



Dec. 6, 2023

**'25 DAYS OF CHRISTMAS' DELIVERS
FREEFORM'S MOST-WATCHED WEEK OF THE YEAR**

**Freeform is No. 1 Cable Entertainment Net in Primetime
December To-Date Across All Key Demographics**

**Network's Unparalleled Lineup of Holiday Films Delivers
6 of Week's Top 10 Cable Movie Telecasts in Adults 18-34**



*All Images Courtesy of Disney***

Week of 11/27/23 and "25 Days of Christmas" to date (12/1-12/3):

- Driven by the first three days of "25 Days of Christmas," Freeform scored its most-watched week of the year in Primetime and Total Day.
- After a strong start to the annual TV stunt, Freeform ranked as the No. 1 cable entertainment network in Primetime December to date among Adults 18-49, Adults 18-34 and Women 18-34, while ranking No. 2 with Women 18-49 and Men 18-49.
- The network's unparalleled lineup of holiday movie titles delivered 6 of the week's Top 10 cable movie telecasts among Adults 18-34, including airings of fan favorites "Home Alone," "Home Alone II: Lost in New York," "The Santa Clause," "The Santa Clause 2" and "Dr. Seuss' How the Grinch Stole Christmas."

- Friday's opening night run of "Home Alone" (7 p.m.) was cable's No. 1 movie of the week among Adults 18-49 and Men 18-49.

Source: Nielsen, Live+Same Day, week of 11/27-12/3/23 and December to date (12/1-12/3/23). Entertainment excludes sports and news. Primetime cable entertainment network ranks based on 8p-11p strict daypart. Movie telecast ranks based on Total Day.

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