



HGTV COMPETITION SERIES 'BATTLE ON THE BEACH' PREMIERES WITH DOUBLE-DIGIT GAINS IN KEY DEMOS

New York [June 10, 2022] More than 4.4 million total viewers tuned in to the season premiere of HGTV's hit competition series [Battle on the Beach](#) on Sunday, June 5, at 9 p.m. ET/PT. The episode garnered a .59 live plus three-day rating among P25-54 and a .75 live plus three-day rating among W25-54, reflecting an increase of 59 percent and 67 percent respectively over the prior six weeks. During the episode, which also delivered a .55 L3 rating among upscale P25-54 and a .75 L3 rating among upscale W25-54, HGTV star mentor [Alison Victoria](#) (*Windy City Rehab*) led her team to victory in the kitchen renovation challenge, besting rival mentors [Taniya Nayak](#) (*Restaurant Impossible*) and [Ty Pennington](#) (*Rock the Block*). In addition, ratings among M25-54 reflected an increase of 48 percent over the prior six weeks. *Battle on the Beach* also ranked as a top 3 cable premiere with P25-54 and W25-54 as well as a top 5 cable premiere with upscale P25-54 and upscale W25-54 in the Sunday 9-10:30 p.m. ET/PT timeslot.

"HGTV fans love *Battle on the Beach* because it brings some of their favorite network stars together to compete in a fun and entertaining way," said Loren Ruch, group senior vice president, programming and development, HGTV. "Plus, the beachfront surroundings and seaside-inspired designs make it the perfect way to enjoy all the summer vibes."

For *Battle on the Beach* show updates, 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 the entire first season 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.

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