



'LIL JON WANTS TO DO WHAT?' MONDAY NIGHT SERIES PREMIERE DELIVERED ROCK SOLID RATINGS FOR HGTV

New York [May 9, 2022] [Lil Jon Wants To Do What?](#) delivered a strong series premiere performance for HGTV on Monday, May 2 at 10 p.m., attracting more than 3 million total viewers and garnering a .50 live plus-three day rating among P25-54 as well as a .66 live plus-three day rating among W25-54. Ratings in these key demos marked double-digit increases of 32 percent for P25-54 and 27 percent for W25-54 versus year-ago levels. Starring [Lil Jon](#), the GRAMMY Award®-winning producer, rapper and DJ turned out-of-the box home renovator, as he works with designer and expert builder [Anitra Mecadon](#) to help clients find their design wild side, the premiere episode also delivered a .56 L3 rating among upscale P25-54 and a .67 L3 rating among upscale W25-54. And, it showed impressive ratings growth among male audiences with a 48 percent increase among M25-54 and a 78 percent increase among upscale M25-54 over a year ago. During Monday's 10-11 p.m. ET/PT time slot, *Lil Jon Wants To Do What?* ranked as the #2 non-news/sports cable premiere among P25-54, W25-54, upscale P25-54 and upscale W25-54.

"*Lil Jon Wants To Do What?* was one of our most highly anticipated series premieres," said Loren Ruch, group senior vice president, programming & development, HGTV. "We all want to see our favorite stars in a new light, so when we watch a famous rapper like Lil Jon break out his renovation and design skills, it's definitely unexpected, entertaining and appealing. We're happy to let fans know that Lil Jon has five more epic home transformations in the coming weeks, so he's just getting started on HGTV."

The series premiere of *Lil Jon Wants To Do What?* also had impressive fan engagement on HGTV's digital platforms. Content supporting the episode generated more than 1.2 million video views across HGTV's [Facebook](#), [Twitter](#), [Instagram](#) and [TikTok](#) accounts. In addition, it has been the most watched episode on HGTV GO since May 2.

New episodes of *Lil Jon Wants To Do What?* air Mondays at 10 p.m. ET/PT on HGTV and are available to stream the same day on [discovery+](#). Fans also are invited to connect with the series on HGTV's digital platforms by following @HGTV and [#LilJonWantsToDoWhat](#) on [Facebook](#), [Twitter](#), [Instagram](#) and [TikTok](#). They also can follow Lil Jon ([@liljon](#)) and Anitra ([@anitramecadon](#)) on Instagram.

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](https://www.facebook.com/HGTV), [Twitter](https://twitter.com/HGTV), [Pinterest](https://www.pinterest.com/HGTV), [Instagram](https://www.instagram.com/HGTV) and [TikTok](https://www.tiktok.com/@HGTV). 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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