

**HALLMARK TV, NEW SVOD SERVICE FROM CROWN MEDIA FAMILY NETWORKS,
DEBUTS ON AMAZON PRIME VIDEO CHANNELS IN THE UK**

**SERVICE TO FEATURE ORIGINAL CONTENT FROM
HALLMARK CHANNEL AND HALLMARK MOVIES & MYSTERIES**

Hallmark TV Marks Crown Media's First International SVOD Offering

New York, NY, August 13, 2020 – Hallmark TV, a new SVOD service from Crown Media Family Networks, launched in the UK today, the company announced. Crown Media International Distribution offers the service on Prime Video Channels as an add-on subscription for £4.49 a month. Featuring a rotating slate of original movies and other proprietary Crown Media programming, Hallmark TV marks the company's first international SVOD offering and the first time a UK audience will have access to Hallmark content.

Hallmark TV is available via the Prime Video app, where viewers can watch anytime, anywhere on smart TVs, iOS and Android mobile devices, Amazon Fire TV, Fire TV Stick, and game consoles, as well as on the web at www.amazon.co.uk/channels. As an add-on subscription to their existing Prime Video account, Prime members have the convenience of accessing Hallmark TV with a single login and user experience, obviating the need to jump from app to app.

"The launch of Hallmark TV in the UK is a major milestone in our ongoing efforts to expand the reach of our signature original content in the international marketplace," said Francisco Gonzalez, Crown Media's SVP, international distribution. "We look forward to sharing our signature blend of romantic comedies, mysteries, dramas and holiday movies with a new audience, as well as existing Hallmark fans, through Amazon Prime Video Channels."

Previously on the international front, Crown Media inked a landmark content deal in 2018 with Corus Entertainment's W Network, which broadcasts Hallmark Channel exclusively every weekend in Canada. The channel has become one of the country's top performing networks on weekends among women.

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ABOUT CROWN MEDIA FAMILY NETWORKS

Crown Media Family Networks is the umbrella unit subsidiary of Hallmark Cards, Inc., housing cable's leading family friendly networks, Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, annual specials, and a daily, two-hour lifestyle show. Hallmark Channel is also home to the popular annual holiday franchise "Countdown to Christmas," featuring a lineup of 24/7 holiday programming. Hallmark Movies & Mysteries is a 24-hour cable network featuring a unique mix of new, original movies and acquired series focused on the lighter side of the suspense and mystery genres. The network also features its own annual holiday programming franchise, "Miracles of Christmas". Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and with zero duplication, spotlights movies and series from Crown Media's collection of original dramatic content. Crown Media Family Networks is also home to Hallmark Movies Now, the company's subscription streaming service, which offers wholly distinct content from the company's linear channels. Crown Media Family Networks' publishing extension, Hallmark Publishing, creates novelizations of previously aired original movie favorites. It also accepts author submissions for original, on-brand manuscripts that can be greenlit as a new movie or series for one of the company's three linear networks.

For more information, please visit www.crownmediapress.com

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

Hallmark Movies & Mysteries on Social Media: [Facebook](#), [Twitter](#)

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

Hallmark Publishing on Social Media: [Twitter](#)

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