



HGTV'S FEEL-GOOD HIT 'HOME TOWN TAKEOVER' DELIVERS IMPRESSIVE RATINGS ACROSS MULTIPLE DEMOS

New York [June 11, 2021] More than 21 million viewers tuned in to watch HGTV's biggest renovation project to date, [Home Town Takeover](#), where network superstars [Ben](#) and [Erin Napier](#) completed a whole-town renovation of Wetumpka, Alabama. The season, which wrapped on Sunday, June 6, at 8 p.m. ET/PT, delivered strong ratings among several key demos, averaging a .89 live plus three-day rating among P25-54—a 73 percent lift from year-ago levels—and a 1.08 L3 rating among W25-54, reflecting an 86 percent lift versus year-ago numbers. Among upscale viewers, the season averaged a .90 rating among upscale P25-54 and a 1.14 rating among upscale W25-54. *Home Town Takeover*, which showcased renovations for local homes, businesses and shared public spaces, also performed well among households, averaging a 2.55 L3 rating, a 106 percent lift from year-ago benchmarks and a 1.34 L3 rating among P2+, an impressive 113 percent lift over year-ago performance.

Year-to-date, *Home Town Takeover* ranked as the #1 new unscripted cable series with P25-54, W25-54 and P2+. It also ranked as the #1 cable premiere in the Sunday 8 p.m. time slot with P2+ and households, as well as a top 5 cable premiere among P25-54, W25-54, M25-54, upscale P25-54, upscale W25-54 and upscale M25-54 in the time slot.

"*Home Town Takeover* was about something much bigger than ratings, which is only one measure of success," said Jane Latman, president, HGTV. "We also affirmed so much of what Ben and Erin Napier stand for, including the potential and resilience of small towns and a belief that committed neighbors, working together, can rebuild and improve their community. Today's booming Wetumpka, with its thriving shops, restaurants, farmers market, restored homes and ever-increasing tourism, is proof positive that we changed the lives of a lot of people forever."

All seasons of [Home Town](#) and [Home Town Takeover](#) are available to stream on [discovery+](#). *Home Town Takeover* is the most-watched series on HGTV GO since its May 2 premiere. On social media, videos promoting the series generated more than 8.5 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 1.8 million page views.

Home Town Takeover was produced by RTR Media.

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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