



## HGTV EXPANDS ON ITS SUCCESSFUL REAL ESTATE PROGRAMMING GENRE, GREENLIGHTING NEW PROPERTY EVENT SERIES 'ZILLOW GONE WILD'

**New York [September 12, 2023]** HGTV expands its hugely popular real estate programming genre, greenlighting its newest property event series, *Zillow Gone Wild*, for eight half-hour episodes and a one-hour season finale. Inspired by the [popular Instagram account](#) of the same name, which touts 1.8 million followers, the series will take fans beyond endlessly looking through standard home listings and into the action touring one-of-a-kind homes on the market. Each episode of *Zillow Gone Wild* will showcase three weird, wonderful and wildly quirky homes and share the backstories of their buyers, sellers and unique histories. The series is slated to premiere in early 2024.

"Millions of people are obsessed with scrolling through outrageous and over-the-top properties on social media while dreaming about where they would like to live," said Loren Ruch, Head of Content, HGTV. "*Zillow Gone Wild* will take the fascination a step further by giving fans a cheeky glimpse inside the most unusual homes on the market, offering those unexpected 'wow' moments that will keep viewers coming back for more."

*Zillow Gone Wild* will introduce the characters who have embraced non-traditional homes with their wacky décor and imaginative architecture and feature the fun and inventive ways to market a unique property. Ultimately, the series will tell whether each home has sold, for how much and to whom, leading to the finale episode where the most over-the-top property will be revealed.

*Zillow Gone Wild* is produced by Asylum Entertainment Group.

### 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 more than 73 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](#), [X](#) (formerly known as [Twitter](#)), [Pinterest](#), [Instagram](#), [TikTok](#) and [Threads](#). 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](#).

Media Contacts:

Amy Hammontree / [amy.hammontree@wbd.com](mailto:amy.hammontree@wbd.com) / 865-216-3618  
Kelly Rivezzi / [kelly.rivezzi@wbd.com](mailto:kelly.rivezzi@wbd.com) / 908-531-5935