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APRIL 17, 2023 · HGTV

HGTV Mega-Hit Home Renovation Competition Series 'Rock The Block' Delivers Standout Ratings Performance for Network



The latest season of *Rock the Block*, HGTV's mega-hit home renovation competition series, delivered a standout performance for the network, attracting more than 12.7 million total viewers since it premiered on Monday, March 6, at 9 p.m. ET/PT. The six-episode season averaged a .82 live plus three-day rating among Adults 25-54 and a 1.13 L3 rating among Women 25-54, a respective lift of 95 percent and 98 percent from the prior six weeks. The finale on April 10 was the highest-rated episode of the season, delivering a .96 L3 rating among Adults 25-54 and a 1.29 L3 rating among Women 25-54, posting respective increases of 134 percent and 130 percent over year-ago levels. This season of *Rock the Block* also performed well among Upscale audiences, averaging a 1.08 L3 rating among Upscale Adults 25-54 and a 1.52 L3 rating among Upscale Women 25-54. In addition, this season ranked as the #1 non-news/sports cable program among Adults 25-54, Adults 18+, Women 25-54, Women 18+, Upscale Adults 18+, Upscale Women 25-54 and Upscale Women 18+. It also ranked as the #2 non-news/sports cable program among Adults 18-49, Women 18-49 and Upscale Adults 18-49.

"This season of *Rock the Block* is a ratings sensation for HGTV on Monday nights," Loren Ruch, Head of Content, HGTV. "Millions of fans tuned-in every week to root for their favorite team of star home experts as they tackled the ultimate design and renovation competition."

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On HGTV's digital platforms, content in support of the *Rock the Block* premiere episode delivered 10 million video views on HGTV's [Facebook](#), [Instagram](#), [Twitter](#) and [TikTok](#) and more than 7.2 million page views on [HGTV.com](#).

Hosted by popular carpenter, craftsman and design expert **Ty Pennington**, the season featured the biggest houses and the biggest budgets in *Rock the Block* history. Four teams of renovation experts faced off in Berthoud, Colorado: **Bryan** and **Sarah Baeumler** (*Renovation Island*); **Michel Smith Boyd** and **Anthony Elle** (*Luxe for Less*); **Jonathan Knight** and **Kristina Crestin** (*Farmhouse Fixer*); and **Page Turner** and **Mitch Glew** (*Fix My Flip*). The teams had just six weeks and a budget of \$250,000 to transform four identical 5,000-square-foot properties into luxurious homes that reflected their signature vision and stunning design style. In the end, the Luxe for Less team, Michel Smith Boyd and Anthony Elle, added the most value to their property, winning the ultimate bragging rights as *Rock the Block* champions and received a street named in their honor.

Rock the Block is produced by Big Table Media.

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 77 million U.S. households; a website, [HGTV.com](#), that attracts an average of 11 million people each month; a social footprint of nearly 29 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](#), [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, discovery+, 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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