



HGTV HIT SERIES ‘FLIP OR FLOP’ GOES OUT ON TOP

Attracts More Than 90 Million Viewers Since 2013

Ranks as #1 Cable Program on Thursdays, 8-8:30 p.m. During Final Season

New York [March 22, 2022] After more than 150 episodes, HGTV’s real estate and renovation juggernaut *Flip or Flop*, starring Tarek El Moussa and Christina Haack, ended its 10-season run averaging a .91 live plus three day rating among P25-54 and a 1.13 L3 rating among W25-54, as well as a 1.11 L3 rating among *upscale* P25-54 and a 1.38 L3 rating among *upscale* W25-54. More than 90 million viewers have watched *Flip or Flop* since its premiere on April 16, 2013. The series became an instant hit by chronicling the formerly married couple’s adventures in the flipping business as well as their personal challenges and triumphs.

Flip or Flop’s final season, which wrapped on Thursday, March 17, averaged a .74 live plus three day rating among P25-54 in the 8-8:30 p.m. timeslot, a 55 percent bump over year-ago levels. Among W25-54, the season garnered a .95 L3 rating, a 59 percent lift over year-ago ratings. Upscale audiences also drove the series ratings success, delivering a .82 L3 rating among upscale P25-54 and a 1.04 L3 rating among upscale W25-54, a lift of 88 percent and 94 percent versus a year ago.

In addition, this season of *Flip or Flop* ranked as the #1 cable program in prime among multiple demos in the timeslot, nabbing the top spot among P25-54, W25-54, households and P2+, as well as upscale P25-54, upscale W25-54, upscale M25-54, upscale P2+ and upscale households. The final season of the series attracted more than 20 million total viewers.

“The epic success of *Flip or Flop* cannot be overstated,” said Jane Latman, president, HGTV & Streaming Home Content, Discovery, Inc. “Tarek and Christina’s star power attracted legions of fans to the original HGTV series, as well as to their solo projects, *Flipping 101 with Tarek El Moussa* and *Christina on the Coast*. Today they are pop culture and media darlings who we can’t stop talking about – no matter where they are or what they do. Like their millions of fans, we can’t wait to see what happens next as we follow them on HGTV.”

Social content supporting the final season of *Flip or Flop* generated more than 7.4 million video views across HGTV’s [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#) and [TikTok](#), and more than 850,000 page views on HGTV.com. The full 10-season run of *Flip or Flop* generated more than 75 million video views across all social platforms.

Previous seasons of *Flip or Flop*, *Flipping 101 with Tarek El Moussa* and *Christina on the Coast* also are available to stream on [discovery+](#). Fans can stay connected on HGTV's digital platforms at [HGTV.com](#) and can follow @HGTV, [#FliporFlop](#), [#Flipping101](#) and [#ChristinaontheCoast](#) on [Facebook](#), [Twitter](#), [Instagram](#) and [TikTok](#).

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 9.7 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 6 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.

Source: Nielsen custom Long Term Reach study commissioned by Discovery; P2+ cumulative reach from 2013-2021; Nielsen Media Research via NPower L3 Ratings S10 Thursdays 12/2/21-12/23/21 from 9P-9:30P, 1/6/22 from 9P-9:30P, 1/13/22 from 8P-9P, 1/20/22-2/3/22 from 8P-8:30P and 2/24/22-3/17/22 from 8P-8:30P; vs. YAGO; Upscale = 100k+; Nielsen, L+3, excluding news/sports/repeats, sorted on 000s. Actual ranks including all programming: P25-54 (#4), W25-54 (#1), P2+ (#3), Household (#3), upscale P25-45 (#2), upscale W25-54 (#1), upscale M25-54 (#5), upscale P2+ (#3) and upscale HH (#3).

###

Media Contacts:

Chelsey Riemann / chelsey_riemann@discovery.com / 865-607-4188

Kelly Rivezzi / kelly_rivezzi@discovery.com / 908-531-5935