



HGTV JUGGERNAUT 'HOME TOWN' GARNERS OUTSTANDING RATINGS FOR NEW SEASON PREMIERE

New York [Jan 11, 2021] [Home Town](#) stars and home renovation experts [Ben](#) and [Erin Napier](#) are taking 2021 by storm as they revitalize outdated homes with customized renovations in Laurel, Mississippi. The Sunday, January 3 season premiere of the series delivered an impressive a .91 live plus three-day rating among P25-54 and a 1.16 live plus three-day rating among W25-54. Attracting more than 5.2 million total viewers, the episode also earned a 1.40 L3 rating among upscale W25-54, a 1.19 among P2+ and a 2.20 L3 household rating.

Home Town also continues to perform well on HGTV's digital platforms. It's currently the most-watched series on HGTV GO, and since its debut on January 3, the season premiere has been the most-watched premiere on the platform. On social media, videos promoting the episode generated more than half a million views across HGTV's [Facebook](#), [Instagram](#) and [Twitter](#) accounts. The series also was the #3 "most social" reality series across all of television on January 3, 2021.

"*Home Town* delivers the warm hug that viewers are craving right now," said Jane Latman, president, HGTV. "Ben and Erin's passion for their community is the big reason that we can't get enough of their story and why we continue to be inspired by the lifestyle that small towns offer."

With more than one million social media followers, the Napiers have achieved pop culture stardom by inspiring passionate fans with chronicles of their daily life restoring homes, raising a family and running their businesses in Laurel. In addition to airing on HGTV, each Sunday the new episode of *Home Town* will drop on discovery+, Discovery Inc.'s new subscription streaming service that launched on Jan. 4.

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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