



## **'BATTLE ON THE BEACH' SEASON THREE DELIVERS A WINNING PERFORMANCE FOR HGTV**

**New York [July 17, 2022]** The latest season of [\*Battle on the Beach\*](#), HGTV's popular oceanfront home renovation and design competition, delivered a strong performance for the network, attracting more than 14 million total viewers across linear and streaming since it premiered on Sunday, June 4, at 9 p.m. ET/PT. The third season averaged a .55 live plus three-day rating among Adults 25-54 and a .70 live plus three-day rating among Women 25-54 – an increase of 64 percent and 62 percent respectively over the prior six weeks. It also performed well among upscale viewers, averaging a .60 L3 rating among Upscale Adults 25-54 and a .82 L3 rating among Upscale Women 25-54, a 63 percent and 76 percent lift over previous six week levels. *Battle on the Beach* ranked as a Top 5 cable program among Adults 25-54, Women 25-54, Upscale Adults 25-54 and Upscale Women 25-54 in its Sunday 9-10 p.m. timeslot.

"HGTV fans are insatiable when it comes to competition series, and *Battle on the Beach* delivers the high-stakes renovation challenge paired with a beautiful backdrop that they crave," said Loren Ruch, Head of Content, HGTV. "The good-natured rivalry between network stars Ty, Alison and Taniya accented by the tough-love critiques from the Baeumlers makes for a can't miss combination that keeps millions of viewers returning each summer."

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

The suspenseful competition series spotlighted three skilled teams of 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 nearly identical two bedroom and two bathroom seaside homes – each within a tight \$90,000 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.

*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 74 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. 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, Max, discovery+, CNN, DC, Eurosport, HBO, Max, HGTV, Food Network, OWN, Investigation Discovery, TLC, Magnolia Network, TNT, TBS, truTV, Travel Channel, MotorTrend, Animal Planet, Science Channel, Warner Bros. Film Group, Warner Bros. Television Group, 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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