



## **'CHEAP OLD HOUSES' PREMIERES WITH STRONG RATINGS PERFORMANCE FOR HGTV ON MONDAY, AUG. 9**

**New York [Aug. 16, 2021]** HGTV's new series [\*Cheap Old Houses\*](#), starring **Ethan** and **Elizabeth Finkelstein**, founders of the addictive social media platforms of the same name, averaged a .58 live plus three-day rating among P25-54 and a .68 L3 rating among W25-54 when it premiered on Monday, Aug. 9, at 9 and 9:30 p.m. ET/PT. Attracting more than 4.4 million total viewers, the two premiere episodes also averaged a .69 L3 rating among upscale P25-54 and a .86 L3 rating among upscale W25-54, as well as a .75 L3 rating among P2+ and a 1.45 L3 household rating. *Cheap Old Houses* ranked as the #2 non-news/sports cable premiere in the Monday 9 p.m. timeslot among upscale viewers and also ranked as a top 5 cable premiere among P25-54, W25-54, M25-54, households and P2+. This year, it also is a top 10 new unscripted series across cable for P2+ and a top 15 new unscripted series for W25-54. In addition to airing on HGTV on Mondays at 9 and 9:30 p.m. ET/PT, new episodes are available to stream every Monday on [discovery+](#).

The *Cheap Old Houses* premiere also drew a large audience to HGTV's digital platforms. Content supporting the episodes delivered 513K video views on HGTV's [Facebook](#), [Instagram](#), [Twitter](#) and [TikTok](#), as well as 96K page views on [HGTV.com](#).

*Cheap Old Houses* is inspired by the Finkelstein's uber popular Instagram feed, which touts more than 1.6 million Instagram followers, counts A-list celebrities among its fans, and racks up millions of views with images of surprising property bargains that are architecturally intact and available for under \$150,000. In each episode, cameras follow the couple as they tour low-priced older houses across America and ultimately choose which ones to feature on their famous site.

*Cheap Old Houses* is produced by Critical Content in association with Roberts 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 79 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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