



'HOME TOWN KICKSTART PRESENTED BY PEOPLE' DELIVERS STRONG FIRST SEASON PERFORMANCE FOR HGTV

New York [June 3, 2022] The first season of [Home Town Kickstart Presented by PEOPLE](#), the HGTV *Home Town* franchise expansion series led by HGTV stars [Ben](#) and [Erin Napier](#) and additional top network talent, attracted nearly 15.4 million viewers. The six-episode season, which averaged a .51 live plus three-day rating among P25-54 and a .65 live plus three-day rating among W25-54, documented teams of top HGTV stars who provided emotional renovations to the homes of local heroes and completed marvelous community projects. Airing on Sundays from 8-9 p.m. ET/PT, the series also garnered a .55 L3 rating among upscale P25-54 and a .70 L3 rating among upscale W25-54. In addition, it ranked as a top 5 non-news/sports cable premiere with P25-54, W25-54, upscale P25-54 and upscale W25-54 in its timeslot.

Fans have enthusiastically supported *Home Town Kickstart Presented by PEOPLE* on HGTV's social platforms, with content focused on the season to date delivering 5.6 million video views across the net's [Facebook](#), [Twitter](#), and [Instagram](#), and [TikTok](#) accounts.

Fans can binge watch [Ben](#) and [Erin Napier](#) across the *Home Town* franchise in every episode of [Home Town Kickstart Presented by PEOPLE](#), [Home Town](#), [Home Town: Ben's Workshop](#), and [Home Town Takeover](#) all currently streaming on discovery+.

Home Town Kickstart Presented by PEOPLE is produced by RTR Media Inc.

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:

Kelly Rivezzi / kelly_rivezzi@discovery.com / 908-531-5935
Lynne Davis Adeyemi / lynne_davis@discovery.com / 917-446-7719