



**HALLMARK CHANNEL'S *THE WAY HOME* SOARS TO #1 MOST-WATCHED ENTERTAINMENT CABLE PROGRAM ON SUNDAY AND SECOND MOST-WATCHED OF THE WEEK**

**Episode Two Elevates Network to #1 in Primetime, Weekend Primetime, and Weekend Total Day**

**January 27, 2023, NEW YORK** — *The Way Home*, Hallmark Channel's hit new original series climbs the cable entertainment ranks in its second episode, becoming the #1 most-watched program on Sunday and #2 most-watched of the week (only behind Hallmark Channel's Saturday night original movie premiere, *The Wedding Veil Journey*). Further, on a L+3 basis, the episode helped elevate the network to #1 on entertainment cable in Primetime, Weekend Primetime, and Weekend Total Day among several key demos noted in the highlights below. The series continues with episode three this Sunday night at 9/8c on Hallmark Channel.

**Hallmark Channel *The Way Home* 1002 Highlights (L+3):**

- Helped lift Hallmark Channel to be the #1 entertainment cable network of the week in Primetime among Households and Women 18+
- Boosted Hallmark Channel to be the #1 entertainment cable network in Weekend Total Day among Households, Women 18+, Total Viewers and Women 25-54 and in Weekend Primetime among Households, Women 18+, and Total Viewers
- #1 most-watched entertainment cable program on Sunday among Households and Women 18+ (up from premiere episode's #2 spot)
- #2 most-watched entertainment cable program of the week among Women 18+, only behind Hallmark Channel's premiere of *The Wedding Veil Journey* (up from premiere episode's #3 spot)
- Season to-date has reached 3.5 million Unduplicated Total Viewers

*\*Source: Nielsen L+3 Program based data; 1/16/23-1/22/23; Excludes News/Sports; Networks that share feeds are weight averaged to daypart based on duration; L+3 R&F Program, Unduplicated P2+ audience of first two episodes, 6 min qualifier.*

Contact: Megan Van Tine | [MeganVanTine@HallmarkMedia.com](mailto:MeganVanTine@HallmarkMedia.com)

**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](http://www.crownmediapress.com)

To visit the network website, please visit [www.hallmarkchannel.com](http://www.hallmarkchannel.com)

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