

HALLMARK CHANNEL CLOSES OUT 2019 AS #1 CABLE NETWORK AMONG WOMEN 25-54 IN FOURTH QUARTER

10TH ANNIVERSARY OF “COUNTDOWN TO CHRISTMAS” RANKED AS MOST-WATCHED HOLIDAY PROGRAMMING EVENT ON CABLE, OUTPERFORMING NEAREST COMPETITOR BY 51%

New York, NY, January 13, 2020 – Elevated by the popularity of “**Countdown to Christmas**”, Hallmark Channel clocked in as the highest-rated and most-watched cable network among Women 25-54 in Fourth Quarter for the fourth consecutive year. In addition, for the sixth year in a row, the network ranked as the #1 entertainment network in Q4 among Women 18+. Despite significantly increased competition in 2019, “Countdown to Christmas” was the year’s most-watched holiday programming event on cable, surpassing audience levels of the nearest competitor by 51%.

Additional Hallmark Channel Nielsen highlights on a Live +SD basis include:

- #1 entertainment cable network in Fourth Quarter Total Day among Households, Women 18+, and Total Viewers
- #1 cable network in Fourth Quarter for Weekend Total Day among Households, Women 18-49, Women 25-54, Women 18+, and Total Viewers
- #1 network among Women 18+ in Saturday Primetime across broadcast and cable in Fourth Quarter

Contact: Allison Bennett, 212-445-6692 | AllisonBennett@CrownMedia.com

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 80 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,” “Love Ever After,” “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](#)

###