



HGTV'S 'CHRISTINA ON THE COAST' DELIVERED ITS HIGHEST-RATED EPISODE ON JAN. 2

New York [Jan. 10, 2020] The season two premiere of Christina Anstead's solo HGTV series, *Christina on the Coast*, delivered a .79 live plus three-day rating among P25-54 on Thursday, Jan. 2, at 9 p.m. ET/PT—the highest-rated episode since the series originally premiered in May 2019. In the 9-9:30 p.m. timeslot, ratings in that demo posted a 44 percent lift over year-ago levels and a 46 percent increase over the prior six weeks. Attracting more than 2.7 million total viewers, this season's premiere episode also garnered a 1.04 live plus three-day rating among W25-54—a 56 percent increase over the previous six weeks. In addition, it also delivered a 0.88 live plus three-day rating among P2+ and a 1.74 live plus three-day household rating.

The episode also had a strong showing among upscale audiences, ranking as a top 5 cable program in the timeslot among W25-54, upscale P25-54 and upscale W25-54. It delivered a 0.87 live plus three-day rating among upscale P25-54 and a 1.17 live plus three-day rating among upscale W25-54, a 62 percent and 68 percent respective increase over the prior six weeks.

Since it launched on HGTV GO on Jan. 2, the *Christina on the Coast* season two premiere episode is one of the top 3 most-streamed episodes on the digital platform. On social, videos promoting the Jan. 2 premiere episode generated more than 1.1 million views across HGTV's [Facebook](#), [Instagram](#) and [Twitter](#) accounts.

The new season of *Christina on the Coast* highlights Christina's life with husband, Ant Anstead, as they anticipate the addition of a new baby boy to their blended family of four other children. Filled with relatable challenges, humor and the unexpected, the episodes showcase Christina's personal and professional journey as she further expands her design business in Southern California.

ABOUT HGTV

HGTV delivers families with relatable stories, superstar real estate and renovation experts and amazing home transformations that inspire a passionate audience. For anyone seeking entertaining and aspirational home and lifestyle content, HGTV is the place to be. HGTV offers: a top 10 cable network that is distributed to more than 87 million U.S. households; a website, [HGTV.com](#), that attracts an average of 10.3 million people each month; a social footprint of 21.2 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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