



WHEN CALLS THE HEART SEASON 11 CLOSES AS #1 MOST-WATCHED ORIGINAL PROGRAM ON ENTERTAINMENT CABLE

Hallmark Channel Crowned #1 Most-Watched Entertainment Cable Network on Weekends

June 28, 2024, NEW YORK – #1 ratings across the cable industry to celebrate 11 seasons of *When Calls the Heart!* Hallmark Channel's longest-running series wraps Season 11 with standout ratings that prove viewers' hearts remain in Hope Valley. *When Calls the Heart* Season 11 was the #1 most-watched original program on entertainment cable among key demographics. What's more, the series was the #1 most-watched entertainment cable program every Sunday for 12 straight weeks with key demos. The fan-favorite show lifted Hallmark Channel to be the #1 most-watched entertainment cable network on weekends among key demos.

When Calls the Heart will return for Season 12 next year.

Highlights include (L+3):

- *When Calls the Heart* Season 11 concludes as the #1 most-watched original program on entertainment cable among Households, Total Viewers, and Women and Persons 18+
- The series was the #1 most-watched entertainment cable program every Sunday for 12 straight weeks with Households, Total Viewers, and Women and Persons 18+
 - #1 most-watched entertainment cable program every week for 12 straight weeks with Women 18+
- Hallmark Channel elevated to #1 most-watched entertainment cable network in Weekend Total Day among Households, Total Viewers, and Women and Persons 18+; #1 in Weekend Prime with Households and Women 18+
- Network was the #2 most-watched entertainment cable network in Total Day AND Primetime with Women 18+
- *When Calls the Heart* Season 11 reached 7 million Unduplicated Total Viewers

**Source: Nielsen L+3 Program based data; S11 from 4/7-6/23/24; Strict Daypart-Span (Sa-Su 6a-6a/8p-11p, M-Su 6a-6a/8p-11p); All ranks Exclude News/Sports; "Original Program" ranks excludes Repeats from program averages, Programs with less than 5 telecasts; Networks that share feeds are weight averaged to daypart based on dur; L+3 Unduplicated Reach for 12 Premiere Episodes 11001-11012, P2+ audience, 6 min qualifier.*

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ABOUT HALLMARK MEDIA

Hallmark Media is entertainment's leading destination for feel-good content. The company operates three cable networks – Hallmark Channel, Hallmark Mystery, Hallmark Family, and Hallmark Movies Now, a subscription video on-demand streaming service. Hallmark Channel features an ambitious slate of new, original movies, scripted series, and the popular annual holiday franchise, *Countdown to Christmas*. Hallmark Mystery features a unique mix of movies and

acquired series focused on the lighter side of the suspense and mystery genres, as well as its own seasonal programming event, *Miracles of Christmas*. Hallmark Family showcases timeless storytelling for the whole family centered around faith, love, and community. Hallmark Movies Now, the company's subscription streaming service, offers commercial-free movies and series from Hallmark Channel, Hallmark Mystery, and more, including exclusive content you can't find anywhere else.

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