

COUNTDOWN TO CHRISTMAS AND MIRACLES OF CHRISTMAS
MAKE HALLMARK CHANNEL AND HALLMARK MOVIES & MYSTERIES
THE TOP TWO RATED ENTERTAINMENT CABLE NETWORKS OF
THE HOLIDAY SEASON

Saturday Night's Hallmark Channel Original Holiday Movie Premiere
***Love, Lights, Hanukkah!* Delivers the #1 Entertainment Cable Program of the Week**

Hallmark Movies & Mysteries' *A Glenbrooke Christmas* Delivers the
#2 Entertainment Cable Program of the Day, Behind Only *Love, Lights, Hanukkah!*

NEW YORK – December 15, 2020 –Crown Media Family Networks continues to bring comfort and joy with America's favorite holiday entertainment traditions, Hallmark Channel's ***Countdown to Christmas*** and Hallmark Movies & Mysteries' ***Miracles of Christmas***.

Hallmark Channel is currently ranking as the #1 entertainment network on cable in Fourth Quarter to-date among Households, Women 18+, Women 25-54, and Total Viewers. In addition, the network is clocking in as #1 **across all of broadcast and cable** in the quarter-to-date during Saturday Primetime among Women 18+.

Sister network Hallmark Movies & Mysteries' own holiday franchise, ***Miracles of Christmas***, is another top destination for quality holiday programming, dominating as the #2 Household-rated, as well as being the #3 most-watched entertainment cable network among Women 18+ since the event's launch on October 23. Together, the tentpole holiday programming events have reached nearly 51 million unduplicated Total Viewers to-date.

Over the weekend, Hallmark Channel's December 12 premiere of ***Love, Lights, Hanukkah!*** averaged a 3.0 Household rating, 433,000 Women 25-54, and 3 million Total Viewers, and ranked as the #1 entertainment program of the week among Households, Women 18+, and Total Viewers, and the December 13 premiere of ***Christmas Comes Twice*** averaged a 2.5 Household rating, 405,000 Women 25-54, and 2.5 million Total Viewers, and ranked as the #2 Household-rated entertainment program of the week.

Also on Saturday night, Hallmark Movies & Mysteries' original holiday movie, ***A Glenbrooke Christmas***, averaged a 2.2 Household rating, 167,000 Women 25-54, and 1.8 million Total Viewers, becoming the #2 entertainment cable program of the day among Households, Women 18+, and Total Viewers, only behind Hallmark Channel's Saturday night debut of ***Love, Lights, Hanukkah!***.

Key Nielsen Highlights (L+SD) – Hallmark Channel & Hallmark Movies & Mysteries

Overall *Countdown to Christmas* Highlights To-Date

- The 21 *Countdown to Christmas* original holiday movie premieres to-date are averaging a 2.9 Household rating, 419,000 Women 25-54, and 2.9 million Total Viewers
- *Countdown to Christmas* has made Hallmark Channel the #1 entertainment cable network during Total Day in Fourth Quarter-to-date among Households, Women 18+, Women 25-54, and Total Viewers, and during Primetime among Households, Women 18+, and Total Viewers
- 17 of the 21 original holiday movie premieres on Hallmark Channel were the most-watched entertainment programs of the week among Women 18+
- To-date, the annual holiday programming event has reached nearly 45 million unduplicated Total Viewers

Saturday, December 12

- Hallmark Channel's ***Love, Lights, Hanukkah!*** averaged a 3.0 Household rating, 433,000 Women 25-54, and 3

million Total Viewers, and ranked as the #1 entertainment program of the week among Households, Women 18+, and Total Viewers

- Hallmark Movies & Mysteries' ***A Glenbrooke Christmas*** averaged a 2.2 Household rating, 167,000 Women 25-54, and 1.8 million Total Viewers, becoming the #2 entertainment cable program of the day among Households, Women 18+, and Total Viewers, only behind Hallmark Channel's Saturday night debut of ***Love, Lights, Hanukkah!***

Sunday, December 13

- Hallmark Channel's ***Christmas Comes Twice*** averaged a 2.5 Household rating, 405,000 Women 25-54, and 2.5 million Total Viewers, and ranked as the #2 Household-rated entertainment program of the week
- Hallmark Movies & Mysteries' ***Unlocking Christmas*** averaged a 1.8 Household rating, 179,000 Women 25-54, and 1.4 million Total Viewers

Source: Nielsen L+SD, excluding news and sports (9/28/2020-12/13/2020). Unduplicated P2+ audience reach from 10/23/20-12/13/20, 6 min qualifier. Networks that share a feed weight averaged to total day based on duration

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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: [Facebook](#), [Twitter](#)

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

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