

**HALLMARK CHANNEL'S 'COUNTDOWN TO CHRISTMAS' IS TELEVISION'S
TOP ENTERTAINMENT DESTINATION, EARNING THE #1 SPOT
ON CABLE SINCE ITS OCTOBER 23RD LAUNCH**

**Latest Original Holiday Movie Premieres, “Christmas in Vienna” and
“A Timeless Christmas”, Rank as the #1 Cable Programs of the Day
on Saturday and Sunday**

NEW YORK – November 17, 2020 – “Countdown to Christmas” continues to be viewers’ #1 home for the holidays. This weekend’s Saturday and Sunday night original holiday movie premieres boosted Hallmark Channel to be the #1 entertainment cable network in Total Day and Primetime among Households, Women 25-54, Women 18+, and Total Viewers since the week that the event launched on October 23. “Christmas in Vienna” on November 14 averaged a 3.0 Household rating, 429,000 Women 25-54, and 2.9 million Total Viewers and “A Timeless Christmas” on November 15 averaged a 3.4 Household rating, 476,000 Women 25-54, and 3.4 million Total Viewers, further becoming the #1 programs of the day on their respective air dates. “A Timeless Christmas” –based on a Hallmark Publishing book by Alexis Stanton – also became the #1 entertainment cable program of the week among Households, Women 18+, and Total Viewers, and the second most-watched among Women 25-54.

To-date, Hallmark Channel’s eight new “Countdown to Christmas” original films have averaged a 3.0 Household rating, 2.9 million Total Viewers, and 414,000 Women 25-54.

“Countdown to Christmas” on Hallmark Channel and “Miracles of Christmas” on Hallmark Movies & Mysteries have cumulatively reached 35.5 million unduplicated Total Viewers since holiday launch on October 23.

Key Nielsen Highlights (L+SD) – Hallmark Channel

Saturday, November 14 – “Christmas in Vienna”

- Averaged a 3.0 Household rating, 429,000 Women 25-54, and 2.9 million Total Viewers
- Ranked as the highest-rated and most-watched cable program of the day among Households, Women 18-49, Women 25-54, Women 18+, and Total Viewers
- Reached over 4 million unduplicated Total Viewers

Sunday, November 15 – “A Timeless Christmas”

- Averaged a 3.4 Household rating, 476,000 Women 25-54, and 3.4 million Total Viewers
- Elevated Hallmark Channel to be the #1 entertainment cable network of the week in Total Day among Households, Women 25-54, Women 18+, Adults 25-54, and Total Viewers, and during Primetime among Households, Women 18-49, Women 25-54, Women 18+, and Total Viewers
- Ranked as the highest-rated and most-watched entertainment cable program of the week among Households, Women 18+, and Total Viewers, and second most-watched among Women 25-54
- “A Timeless Christmas” becomes this year’s #1-rated and most-watched original movie premiere of 2020-to-date among key demos including Households, Women 18-49, Women 25-54, Women 18+, Adults 18-34, Adults 18-49, Adults 25-54, and Total Viewers
- Reached over 4.5 million unduplicated Total Viewers

Source: Nielsen L+SD, excluding news and sports (10/19/2020-11/15/2020). Combined network unduplicated P2+ audience reach from 10/23-11/15/20, 6 min qualifier.

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

[“Christmas in Vienna”](#)

[“A Timeless Christmas”](#)

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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. 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, 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](#)

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