



HGTV MEGA-HIT 'ROCK THE BLOCK' DELIVERS ITS HIGHEST-RATED SEASON PREMIERE AMONG W25-54 ON MONDAY, MARCH 6

New York [March 13, 2023] [Rock the Block](#), HGTV's mega-hit home renovation competition series starring four teams of the network's powerhouse reno experts, delivered its highest-rated season premiere among W25-54 in its history with a 1.04 live plus three-day rating on Monday, March 6, at 9 p.m. ET/PT. The rating reflected an increase of 89 percent over the prior six weeks in the demo. Among P25-54, the episode garnered a .70 L3 rating, a 75 percent increase versus the prior six weeks. Attracting more than 5.7 million total viewers, it also garnered a .84 L3 rating among upscale P25-54 and a 1.24 L3 rating among upscale W25-54. In addition, *Rock the Block* ranked as the #1 cable program among W25-54, upscale W25-54 and upscale P25-54. It also ranked as the #3 cable program among P25-54.

"*Rock the Block* continues to be a strong Monday night ratings driver for HGTV year after year," Loren Ruch, Head of Content, HGTV. "It's an edge-of-your-seat competition between some of our top stars set in the stunningly beautiful location of Berthoud, Colorado—a compelling offering our audiences can't resist."

On HGTV's digital platforms, content in support of the *Rock the Block* premiere episode delivered 1.2 million video views on HGTV's [Facebook](#), [Instagram](#), [Twitter](#) and [TikTok](#) and more than 1.6 million page views on [HGTV.com](#). On HGTV GO, the season opener was the most-watched episode since it premiered on March 6.

Hosted by popular carpenter, craftsman and design expert [Ty Pennington](#), this season features the biggest houses and the biggest budgets in *Rock the Block* history. Four teams of renovation experts are facing off in Berthoud, Colorado: [Bryan](#) and [Sarah Baeumler](#) (*Renovation Island*); [Michel Smith Boyd](#) and [Anthony Elle](#) (*Luxe for Less*); [Jonathan Knight](#) and [Kristina Crestin](#) (*Farmhouse Fixer*); and [Page Turner](#) and [Mitch Glew](#) (*Fix My Flip*). The teams have just six weeks and a budget of \$250,000 to transform four identical 5,000-square-foot properties into luxurious homes that reflect their signature vision and stunning design style. The team who adds the most value to their property will win the ultimate bragging rights as *Rock the Block* champions and receive a street named in their honor.

New episodes of *Rock the Block* air Mondays at 9 p.m. ET/PT on HGTV and are available to stream the same day on [discovery+](#). More exclusive content from the fresh season is available on [HGTV.com/RocktheBlock](#) and via @HGTV and [#RocktheBlock](#) on [Facebook](#), [Twitter](#), [TikTok](#) and [Instagram](#).

Rock the Block is produced by Big Table Media.

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 77 million U.S. households; a website, HGTV.com, that attracts an average of 11 million people each month; a social footprint of nearly 29 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.

###

Media Contacts:

Amy Hammontree / amy_hammontree@discovery.com / 865-216-3618
Chelsey Riemann / chelsey_riemann@discovery.com / 865-607-4188