



HGTV'S 'UNSELLABLE HOUSES' PREMIERE EPISODES DELIVER SOLID RATINGS PERFORMANCE

New York [February 11, 2020] *Unsellable Houses*, HGTV's newest real estate and home renovation series attracted more than 3 million viewers with back-to-back premiere episodes on Tuesday, February 4, at 9 and 9:30 p.m. ET/PT. The series, starring network newcomers Lyndsay Lamb and Leslie Davis, delivered a .59 and .67 live plus three-day rating among P25-54 at 9 p.m. and 9:30 p.m., respectively. The two episodes in the one-hour timeslot averaged a 47 percent ratings increase among P25-54 over the prior six weeks. Among W25-54, the episodes averaged a .88 live plus three-day rating—representing 60 percent growth over the prior six weeks. In addition, the premiere episodes garnered a .74 live plus three-day rating among P2+ and a 1.49 live plus three-day household rating.

Since it launched on HGTV GO on Feb. 3, the series was the #2 most-streamed series on the app.

Unsellable Houses follows sisters Lyndsay Lamb and Leslie Davis—who are among the top-selling real estate agents in the Pacific Northwest—as they help struggling homeowners sell their seemingly unsellable homes in record time. Lyndsay, an expert in home renovation, design and staging, and Leslie, an expert in budget and negotiations, are so confident they can sell any home that they're willing to invest their own money to make the sale.

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, Travel Channel, MotorTrend, Animal Planet, Science Channel, and the forthcoming multi-platform JV with Chip and Joanna Gaines, Magnolia, as well as OWN: Oprah Winfrey Network.

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