



'GOOD BONES' DELIVERS ITS HIGHEST-RATED SEASON FOR HGTV

New York [Sept. 14, 2020] HGTV's hit series *Good Bones*, starring mother-daughter duo **Mina Starsiak Hawk** and **Karen E Laine**, has delivered its highest-rated season ever for the net among P25-54 and W25-54. The season garnered impressive double-digit ratings growth in both demos, delivering a .73 L3 rating among P25-54, a 50 percent lift over the previous six weeks and a 22 percent increase over year-ago levels. Among W25-54, it delivered a 1.01 L3 rating, a 60 percent six-week increase and a 26 percent lift over the prior year.

Attracting more than 22.6 million total viewers since its premiere on June 9, *Good Bones* also performed well among upscale audiences, garnering a .75 L3 rating among upscale P25-54 and a 1.01 L3 rating among upscale W25-54. The series ranked as a top 5 cable program among P25-54, W25-54, upscale P25-54, upscale W25-54 and upscale M25-54 in the Tuesday 9-10 p.m. timeslot. In addition, it delivered a .96 L3 rating among P2+ and a 1.98 L3 household rating.

"Mina and Karen are home reno powerhouses who keep millions of fans coming back for more," said Jane Latman, president, HGTV. "This season highlighted some of the most dramatic overhauls in *Good Bones* history and got more personal with many special moments from Mina's second pregnancy. No wonder it was the highest-rated season yet."

Good Bones also attracted a strong fan following on HGTV's digital platforms. It has been the #1 most-watched series on HGTV GO since June 9, and content supporting the season generated more than 5.7 million video views across HGTV's [Facebook](#), [Instagram](#) and [Twitter](#) accounts and 6.3 million page views on [HGTV.com](#).

Mina and Karen will return for 14 new episodes of *Good Bones* in summer 2021. The good news is that fans don't have to wait until then to see more of the series. Past seasons are available on HGTV GO, and Mina's latest pregnancy journey is spotlighted in the digital series, *Mina's IVF Journey*, available on [HGTV.com](#) and HGTV's [Facebook](#) and [IGTV](#).

ABOUT GOOD BONES

Crumbling roofs, bug-infested walls and rotted floors are no match for HGTV's popular mother/daughter duo Mina Starsiak Hawk and Karen E Laine in the latest season of *Good Bones*. The series follow Mina, a real estate agent and soon-to-be mom of two, and Karen, a lawyer, as they buy the most dilapidated properties in their favorite Indianapolis neighborhoods, demo them down to the studs and completely transform them into gorgeous, functional family homes.

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 86 million U.S. households; a website, HGTV.com, that attracts an average of 10.2 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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