delivered the Top 3 Household-rated programs of the week, excluding news and sports, ("Christmas Town", "Christmas in Rome", and "Christmas in Evergreen: Tidings of Joy")
- "Christmas in Rome" (November 30) out-delivered CBS, ABC, NBC & CW during the Saturday 8-10p time period among Households, Women 18-34 Women 18-49, Women 25-54, Adults 18-34, Adults 18-49, Adults 25-54, and Total Viewers
- "Christmas Town" (December 1) delivered a 3.9 Household rating, 3.9 million Total Viewers, and 734,000 Women 25-54, and was the highest-rated and most-watched non-

sports cable of program of week, becoming the highest-rated and most-watched Hallmark Channel original movie of 2019-to-date

- Overall, Hallmark Channel reached 28 million Unduplicated Total Viewers during Thanksgiving Week

Source: Nielsen, October 25 – December 1, 2019

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

["7 Night Thanksgiving Movie Event"](#)

["Countdown to Christmas"](#)

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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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