

**‘COUNTDOWN TO CHRISTMAS’ CONTINUES TO TOP CABLE RANKINGS,
PROPELLING HALLMARK CHANNEL TO BECOME THE
#1 ENTERTAINMENT NETWORK FOR THE THIRD WEEK IN A ROW**

**Saturday and Sunday Night New Original Holiday Movie Premieres Drive Network to Deliver the #1 and #2
Most-watched Entertainment Cable Programs of the Week**

**Since Holiday Kickoff, Crown Media’s Linear and Non-Linear Platforms
Have Generated a Combined 1.7 million Social Media Interactions**

NEW YORK – November 10, 2020 – Hallmark Channel’s holiday programming event, Countdown to Christmas, continues to position itself as cable’s leading destination for festive, feel good content for the third week in a row. The Saturday and Sunday night original movie premieres – “**Never Kiss a Man in a Christmas Sweater**” on November 7 and “**Christmas with the Darlings**” on November 8 – catapulted the network to rank as the #1 entertainment cable network of the week in Total Day and Primetime among Households, Women 25-54, Women 18+, and Total Viewers. The films, which averaged a 2.9 Household rating, represented the top two most-watched entertainment cable programs of the week among Households, Women 18+, and Total Viewers. Hallmark Channel even topped news and sports on Sunday, earning the #1 spot on all of cable among Women 18-34, Women 18-49, Women 25-54, and Women 18+.

Together, Hallmark Channel’s “**Countdown to Christmas**” and Hallmark Movies & Mysteries’ “**Miracles of Christmas**” have cumulatively reached 30.6 million unduplicated Total Viewers since the October 23rd holiday kickoff. The new weekend premieres on Hallmark Movies & Mysteries also elevated the network to clock in as the #2 Household-rated network of the week. Crown Media Family Networks’ holiday programming is also making a major splash on social media, with the company’s various networks and services – including Hallmark Channel, Hallmark Movies & Mysteries, Hallmark Drama, and SVOD service Hallmark Movies Now – cumulatively generating **1.7 million Social Media Interactions** across Facebook, Instagram and Twitter combined since the season launched.

Key Nielsen Highlights (L+SD) – Hallmark Channel

Saturday, November 7 – “Never Kiss a Man in a Christmas Sweater”

- Averaged a 2.9 Household rating, 429,000 Women 25-54, and 2.9 million Total Viewers
- Propelled Hallmark Channel to be the highest-rated and most-watched entertainment cable network of the week in Total Day and Primetime among Households, Women 25-54, Women 18+, and Total Viewers
- Ranked as the #1 most-watched entertainment cable program of the week among Women 18+ and Total Viewers, becoming the network’s #1 most-watched original movie premiere of 2020-to-date among key demos
- Reached 4 million unduplicated Total Viewers

Sunday, November 8 – “Christmas with the Darlings”

- Averaged a 2.9 Household rating, 380,000 Women 25-54, and 2.8 million Total Viewers
- Ranked as the highest-rated and most-watched entertainment cable program of the week among Households, and #2 most-watched among Women 18+ and Total Viewers, only behind “Never Kiss a Man in a Christmas Sweater”
- Reached nearly 4 million unduplicated Total Viewers

Source: Nielsen L+SD, excluding news and sports (10/26/2020-11/8/2020). Combined network unduplicated P2+ audience reach from 10/23-11/8/20, 6 min qualifier.

Nielsen Social Content Ratings: (10/23/2020-11/8/2020). *CMFN Holiday-to-date total interactions are based on 24/7

Social Media measurement (Same Day), which collects total social volume for content independent of whether there is an episode or not. Linear TV Social Media activity is a measure of the relevant social volume measured +/- 3 hours of an episode's air. INTERACTIONS: Original social media posts related to a TV episode or program and the engagement with that original content.

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

["Never Kiss a Man in a Christmas Sweater"](#)

["Christmas with the Darlings"](#)

Contact: Megan Van Tine, 212-445-6694 | MeganVanTine@CrownMedia.com

ABOUT HALLMARK CHANNEL

Hallmark Channel, owned by Hallmark Cards, Inc., is Crown Media Family Networks' flagship 24-hour cable television network. As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. The network features an ambitious lineup of original content, including movies; scripted primetime series; annual pet specials including, "Kitten Bowl" and "American Rescue Dog Show"; 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" and many other seasonal offerings. 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](#)

###