



SERIES PREMIERE OF ‘BARBIE DREAMHOUSE CHALLENGE’ DELIVERED A STRONG PERFORMANCE FOR HGTV ON SUNDAY, JULY 16

New York [July 21, 2023] HGTV’s latest competition series, [*Barbie Dreamhouse Challenge*](#), the net’s epic life-size renovation of the iconic Mattel toy, Barbie® Dreamhouse, attracted nearly four million total viewers to its premiere episode. Hosted by supermodel, designer, author and entrepreneur [Ashley Graham](#), the first episode of the four-part event series delivered a .77 live-plus-three-day rating among Women 25-54 and a .55 L3 rating among Adults 25-54, a substantial lift of 75 percent and 67 percent over year-ago levels, respectively. The episode also delivered a .79 L3 rating among Upscale Women 25-54 and a .55 L3 rating among Upscale Adults 25-54, increases of 109 percent and 123 percent over the previous year.

The *Barbie Dreamhouse Challenge* premiere also ranked as a top 5 cable premiere among Women 25-54, Adults 25-54, Upscale Women 25-54 and Upscale Adults 25-54 in its 8-9:30 p.m. timeslot excluding news and sports.

The episode featured a first-floor showdown pitting *Married to Real Estate* stars Egypt Sherrod and Mike Jackson’s creative 1990s-era neon living room and dining room against popular HGTV designer Jasmine Roth (*Help! I Wrecked My House*) and Food Network chef Antonia Lofaso’s (*Beachside Brawl*) spectacular atomic-style 1960s-era kitchen and family room.

Barbie Dreamhouse Challenge fans also connected with the series on HGTV’s digital platforms. Content in support of the July 16 episode, featuring a mix of original behind-the-scenes content from the set and sneak peeks from the show, delivered more than nine million views across [Facebook](#), [Twitter](#), [TikTok](#), [Instagram](#) and [Threads](#). The premiere episode also delivered more than 450,000 page views on [HGTV.com](#).

For more information on *Barbie Dreamhouse Challenge*, fans are invited to stay connected across HGTV’s digital platforms at [HGTV.com](#) and via @HGTV on [Facebook](#), [Twitter](#), [Threads](#), [Instagram](#) and [TikTok](#) using #BarbieDreamHouseChallenge. New episodes of the series premiere each Sunday at 8 p.m. ET/PT on HGTV and are available to stream the same day and time on [Max®](#).

Barbie Dreamhouse Challenge is produced by Mission Control and Mattel Television.

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, 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.

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