



## **'100 DAY DREAM HOME' SEASON THREE DELIVERS ROBUST RATINGS FOR HGTV**

**New York [May 2, 2022]** HGTV's [100 Day Dream Home](#)—starring husband-wife duo [Brian](#) and [Mika Kleinschmidt](#) who design and build custom, move-in ready homes in an astonishing 100 days or less—attracted more than 18.1 million total viewers during season three. The season, which premiered Monday, Feb. 21, averaged a .52 live plus three-day rating among P25-54 and a .67 live plus three-day rating among W25-54. Among these key demos, the ratings were a respective double-digit increase of 27 percent and 29 percent over the prior six weeks. Upscale viewers also tuned in to watch *100 Day Dream Home*, with the season averaging a .55 L3 among upscale P25-54 and a .75 L3 among upscale W25-54. And, in the Monday 8-9 p.m. timeslot, the season ranked as a top 3 non-news/sports cable premiere among upscale P25-54 and upscale W25-54 and as a top 5 non-news/sports cable premiere among P25-54 and W25-54.

“Many of us dream about building a custom home from the ground up and watching that dream come to life for people in only 100 days is such a compelling hook,” said Loren Ruch, group senior vice president, programming & development, HGTV. “And when you combine that premise with talented experts like Brian and Mika, who are truly invested in their clients’ needs and wishes, you get a show that delivers solid ratings and a large viewership every season.”

HGTV's digital platforms also reflected strong audience engagement for *100 Day Dream Home*, with content supporting the season generating more than 8.5 million video views across HGTV's [Facebook](#), [Twitter](#), [TikTok](#) and [Instagram](#) accounts and more than 345,000 page views on HGTV.com.

On Sunday, May 22, at 8 p.m. ET/PT, fans of Brian and Mika can watch the couple give Thomaston, Georgia, a downtown boost in the new HGTV series [Home Town Kickstart Presented by PEOPLE](#). In addition, fans can binge watch three seasons of *100 Day Dream Home* on [discovery+](#), stay connected with the series at [HGTV.com/100DayDreamHome](#), or follow on social media using [#100DayDreamHome](#). They also can engage with Brian and Mika on Instagram at [@mrbreakinground](#) and [@mikamakesmoves](#).

*100 Day Dream Home* is produced by NorthSouth Productions.

### **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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Media Contacts:

Chelsey Riemann / [Chelsey\\_Riemann@discovery.com](mailto:Chelsey_Riemann@discovery.com) / 865-607-4188

Mariah Bowers / [Mariah\\_Bowers@discovery.com](mailto:Mariah_Bowers@discovery.com) / 865-809-5263