



'COUNTDOWN TO CHRISTMAS' MAKES HALLMARK CHANNEL THE #1 DESTINATION FOR HOLIDAY PROGRAMMING AMONG WOMEN 25-54 IN FOURTH QUARTER-TO-DATE

NETWORK ALSO RANKS AS #1 MOST-WATCHED ACROSS BROADCAST AND CABLE AMONG WOMEN 18+ ON SATURDAY NIGHTS IN FOURTH QUARTER

New York, NY, December 10, 2019 – “Countdown to Christmas” continues to top the ratings charts. In Fourth Quarter-to-date, the franchise has elevated Hallmark Channel to rank #1 on cable in Total Day among Women 25-54, further propelling the network to become the #1 most-watched across broadcast and cable on Saturday nights among Women 18+. The network’s two new original holiday movie premieres, Saturday evening’s Hallmark Hall of Fame presentation, “A Christmas Love Story”, and Sunday night’s highly-anticipated “Christmas at Dollywood”, averaged a 3.3 Household rating, 3.3 million Total Viewers, and 549,000 Women 25-54 and were the highest-rated and most-watched cable programs of the day on their respective air dates.

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 in Total Day among Women 25-54 in Fourth Quarter-to-date
- Hallmark Channel has become the most-watched network across broadcast and cable among Women 18+ in Fourth Quarter-to-date
- Initiative has reached 50 million unduplicated Total Viewers in 2019-to-date

Saturday, December 7 – “A Christmas Love Story” (Hallmark Hall of Fame)

- Averaged a 2.9 Household rating, 2.9 million Total Viewers, and 515,000 Women 25-54
- Was the highest-rated and most-watched cable program of the day among Households, Women 18-49, Women 25-54, and Total Viewers
- Propelled Hallmark Channel to be the highest-rated and most-watched cable network for the entire week with no exclusions among Women 18-49 and Women 25-54
- Reached over 4.1 million Unduplicated Total Viewers

Sunday, December 8 – “Christmas at Dollywood”

- Averaged a 3.6 Household rating, 3.6 million Total Viewers, and 583,000 Women 25-54
- Was the highest-rated and most-watched program cable program of the day and the highest-rated and most-watched non-news/sports program of the week among Households and Total Viewers
- Propelled Hallmark Channel to be the highest-rated and most-watched cable networks for the entire week with no exclusions among Women 18-49 and Women 25-54
- Reached over 5.6 million Unduplicated Total Viewers

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

["A Christmas Love Story" \(Hallmark Hall of Fame\)](#)

["Christmas at Dollywood"](#)

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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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