



SEASON THREE PREMIERE OF HGTV'S 'CELEBRITY IOU' DELIVERS STRONG MONDAY NIGHT PERFORMANCE ON APRIL 18

New York [April 25, 2022] More than 3.7 million total viewers tuned in to the season three premiere of HGTV's blockbuster hit series [Celebrity IOU](#) on Monday, April 18, at 9 p.m. ET/PT, with the episode delivering a .76 live plus three-day rating among P25-54 and a 1.00 live plus three-day rating among W25-54. With double-digit ratings increases of 49 percent among P25-54 and 75 percent for W25-54 over year-ago levels, the premiere featured [Tiffany Haddish](#) surprising her best friend of 20 years with a special home renovation. Hosted by [Drew](#) and [Jonathan Scott](#), the network's popular real estate and renovation experts and series' executive producers, *Celebrity IOU* also delivered a .82 L3 rating among upscale P25-54 and a 1.03 L3 rating among upscale W25-54. In addition, excluding news and sports, the episode ranked as a top 3 cable premiere among P25-54, W25-54, upscale P25-54 and upscale W25-54 in its 9-10 p.m. timeslot.

"Fans love *Celebrity IOU* because it's full of heart, humor, joy and inspiration—and, it's a way to see our favorite celebrities in a real and unfiltered way," said Loren Ruch, group senior vice president, programming & development, HGTV. "Everyone wants to watch Drew and Jonathan get to know their celeb friends on a personal level as they demo and reno together. This series is a fun twist on home renovation that changes peoples' lives, and it also brings in new audiences and delivers great ratings."

Celebrity IOU fans love to connect with the series on HGTV's digital platforms. Content in support of the April 18 episode featuring Haddish delivered more than 222,000 video views across the net's [Facebook](#), [Twitter](#), [TikTok](#) and [Instagram](#) accounts and more than 307,000 page views on [HGTV.com](#). The episode also is the #1 most-watched on HGTV GO since its premiere.

New episodes of *Celebrity IOU*, featuring Drew and Jonathan and their celebrity friends who wield sledgehammers and pick up power tools to help an extraordinary person in their lives get the renovation they need, air Mondays at 9 p.m. ET/PT on HGTV and are available to stream the same day on [discovery+](#). The first two seasons of the series, which spotlights Hollywood A-listers, can be streamed on [discovery+](#). *Celebrity IOU* is produced by Scott Brothers Entertainment.

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 80 million U.S. households; a website, [HGTV.com](#),

that attracts an average of 9.7 million people each month; a social footprint of 27 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](#).

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