



‘BARBIE DREAMHOUSE CHALLENGE’ HELPED HGTV RANK AS A TOP 5 NON-NEWS/SPORTS CABLE NETWORK AMONG KEY ADULT AND FEMALE DEMOS ON SUNDAY NIGHTS

New York [August 11, 2023] HGTV’s hit competition series [*Barbie Dreamhouse Challenge*](#), which showcased the life-size renovation of the iconic Mattel toy, Barbie® Dreamhouse, ranked as a Top 5 non-news/sports cable program among several key demos, including A18-49 and W18-49. Since its premiere on Sunday, July 16, at 8 p.m. ET/PT, the series attracted nearly 12 million viewers across HGTV, discovery + and Max. On air, it averaged a .54 live plus three-day rating among A25-54 and a .81 live plus three-day rating among W25-54 – an increase of 72 percent and 99 percent respectively over the prior six weeks. The Sunday, August 6 finale delivered the season’s best performance with a .56 A25-54 and .81 W25-54 live plus three-day rating, a 33 percent and 40 percent lift over the prior six weeks.

Barbie Dreamhouse Challenge also performed well among upscale viewers, ranking as a Top 5 cable program overall among Upscale W18-49 and W25-54 as well as among Upscale A18-49 and A25-54. It averaged a .56 L3 rating among Upscale A25-54 and a .80 L3 rating among Upscale W25-54, a 93 percent and 106 percent lift over previous six-week levels.

“*Barbie Dreamhouse Challenge* helped us attract younger viewers to HGTV, lifting the network’s overall ratings by 15 percent over year-ago numbers,” said Loren Ruch, Head of Content, HGTV. “The enthusiasm of Barbie fans, as well as the additional interest in our series sparked by the success of the Warner Bros. Pictures film, helped drive double and triple-digit ratings growth among our most important demos.”

Hosted by supermodel, designer, author and entrepreneur [*Ashley Graham*](#), the series featured eight teams of HGTV superstars and one celebrated Food Network chef as they transformed a Southern California home into a real-life Barbie Dreamhouse, resulting in a once in a lifetime staycation for a passionate Barbie fan.

Barbie Dreamhouse Challenge fans also connected with the series on HGTV’s digital platforms. Social media content in support of the event series delivered more than 20 million video views across [Facebook](#), [X](#) (formerly known as [Twitter](#)), [TikTok](#), [Instagram](#) and [Threads](#). The four-episode event series also delivered nearly two million page views on [HGTV.com](#). The full series is now available to stream 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 nearly 74 million U.S. households; a website, HGTV.com, that attracts an average of 11 million people each month; a social footprint of more than 34 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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Media Contacts:

Kelly Rivezzi / kelly.rivezzi@wbd.com / 908-531-5935

Mariah Bowers / Mariah.Bowers@wbd.com / 865-809-5263