



## **'CELEBRITY IOU' DELIVERS STANDOUT SOPHOMORE SEASON PERFORMANCE ON HGTV**

**New York [Aug. 2, 2021]** The sophomore season of HGTV's [Celebrity IOU](#), which stars real estate and renovation experts [Drew](#) and [Jonathan Scott](#) as they help celebrities with life-changing home renovations for people who've made a lasting impact on their lives, averaged a .77 live plus three-day rating among P25-54 and a .99 L3 rating among W25-54—an 80 percent and 82 percent increase over the prior six weeks. The series, which aired in the Monday 9-10 p.m. timeslot, also garnered a .84 L3 rating among upscale P25-54, a 71 percent lift over the previous six weeks, and a 1.08 L3 rating among upscale W25-54, up 80 percent over the last six weeks. In addition, the season averaged a .97 L3 rating among P2+ and a 1.93 L3 household rating, a respective 91 percent and 88 percent increase over the prior six weeks.

*Celebrity IOU's* double-digit ratings gains across multiple demos, including P25-54, W25-54, upscale P25-54, upscale W25-54, P2+ and households, also led HGTV to rank as a top three non-news/sports cable premiere in its timeslot. The second season featured **Zooey Deschanel; Justin Hartley; Allison Janney; Rainn Wilson; Kris Jenner, Kim Kardashian West and Kendall Jenner; LeAnn Rimes; Kevin Hart; Gwyneth Paltrow; Darren Criss; and Josh Groban**. Fans can stream the first two seasons of *Celebrity IOU* now on [discovery+](#).

"Celebrity IOU consistently ranks as a top cable program among *all* of our key demos," said Jane Latman, president, HGTV. "Its appeal is universal because fans love seeing inspiring stories of gratitude come to life through beautiful home renovations. And, getting to know the celebrities better is icing on the cake!"

A passionate audience also engaged with *Celebrity IOU* on HGTV's digital platforms. Content supporting the season two episodes generated more than 7.6 million video views on the network's [Facebook](#), [Instagram](#), [Twitter](#) and [TikTok](#) accounts, as well as 6.8 million page views on [HGTV.com](#).

*Celebrity IOU* features Hollywood A-listers who wield sledgehammers to 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 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 80 million U.S. households; a website, [HGTV.com](#), that attracts an average of 9.9

million people each month; a social footprint of 27 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](#), [Instagram](#) and [TikTok](#). 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 multi-platform JV with Chip and Joanna Gaines, Magnolia Network, as well as OWN: Oprah Winfrey Network.

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