

CROWN MEDIA FAMILY NETWORKS APPOINTS

TOM ZIANGAS SVP, REVENUE & STRATEGIC RESEARCH

NEW YORK, June 7, 2021 –Crown Media Family Networks has tapped industry research veteran, **Tom Ziangas**, as senior vice president, revenue & strategic research, the company announced today. Tom is based in the company’s New York offices and reports to executive vice president, consumer insights, strategy & analytics, **Robin Thomas**.

In this newly created role, Ziangas is charged with developing long- and short-term research strategies and delivering data-driven insights that drive the company’s revenue objectives and growth initiatives. His oversight includes the analysis and utilization of emerging qualitative and quantitative research methods to effectively communicate Crown Media’s ratings and growth stories. He will also play an integral role in informing monetization strategies and setting industry standards, including attribution methods, ad effectiveness studies, cross-platform measurement, and outcome-based guarantees.

“Tom is well known for his ability to translate data into actionable consumer insights that drive revenue and grow audiences,” said Thomas. “His critical thinking and creative approach to research will help us leverage, channel, and maximize the power of our brand in exciting new ways.”

Ziangas comes to Crown Media from AMC Networks, where he served as senior vice president of Research & Insights for over a decade. Previously, he was senior vice president expanded media services at Nielsen Media Research. He graduated from St. John’s University with a Bachelor of Science degree in Marketing.

Contact: Allison Bennett | 212-445-6692 | AllisonBennett@CrownMedia.com

ABOUT CROWN MEDIA FAMILY NETWORKS

Owned and operated by Hallmark Cards, Inc., Crown Media Family Networks is home to 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, and annual specials. Hallmark Channel is also home to the popular annual holiday franchise *Countdown to Christmas* featuring a 24/7 lineup of 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 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.

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