



SEASON TWO OF '100 DAY DREAM HOME' DELIVERS SERIES HIGH PERFORMANCE FOR HGTV

New York [March 15, 2021] Popular HGTV series [100 Day Dream Home](#), starring husband-wife duo [Brian](#) and [Mika Kleinschmidt](#) who create beautiful custom homes in an astonishing 100 days or less, averaged a 0.54 live plus three-day rating among P25-54 during its sophomore season--a double-digit increase of 37 percent over the prior six weeks and a 21 percent lift over the season one average. The season also averaged a 0.65 L3 rating among W25-54 in its Monday 8-9 p.m. timeslot, a 36 percent increase over the previous six weeks and an 18 percent gain over season one.

Attracting more than 20.6 total million viewers, *100 Day Dream Home* drew a notable upscale audience, averaging a 0.70 L3 rating among upscale P25-54, a 0.80 L3 rating among upscale W25-54 and a 0.61 L3 rating among upscale M25-54. It also delivered a 0.58 L3 rating among P2+ and a 1.10 L3 household rating. The series was the #1 cable program in the Monday 8-9 p.m. timeslot among upscale P25-54, upscale W25-54, P2+ and households and was a top 3 cable program among P25-54, W25-54, M25-54 and upscale M25-54.

“Brian and Mika are an undeniably charismatic couple and their chemistry and lighthearted fun nature on camera is what keeps our viewers coming back each week,” said Jane Latman, president, HGTV. “They also prove time and time again that building a new home on a strict budget and tight schedule is a true possibility and that’s a dream that really resonates with so many people.”

100 Day Dream Home also attracted audiences to HGTV’s digital platforms. It has been a top 5 most-watched series on HGTV GO since season two premiered on Jan. 4, and content supporting the season generated more than 1.9 million video views across HGTV’s [Facebook](#), [Instagram](#) and [Twitter](#) accounts.

Fans of Brian and Mika can continue to watch them in action on Mondays at 9 p.m. ET/PT as they go head-to-head with other HGTV stars in the hit home renovation competition series [Rock the Block](#). They also can stay connected with *100 Day Dream Home* on HGTV’s digital platforms and on [discovery+](#). Viewers can visit [HGTV.com/100DayDreamHome](https://www.hgtv.com/100DayDreamHome) to see photos and videos from the show, interact on social media using [#100DayDreamHome](#) and engage with Brian and Mika on Instagram at [@mrbreakinground](#) and [@mikamakesmoves](#).

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](https://www.hgtv.com), that attracts an average of 10.5 million people each month; a social

footprint of 25.7 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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