

HALLMARK DRAMA'S DISTRIBUTION JUMPS 46% IN TWO MONTHS

Network's UE for August 2020 is 42.5 Million vs. 26.7 in June

New York, NY, August 3, 2020 – Distribution for Hallmark Drama, the third linear network in Crown Media Family Networks' portfolio of entertainment platforms, has surpassed 42 million homes, the company announced today. This represents a 46% increase over the June UE of 26.7 million homes.

"Hallmark Drama is the fastest growing linear cable network, making it abundantly clear that the appetite for our distinct brand of positive, feel-good storytelling is stronger than ever," said Erin McIlvain, EVP, Content Strategy & Distribution. "We look forward to continuing to fulfill the demand for our programming and bringing unique value to our distribution partners."

Launched October 1, 2017, Hallmark Drama rounds out Crown Media's linear offerings, which also include Hallmark Channel and Hallmark Movies & Mysteries.

ABOUT HALLMARK DRAMA

Launched in October 2017, Hallmark Drama joined Hallmark Channel and Hallmark Movies & Mysteries as Crown Media Family Networks' third linear cable television network. Featuring an unduplicated lineup from its sister networks, Hallmark Drama evokes the legacy and spirit of the iconic, award-winning Hallmark Hall of Fame franchise with engaging, dramatic storytelling. In addition to fan-favorite Hallmark Hall of Fame titles, the network showcases an array of movies and series from Crown Media's vast library of original dramatic content.

For more information, please visit www.crownmediapress.com

To visit the network website, please visit www.hallmarkdrama.com

Hallmark Drama on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#)

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