

HALLMARK MOVIES & MYSTERIES'
LATEST AURORA TEAGARDEN MYSTERIES PREMIERE
BOOSTS NETWORK TO BE #1 IN THE SUNDAY 9P-11P TIME SLOT
AND #2 MOST-WATCHED IN TOTAL DAY

**Original Movie Premiere Reaches Over 2.2 Million Total Viewers, Becoming the Network's
#1 Most-Watched Non-Holiday Premiere To-Date**

NEW YORK – August 24, 2021 – The latest installment of the fan-favorite *Aurora Teagarden Mysteries* signature mystery series scored ratings highs on Sunday night, propelling Hallmark Movies & Mysteries to be the #1 cable network in the 9p-11p time period and the #2 most-watched entertainment cable network in Total Day among Women 18+. Further, the premiere took the #1 most-watched spot across cable in the 9p-11p time period and was the second most-watched entertainment cable program of the week among Women 18+.

Aurora Teagarden Mysteries: Honeymoon, Honeymurder – the 17th world premiere of the series – averaged 1.9 million Total Viewers, 1.6 million Homes, 88,000 Women 25-54, and reached over 2.2 million Total Viewers, becoming the network's #1 most-watched non-holiday original movie premiere to-date, as well as the #1 most-watched *Aurora Teagarden Mysteries* original premiere to-date, among Households, Women 18+, and Total Viewers.

Key Nielsen Highlights (L+SD)

Hallmark Movies & Mysteries – August 22, 2021

- Premiere averaged 1.9 million Total Viewers, 1.6 million Homes, 88,000 Women 25-54, and reached over 2.2 million Total Viewers
- The premiere was the #1 most-watched cable program in the 9p-11p time period and the second most-watched entertainment cable program of the week among Women 18+
- Film elevated Hallmark Movies & Mysteries to be the #1 cable network in the 9p-11p time period and the #2 most-watched entertainment cable network on Sunday among Women 18+
- *Aurora Teagarden Mysteries: Honeymoon, Honeymurder* became the network's #1 most-watched non-holiday original movie premiere to-date, as well as the #1 most-watched *Aurora Teagarden Mysteries* original premiere to-date, among Households, Women 18+, and Total Viewers

Source: Nielsen Live+SD 8/16/21-8/22/21, excluding news and sports

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

ABOUT HALLMARK MOVIES & MYSTERIES

Hallmark Movies & Mysteries, the second 24-hour linear channel under the Crown Media Family Networks umbrella, is one of the fastest growing networks in cable and a leading destination for quality family entertainment. Launched in 2008 as Hallmark Movie Channel, the network was re-branded in fall of 2014, transitioning into Hallmark Movies & Mysteries. True to its name, the channel brings the lighter side of the suspense and mystery genres into focus with rich, dramatic, and thought-provoking storytelling. The network's programming lineup features a unique mix of new, original movies, presentations from the acclaimed Hallmark Hall of Fame library, and such time-honored acquired series as "Murder, She Wrote," "Matlock," "Hart to Hart" and "Diagnosis Murder". The channel is also home to the annual holiday programming event "Miracles of Christmas," which helps viewers celebrate the season with new, original movies and holiday favorites.

For more information, please visit www.crownmediapress.com

To visit the network website, please visit www.hallmarkmoviesandmysteries.com

Hallmark Movies & Mysteries on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#)

#