



HGTV MONSTER HIT 'HOME TOWN' DELIVERS ITS HIGHEST SEASON YET AMONG KEY DEMOS

New York [April 30, 2021] Thirty-two million people tuned-in to the latest season of [Home Town](#), the wildly popular HGTV series featuring home renovation experts—and stars of a recent People magazine cover story—[Ben](#) and [Erin Napier](#). The season, which wrapped on Sunday, April 25, at 8 p.m. ET/PT, delivered its highest-ever ratings among several key demos, averaging a .85 live plus three day rating among P25-54 and a 1.08 L3 rating among W25-54. It also landed a .61 L3 rating among M25-54 and a 1.16 L3 rating among P2+. Among upscale viewers, the season averaged a 0.96 rating among upscale P25-54 and a 1.20 rating among upscale W25-54. *Home Town*, which follows the Napiers as they revitalize outdated homes with customized renovations in their small town of Laurel, Mississippi, also performed well among households, averaging a 2.17 L3 rating, a 70 percent lift from year-ago benchmarks.

With more than one million social media followers, the Napiers 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. Their new six part event series, [Home Town Takeover](#), premieres Sunday, May 2, at 8 p.m. ET/PT on HGTV and the first two episodes will be available to stream the same day on [discovery+](#). All episodes of *Home Town* are available to stream on [discovery+](#).

"*Home Town's* consistently impressive and, now, record breaking ratings performance happens because fans have a deep connection to Ben and Erin and are fully invested in their personal journey from season to season," said Jane Latman, president, HGTV. "It's not just their creativity and renovation expertise that brings fans in -- it's *how* they live, work and lean in to help build their community. They inspire us and that's their magic."

Home Town is currently the most-watched series on HGTV GO since its debut on January 3. On social media, videos promoting the season generated more than 9.8 million views across HGTV's [Facebook](#), [Instagram](#) and [Twitter](#) accounts. The series also is one of the top-visited show pages on [HGTV.com](#) with more than 14.9 million page views since the season premiere.

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 84 million U.S. households; a website, [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. 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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