



**'ROCK THE BLOCK' DELIVERS ITS HIGHEST-RATED
SEASON PREMIERE FOR HGTV ON MONDAY, FEB. 28**

New York [March 7, 2022] HGTV's hit competition series [Rock the Block](#), starring four teams of the network's powerhouse reno experts, delivered its highest-rated season premiere in the series history on Monday, Feb. 28, at 9 p.m. ET/PT with a .79 live plus three-day rating among P25-54, an 18 percent increase over its season two premiere. The rating among P25-54 was an impressive double-digit increase of 65 percent over the prior six weeks and a 64 percent lift over year-ago levels. Among W25-54, the third season premiere garnered a 1.01 L3 rating, a 15 percent increase over the last season premiere, a 57 percent increase over the previous six weeks and a 46 percent lift over year-ago levels.

Attracting more than 4.6 million total viewers, the episode also garnered a .87 L3 rating among upscale P25-54 and a 1.13 L3 rating among upscale W25-54. *Rock the Block* ranked as the #2 non-news/sports cable program among W25-54, upscale P25-54 and upscale W25-54, as well as a top 3 non-news/sports cable program among P25-54 in the Monday 9-10:30 p.m. timeslot.

"*Rock the Block* is a one-of-a-kind viewing experience that has captivated a loyal fan base because of its spirited, family-friendly competition," said Betsy Ayala, senior vice president, programming and development, HGTV. "Our audience loves to see their favorite HGTV stars face off in the biggest challenges of their careers—complete with creative renovation obstacles, unexpected design twists and a beautiful, inspiring location like Charleston, South Carolina. And, with five more edge-of-your-seat episodes on tap, we've only just begun to have fun!"

The *Rock the Block* premiere also performed well on HGTV's digital platforms. Content supporting the episodes delivered 684,000 video views on HGTV's [Facebook](#), [Instagram](#), [Twitter](#) and [TikTok](#), as well as 2.3 million page views on [HGTV.com](#). In addition, the season premiere was the #2 "most social" episode across all of television on Monday, Feb. 28.

During the series hosted by [Ty Pennington](#), four teams of HGTV renovation and design experts—who are either siblings, domestic partners or spouses—face-off in an epic renovation confrontation. Participating network stars this season include: [Leslie Davis](#) and [Lyndsay Lamb](#) (*Unsellable Houses*); [Dave](#) and [Jenny Marrs](#) (*Fixer to Fabulous*); [Keith Bynum](#) and [Evan Thomas](#) (*Bargain Block*); and [Egypt Sherrod](#) and [Mike Jackson](#) (*Married to Real Estate*). With just six weeks and a budget of \$225,000, the duos battle to renovate identical properties into the ultimate oasis that reflects their distinctive creative vision and real estate expertise.

New episodes of *Rock the Block* air Mondays at 9 p.m. ET/PT on HGTV and are available to stream the same day on [discovery+](#). Access to additional content from the new season of *Rock the Block* is available on [HGTV.com/RocktheBlock](#), including before and after photos and videos and behind-the-scenes extras. Viewers also can interact via social media using [#RocktheBlock](#) and will be able to follow along on the [@HGTV](#) stars' reno journeys on Instagram at

[@1lesliedavis](#), [@thelyndsaylamb](#), [@dave.marrs](#), [@jennymarrs](#), [@keithbynum1](#),
[@ninedesignandhomes](#), [@egyptsherrod](#) and [@djfadelf](#).

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 81 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. Offered on a variety of platforms and devices, including ones from Amazon, Apple, Google, Microsoft, Roku and Samsung, discovery+ features a landmark partnership with Verizon that gives their customers with select plans up to 6 months of discovery+ on Verizon.

Viewers can become fans of HGTV and interact with other home improvement enthusiasts through [Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#) and [TikTok](#). HGTV is owned by Discovery, Inc., a global leader in real life entertainment spanning 220 countries and territories, whose portfolio also includes Discovery Channel, Food Network, TLC, Investigation Discovery, Travel Channel, MotorTrend, Animal Planet, Science Channel, and the multi-platform JV with Chip and Joanna Gaines, Magnolia Network, as well as OWN: Oprah Winfrey Network.

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