



## SEASON TWO PREMIERE OF 'ROCK THE BLOCK' DELIVERS STRONG RATINGS PERFORMANCE FOR HGTV

**New York [March 15, 2021]** HGTV's mega-hit competition series [Rock the Block](#), where the fiercest home renovation duos battle to increase the value of identical suburban properties, delivered a .67 live plus three-day rating among P25-54 on Monday, March 8, at 9 p.m. ET/PT. The solid ratings performance reflected a 31 percent increase over the season one premiere and a 52 percent lift over the prior six weeks. Attracting more than 4.2 million viewers, the episode also delivered a .88 L3 rating for W25-54, a 28 percent lift from the season one premiere and a 1.01 L3 rating among upscale W25-54. Ratings among M25-54 also improved by 47 percent over the season one premiere. And, the episode delivered a 0.79 live plus three-day rating among P2+ and a 1.63 live plus three-day household rating. Overall, the standout ratings performance made *Rock the Block* a top three cable program in the Monday 9-10:30 p.m. timeslot among upscale P25-54, upscale W25-54 and Households as well as a top five premiere with P25-54 and W25-54.

"By every measure, in every demo, *Rock the Block* rocked it!" said Jane Latman, president, HGTV. "When we saw the first few cuts we knew we had a killer season two, but to have this series start with ratings like these, right out the gate, is fantastic. This initial response sets us up for an even stronger season performance than last year and that will be a big win."

*Rock the Block* has also attracted large audiences to HGTV's digital platforms. Since its March 8 debut, the premiere episode is the most watched episode across HGTV GO. Content supporting the season has generated more than 2.4 million page views on [HGTV.com](#) and 1.3 million views across HGTV's [Facebook](#), [Twitter](#) and [Instagram](#).

Fans of *Rock the Block* can watch the competition unfold on Monday nights at 9 p.m. ET/PT on HGTV and on [discovery+](#). Access to additional content from the new season is available on [HGTV.com/RocktheBlock](#), including before and after photos and videos and behind-the-scenes extras. Superfans also can rock out to the six-episode tell-all *Rock the Block: The Confessionals* on discovery+ which features exclusive sit-down interviews with each team as they share intimate details about their experience on the *Rock the Block* set.

Viewers also can interact via social media using [#RocktheBlock](#) and can follow along on the [@HGTV](#) stars' reno journeys on Instagram at [@nateberkus](#), [@jeremiahbrent](#), [@make it right](#), [@thealisonvictoria](#), [@tiffanybrooksinteriors](#), [@bromco](#), [@mikamakesmoves](#), and [@mrbreakinground](#).

### 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](http://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+](http://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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Media Contacts:

Christina Federowicz / [Christina\\_Federowicz@discovery.com](mailto:Christina_Federowicz@discovery.com) / 607-743-3483  
Chelsey Riemann / [Chelsey\\_Riemann@discovery.com](mailto:Chelsey_Riemann@discovery.com) / 865-607-4188