



## **'CELEBRITY IOU' DELIVERS MORE ROBUST RATINGS FOR HGTV AT MID-SEASON FINALE**

### ***Eight Additional Episodes of the Popular Series on Tap For Late 2022***

**New York [June 14, 2022]** Blockbuster hit series [Celebrity IOU](#) delivered strong ratings performances for HGTV since its new season premiere on Monday, April 18. Hosted by [Drew](#) and [Jonathan Scott](#), the network's popular real estate and renovation experts and series' executive producers, the first half of the season averaged a .72 live plus three-day rating among P25-54 and a .95 live plus three-day rating among W25-54. As of the mid-season finale on Monday, June 6, at 9 p.m. ET/PT, the ratings reflected substantial double-digit increases of 84 percent among P25-54 and 89 percent among W25-54 versus year-ago benchmarks. Attracting more than 16.7 million total viewers to date, the season, which spotlights Drew and Jonathan as they help Hollywood A-listers surprise extraordinary people in their lives with stunning home renovations, also averaged a .76 L3 rating among upscale P25-54 and a .99 L3 rating among upscale W25-54. In addition, *Celebrity IOU* ranked as the #1 non-news/sports cable program among W25-54 and a top 3 non-sports cable program with P25-54, upscale P25-54 and upscale W25-54 in the Monday 9-10 p.m. timeslot.

So far, the new season has featured [Anthony Anderson](#), [Halle Berry](#), [Snoop Dogg](#), [Tiffany Haddish](#), [Lisa Kudrow](#), [Howie Mandel](#), [John C. Reilly](#), and [Ali Wong](#). Fans can stream these episodes as well as the first two seasons of *Celebrity IOU* now on [discovery+](#). Eight fresh episodes are slated to premiere in late 2022.

"*Celebrity IOU* is an HGTV ratings juggernaut that delivers an outstanding performance season after season," said Loren Ruch, group senior vice president, programming & development, HGTV. "The famous faces, heartwarming gratitude stories, action-packed demolition and astonishing renovations are a compelling combination that draws us in every time. More episodes can't get here soon enough!"

In addition, *Celebrity IOU* attracted a passionate audience on HGTV's social and digital platforms, with content supporting the season to date delivering 1.7 million video views across the net's [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) and [YouTube](#) accounts and 2.1 million page views on [HGTV.com](#). And, the April 18 premiere currently ranks as the #2 most-watched episode on HGTV GO.

*Celebrity IOU* is produced by Scott Brothers Entertainment.

### **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](https://www.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+](https://www.discovery.com), 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](https://www.facebook.com/hgtv), [Twitter](https://twitter.com/hgtv), [Pinterest](https://www.pinterest.com/hgtv), [Instagram](https://www.instagram.com/hgtv) and [TikTok](https://www.tiktok.com/@hgtv). 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](https://www.wbd.com).

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