



HGTV'S 'FIXER TO FABULOUS' CLOSES OUT SOPHOMORE SEASON WITH STRONGEST RATINGS PERFORMANCE TO DATE

New York [Feb. 2, 2021] *Fixer to Fabulous*, starring popular Arkansas home renovators Dave and Jenny Marrs as they overhaul old homes in Northwest Arkansas, ended its sophomore season with its Tuesday, Jan. 26 episode at 9 p.m. ET/PT garnering a .79 L3 rating among P25-54 and a 1.06 L3 rating among W25-54. Now on record as the highest-rated episode of the series, the episode attracted more than 4.5 million total viewers and ranked as a top 5 cable premiere in prime among W25-54, M25-54, upscale W25-54, upscale M25-54 and P2+, and a top 10 cable premiere in prime among P25-54. It also capped a stellar overall season performance for *Fixer to Fabulous* which averaged a .60 live plus three-day rating among P25-54 in its Tuesday, 9-10 p.m. timeslot, reflecting a 45 percent lift over year-ago levels and a 42 percent increase from the season one average.

Among W25-54, the breakout series garnered a .75 L3 rating, a 42 percent lift over the prior year and a 37 percent increase over the first season average. During the season, the series also drew upscale audiences with a .64 L3 rating among upscale P25-54 and a .82 L3 rating among upscale W25.54. Attracting more than 35 million total viewers since its Oct. 27 premiere, *Fixer to Fabulous* ranked as the #2 cable series in its Tuesday 9-10pm timeslot with M25-54, P2+ and Households and was a top 5 cable series with P25-54, upscale P25-54 and upscale W25-54.

"Jenny and Dave's renovation expertise, authenticity and heart—not to mention their passionate work for community transformation, family preservation and orphan care around the world— are a big part of their appeal, so we aren't surprised to see the success build for *Fixer to Fabulous*," said Jane Latman, president, HGTV. "We love that the series delivered strong ratings, but the bigger win is that in just two seasons, the Marrs have cemented a connection with fans that can sometimes takes years to cultivate. It's a fabulous start by any measure."

Fixer to Fabulous also keeps fans engaged on HGTV's digital platforms. Since the season launched on Oct. 27, the premiere episode remains the second most-watched season premiere on HGTV GO and the series is the second most-watched show on the platform. Content supporting the season generated more than 7.2 million video views across HGTV's [Facebook](#), [Instagram](#) and [Twitter](#) accounts and 1.8 million page views on [HGTV.com](#).

Fans can stay connected with *Fixer to Fabulous* on HGTV's digital platforms and on [discovery+](#). Viewers can visit [HGTV.com/FixertoFabulous](#) to see photos and videos from the show and interact on social media using #FixertoFab. Fans also can connect with Jenny and Dave on Instagram [@jennymarrs](#) and [@dave.marrs](#).

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. HGTV content also is available on discovery+, the definitive non-fiction, real life subscription streaming service. Offered on a variety of platforms and devices, including ones from Amazon, Apple, Google, Microsoft, Roku and Samsung, discovery+ features a landmark partnership with Verizon that gives their customers with select plans up to 12 months of discovery+ on Verizon.

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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