



## HGTV'S 'CELEBRITY IOU' RETURNS WITH IMPRESSIVE PERFORMANCE AMONG KEY DEMOS ON JUNE 21

**New York [June 28, 2021]** HGTV's hit series, [Celebrity IOU](#), returned with new episodes continuing its second season on Monday, June 21 at 9 p.m. ET/PT, to over 4.3 million viewers, garnering a .77 live plus three-day rating among P25-54, an 81 percent increase over the prior six weeks, and a stunning 116 percent lift over year ago levels. Among W25-54, it garnered a 1.05 live plus three-day rating, netting a 95 percent lift over prior six-week levels, and a whopping 139 percent lift over year ago benchmarks. The episode—that featured reality stars, producers and entrepreneurs [Kris Jenner](#), [Kim Kardashian West](#) and [Kendall Jenner](#) making-over the home of Kris' best friend of 40 years, Lisa—also performed well among upscale audiences. It secured a .85 L3 rating among upscale P25-54 and a 1.15 L3 rating among upscale W25-54, a respective 83 and 215 percent increase over the prior six weeks. The episode also delivered a .98 L3 rating among P2+ and a 2.02 L3 household rating. Also ranking as the number two overall cable premiere in the Monday 9 p.m. timeslot with W25-54, upscale P25-54 and upscale W25-54, *Celebrity IOU* is hosted by the network's popular real estate and renovation experts [Drew](#) and [Jonathan Scott](#), who also serve as executive producers.

*Celebrity IOU* continues to draw strong viewer engagement on HGTV's [Facebook](#), [Instagram](#) and [Twitter](#) digital platforms. The episode generated a total of 254.4K interactions and 56.9K video views during the linear window, ranking as the #1 most social Reality Series on Cable on June 21st. The return of *Celebrity IOU* also has delivered more than 1.1 million page views on [HGTV.com](#).

*Celebrity IOU* features Hollywood A-listers who help a special person in their lives get the renovation they need. The series spotlights Drew and Jonathan and their celebrity friends as they inspire, entertain and bring fans to happy tears with personal stories of gratitude. Working together with the Brothers, the celebs get their hands dirty to surprise their deserving friends and mentors with the stunning home overhauls. *Celebrity IOU* is produced by Scott Brothers Entertainment with Drew and Jonathan as executive producers.

### 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 81 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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