

Facts & Figures

February 20, 2011



HGTV continues to grow its audience! In January, HGTV garnered its highest ever* January prime time ratings among several key demos, including P25-49 with a 0.5.¹

HGTV Reaches the MOST Desirable Viewers, ranking #2 for reaching Upscale W25-54 and #6 for Upscale A25-54 in Prime.²

HGTV's viewers are engaged with the network and its advertisers. According to the most recent Beta Brand Identity Study, HGTV delivered several top rankings, including:³

- #2 among P25-54 for "Pay attention to commercials"
- #2 among P25-54 for "Buy what's advertised"

HGTV is a **Top 15 Network among key demos** in 1Q11-to-date based on coverage ratings:⁴

<u>Prime Time (M-Su 8-11P)</u>	<u>Total Telecast Day</u>
# 7T for W25-54	# 6T for W25-54
# 10T for P25-54	# 12T for P25-54
# 11T for Households	# 13T for Households

HGTV's **Top 10 Shows** in 1Q11-to-date based on **P25-54**.⁵

<i>Holmes Inspections</i>	<i>Selling New York</i>
<i>House Hunters</i>	<i>Candice Tells All</i>
<i>Holmes on Homes</i>	<i>Curb Appeal: The Block</i>
<i>House Hunters International</i>	<i>My First Place</i>
<i>Property Virgins</i>	<i>Dear Genevieve</i>

HGTV breaks the 95 Million benchmark! The network is receivable in **99,522,000** US households as of February 2011, up more than 1.7 million over February 2010.⁶

HGTV answered more than 11,774 viewer inquiries by email, phone and mail in December 2010, satisfying viewers' need for information.⁷

Secrets From A Stylist

Premieres Saturday, February 26 at 9 p.m. ET/PT

Emily Henderson, professional prop stylist and the season five winner of *HGTV Design Star*, returns to the network with her delightfully ingenious sense of style in *Secrets From A Stylist*. During each episode, Emily will help homeowners identify their innermost design passions by conducting a "style diagnostic." Armed with the homeowners' responses she will then customize the space layer by layer until a truly personalized look is achieved.

International HGTV launches include HGTV Canada. Additionally, HGTV programming has been licensed for airing in 69 countries and territories. Selected HGTV programming is also available to service personnel through American Forces Radio & Television Services (AFRTS).

The HGTV library currently contains the following books: Before & After Decorating: Smart Ideas to Transform Every Room of Your Home (2003), Design on a Dime: Achieve High Style on a \$1,000 Budget (2004), Landscape Makeovers: 50 Projects for a Picture-Perfect Yard (2004), Flower Gardening: Bring Home the Secrets of Great Gardens (2004), Sensible Chic: Smart Style on Any Budget, The Best of Designers' Challenge: Problem Rooms Solved 3 Ways (2005), Mission: Organization: Strategies and Solutions to Clear Your Clutter (2004), Baths: Create the Bathroom of Your Dreams (2005), Kitchens: Plan the Kitchen of Your Dreams (2005), Curb Appeal (2006), 6 Steps to Design On A Dime (2006), Designed To Sell: Smart Ideas That Pay Off (2006).

HGTV.com

HGTV.com attracted more than **8.8 million unique visitors** during January 2011. The site received more than **305 million page views** during January 2011.⁸

Visitors to HGTV.com continue to be attracted to video content. In January 2011, visitors played nearly **5.7 million video streams**.⁹

HGTV Ideas e-newsletter attracts a subscriber base of **1.8 million**, maintaining a loyal audience. *HGTV's Decorating* and *Bath* newsletters each attracted over 1 million subscribers.⁷

¹ Nielsen Media Research via Star Media; January 2011 (12/27/10-1/30/11), M-Su 8P-11P compared to all Januaries (1998-2011) *tied
² Nielsen Media Research, NPower; 4Q10 (9/27/10-12/26/10): Ranked among networks with more than 75 million subscribers, HHI \$125K+
³ Beta Research, Brand Identity Study - March 2010
⁴ Nielsen Media Research, via Star Media; Prime (M-Su 8P-11P) and Total Telecast Day (6A-6A), 1Q11-to-date (12/27/10-2/13/11)
⁵ Nielsen Media Research via Star Media; 1Q11-to-date (12/27/10-2/13/11); rank based on A25-54 coverage ratings; more than 3 telecasts
⁶ Nielsen Media Research, February 2011/2010
⁷ Scripps Networks Customer Service Center, January 2011
⁸ Comscore - January 2011
⁹ WebTrends - January 2011