



SEASON ONE OF 'CHRISTINA ON THE COAST' DELIVERS DOUBLE DIGIT RATINGS GROWTH FOR HGTV

New York [July 31, 2019] Season one of *Christina on the Coast*, which finaled Thursday, July 18, delivered a .70 live plus three-day rating among P25-54—a 32% increase in the demo for the Thursday 9-9:30 p.m. ET/PT timeslot over the prior six weeks. The series, starring real estate and design expert Christina Anstead, helped HGTV rank as the #2 cable net in the timeslot among W25-54 and in the top 5 networks among upscale P25-54. *Christina on the Coast* attracted more than 12 million total viewers during the season.

The season finale, which featured never-before-seen footage from Christina's wedding to Ant Anstead, star of the MotorTrend series *Wheeler Dealers*, was the highest rated of the season—delivering a 0.75 live plus three-day rating among P25-54 in the Thursday 9-10 p.m. timeslot. The rating was a 14% increase over the season average.

In addition, *Christina on the Coast: My Perfect Paradise*, a July 25 special episode about the couple's pool and backyard makeover, delivered a 0.68 live plus three-day rating among P25-54. It attracted more than 3.7 million total viewers and ranked as a top 5 cable program among P25-54 and W25-54 during the Thursday 9-10 p.m. timeslot.

Christina on the Coast also performed well on digital platforms. The premiere episode was made available on HGTV GO on May 16 and was the most-streamed episode on the platform. The overall series ranked among the top 5 most-streamed series on HGTV GO. In addition, the first episode of Christina's companion digital series, *Christina on the Coast: Unfiltered*, has been the #3 most-streamed episode. On HGTV social channels, weekly clips posted throughout the season generated more than 3.1 million views across HGTV's [Facebook](#), [Instagram](#) and [Twitter](#) accounts.

Christina returns for a new 18-episode season of *Flip or Flop*—alongside her ex-husband and business partner Tarek El Moussa—on Thursday, Aug. 1, at 9 p.m. ET/PT on HGTV.

ABOUT HGTV

HGTV delivers the superstar experts, fascinating families, compelling renovations and stunning transformations that make all things home fun. America's favorite way to get entertaining, relatable and inspirational home and lifestyle content, HGTV offers: a top 10 cable network that is distributed to more than 88 million U.S. households; a website, [HGTV.com](#), that attracts an average of 10.8 million people each month; a social footprint of 20.6 million; HGTV Magazine, a monthly publication that reaches more than one million readers and exclusive collections of home-oriented products through the HGTV HOME™ consumer products line. Viewers can become fans of HGTV and interact with other home improvement enthusiasts through [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#). HGTV is owned by Discovery, Inc., a global leader in real life entertainment spanning 220 countries and territories, whose portfolio also includes Discovery Channel, Food Network, TLC, Investigation Discovery, and OWN: Oprah Winfrey Network.

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