

HALLMARK CHANNEL CLOSES OUT 2020 AS #1 ENTERTAINMENT CABLE NETWORK IN FOURTH QUARTER AND #2 FOR THE ENTIRE YEAR

Kicks Off New Year as Highest-Rated And Most-Watched Entertainment Cable Network

NEW YORK – January 6, 2021 –Propelled by the overwhelming popularity of signature holiday programming event *Countdown to Christmas*, Hallmark Channel once again set the bar in Fourth Quarter **as the most-watched entertainment cable network among Women 18+ for the seventh consecutive year.** Additionally, Hallmark Channel took top honors as most-watched among Women 25-54 in Fourth Quarter for the fifth consecutive year. For the full year, the network ranked as the #2 most-watched entertainment cable among Women 18+ and Total Viewers in Total Day, while clocking in as #1 on weekends.

The momentum continued into the New Year with the network's first new original Saturday night movie premiere, *Taking a Shot at Love*, becoming the week's most-watched entertainment cable program among Households and Women 18+, and establishing Hallmark as the top non-news cable network for in first week of 2021.

Key Nielsen Highlights (L+SD)

Fourth Quarter 2020 Network Rankings

- Hallmark Channel registered as the most-watched entertainment cable network in Total Day among Households, Women 18+, Women 25-54, and Total Viewers
- Ranked as the #1 entertainment cable network during Primetime among Households, Women 18+, and Total Viewers
- Beat out all **broadcast and cable** networks for the fourth consecutive year among Women 18+ in Saturday Primetime

Key Nielsen Highlights (L+SD)

Full Year 2020 Network Rankings

- Hallmark Channel ranked as the #2 entertainment cable network in Total Day among Women 18+ and Total Viewers and Households
- Owned #1 spot in Weekend Total Day among Women 18+, Total Viewers, and Households

Key Nielsen Highlights (L+SD)

***Taking a Shot at Love* - Saturday, January 2**

- Averaged a 3.2 Household rating, 382,000 Women 25-54, and 3 million Total Viewers
- Marked most-watched entertainment cable program of the day and week among Women 18+ and Households
- Boosted Hallmark Channel to be the week's #1 entertainment cable network in Primetime and Total Day among Women 18+, Total Viewers and Households

Source: Nielsen L+SD Program based data, OOH viewing included as of 8/31/20; 4Q'20 (9/28/20-12/27/20); FY 2020 (12/30/19-12/27/20); Week of 12/28/20-1/3/21. Excludes News and Sports. Span Strict Dayparts. Ent. Cable nets ranked in NHI 4Q, 2014-2020. Networks that share feed weight averaged to total day based on duration. Unduplicated P2+ audience, 6 min qualifier.

Contact: Allison Bennett, 212-445-6692| AllisonBennett@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, 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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