



## 'BARGAIN BLOCK' DELIVERS STRONG SEASON ONE PERFORMANCE FOR HGTV

**New York [June 14, 2021]** [Bargain Block](#), HGTV's new Detroit-based home renovation series, delivered a strong season one performance during its nine-week run on Wednesday nights at 9 p.m. The season delivered a .57 live plus three-day rating among P25-54, a .70 L3 rating among W25-54, a .61 L3 rating among upscale P25-54 and a .75 L3 rating among upscale W25-54. In addition, it delivered a .71 L3 rating among P2+ and a 1.41 L3 household rating. Attracting more than 19 million total viewers since its April 14 premiere, *Bargain Block* ranked as the #2 cable premiere in the Wednesday 9-10 p.m. timeslot among P2+ and households and as a top 5 cable premiere among P25-54, W25-54, M25-54, upscale P25-54, upscale W25-54 and upscale M25-54. It also ranked as a top 10 new unscripted cable series among W25-54 and P2+.

In *Bargain Block*, home renovation experts and couple [Keith Bynum](#) and [Evan Thomas](#), with help from their friend, lifetime Detroit resident and real estate expert [Shea Hicks-Whitfield](#), buy as many rundown and abandoned houses as they can on a single block and then renovate them to make them appealing, yet affordable enough for buyers within the community. The full first season is now available to stream on [discovery+](#).

"Keith and Evan have not only inspired our viewers with their dramatic home design ideas, but also with their practical approaches to improve spaces on a tight budget," said Jane Latman, president, HGTV. "*Bargain Block* is the kind of television that moves us and makes us want to do more to help our own communities. Seeing Keith and Evan's passion for creating beautiful, affordable homes in Detroit, as well as Shea's authentic love and commitment for her hometown, is powerful and inspiring."

*Bargain Block* also performed well on HGTV's digital platforms, with clips promoting the season generating more than 2.6 million video views across HGTV's [Facebook](#), [Instagram](#) and [Twitter](#).

### **ABOUT HGTV and discovery+**

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. 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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Media Contacts:

Chelsey Riemann / [Chelsey\\_Riemann@discovery.com](mailto:Chelsey_Riemann@discovery.com) / 865-607-4188  
Amy Hammontree / [Amy\\_Hammontree@discovery.com](mailto:Amy_Hammontree@discovery.com) / 865-560-4639