



HALLMARK CHANNEL'S HOLIDAY PROGRAMMING FRANCHISE MAKES NETWORK #1 IN TOTAL DAY AND WEEKEND TOTAL FOR THIRD WEEK IN A ROW

All New Original Holiday Movie Premieres, *A Magical Christmas Village* and *Lights, Camera, Christmas!* Become Top Two Programs of the Week

November 8, 2022, NEW YORK — Hallmark Channel's *Countdown to Christmas* programming event again boosted Hallmark Channel to be the most-watched entertainment cable network of the week in Total Day and Weekend Total Day. The network, which continues to roll out all-new original holiday movie premieres every Friday, Saturday, and Sunday night, owned the top two entertainment cable programs of the past week, *A Magical Christmas Village* and *Lights, Camera, Christmas!*, respectively. Hallmark Media's in-demand yuletide programming continues to draw in robust viewership across flagship networks Hallmark Channel and Hallmark Movies & Mysteries, bringing in over 24 million unduplicated viewers this holiday season to-date.

Additional key Nielsen Highlights for the company's third week of holiday programming include:

- *Countdown to Christmas* lifted Hallmark Channel to be the #1 most-watched entertainment cable network of the week in Total Day and Weekend Total Day among Households, Women 18+, Women 25-54, Total Viewers
- *A Magical Christmas Village* and *Lights, Camera, Christmas!* became the top two entertainment cable programs of the week among Households, Women 18+, and Total Viewers
- Hallmark Channel's *Countdown to Christmas* and Hallmark Movies & Mysteries' *Miracles of Christmas* have reached 24.1 million unduplicated viewers this holiday season to-date

Source: Nielsen L+SD Program based data. 10/31-11/6/22. Strict Daypart-Span M-Su 6a-6a, Sa-Su 6a-6a. Excludes News/Sports; Networks that share feeds are weight averaged to daypart based on duration; Combined unduplicated P2+ Reach across HALL and HMM from 10/21-11/6/22, 6 min qualifier.

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ABOUT HALLMARK CHANNEL

Hallmark Channel, owned by Hallmark Cards, Inc., is Hallmark Media's flagship 24-hour cable television network. As the country's leading destination for quality, feel-good entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. The network's lineup of signature original content includes movies, primetime scripted series, and specials. Dedicated to helping viewers celebrate holidays, seasons, and life's special moments, Hallmark Channel is home to a host of annual programming events, including the highly successful *Countdown to Christmas*, which has become a pop culture phenomenon and a beloved holiday tradition for millions of viewers. Rounding out the network's slate are some of television's most classic comedies and series, including *The Golden Girls*, *Frasier*, and *Reba*.

For more information, please visit www.crownmediapress.com

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

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