



## 'BATTLE ON THE BEACH' DELIVERS STRONG RATINGS FOR HGTV

**New York [July 18, 2022]** The second season of [Battle on the Beach](#), HGTV's popular seaside home renovation and design competition, delivered a strong performance for the network, attracting more than 14 million viewers since it premiered on Tuesday, June 5, at 9 p.m. ET/PT. The sophomore season averaged a .61 live plus three-day rating among P25-54 and a .76 live plus three-day rating among W25-54 – an increase of 33 percent across both demos over year-ago benchmarks. It also performed well among upscale viewers, averaging a .65 L3 rating among upscale P25-54 and a .89 L3 rating among upscale W25-54. Excluding news and sports, *Battle on the Beach* ranked as a Top 3 cable program among P25-54, upscale P25-54, W25-54 and upscale W25-54 in its Sunday 9-10 p.m. timeslot.

This season of *Battle on the Beach* also attracted an enthusiastic audience on HGTV's social and digital platforms, delivering over one million video views across the net's [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) and [YouTube](#) accounts and nearly 1.5 million page views on [HGTV.com](#).

The nail-biting competition series spotlighted three skilled teams of up-and-coming home renovators coached by celebrated mentors and design experts [Taniya Nayak](#) (*Build it Forward*), [Ty Pennington](#) (*Rock the Block*) and [Alison Victoria](#) (*Windy City Rehab*). With help from their mentors, the teams worked to complete weekly renovation challenges in three 1,500-square-foot seaside homes – each within a tight \$80,000 renovation budget. Judged by [Bryan](#) and [Sarah Baeumler](#) (*Renovation Island*), the team who added the most value to their home clinched the \$50,000 cash prize.

For more *Battle on the Beach* content, fans can visit [HGTV.com](#) and follow @HGTV on [Facebook](#), [Twitter](#) and [Instagram](#) as well as [@taniyanayak](#), [@thetypennington](#), and [@thealisonvictoria](#) on Instagram, and they also can stream both seasons on [discovery+](#).

*Battle on the Beach* is produced by Departure Films.

### 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 80 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 available on most mobile and connected TV devices.

Viewers can become fans of HGTV and interact with other home improvement enthusiasts through [Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#) and [TikTok](#). HGTV is owned by Warner Bros. Discovery, a leading global media and entertainment company available in more than 220 countries and territories and 50 languages whose portfolio also includes Discovery Channel, CNN, DC, Eurosport, HBO, HBO Max, Food Network, OWN, Investigation Discovery, TLC, Magnolia Network, TNT, TBS, truTV, Travel Channel, MotorTrend, Animal Planet, Science Channel, Warner Bros. Pictures, Warner Bros. Television, Warner Bros. Games, New Line Cinema, Cartoon Network, Adult Swim, Turner Classic Movies, Discovery en Español, Hogar de HGTV and others. For more information, please visit [www.wbd.com](http://www.wbd.com).

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