

ABOUT HGTV

HGTV delivers the superstar experts, fascinating families, compelling renovations and stunning transformations that make all things home fun. As America's favorite way to get entertaining, relatable and inspirational home and lifestyle content, HGTV offers: a top 10 cable network distributed to more than 88 million U.S. households; a website, HGTV.com, that attracts an average of 10.8 million people each month; a social footprint of 20.6 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.

OUR AUDIENCE: our target demographic is P25-54. HGTV develops mostly for co-viewing but tends to skew slightly more female.

WHAT WE ARE LOOKING FOR:

We're currently looking for authentic and unique experts who revolve around everything HOME. From flippers to rehabbers, we seek out talent who are passionate about making a home beautiful and adding their own personal touch. We typically develop shows around talent, but will consider strong formats. Authenticity is key for HGTV, our audience expects us to deliver the most authentic home journeys whether it's going through a renovation or purchasing a home.

We have three primary areas for development in the home space – **Real Estate, Renovation, and Design**. You must be able to say in one line why this show or talent is different from anything or anyone we have on air. What is the unique hook?

Authenticity and good storytelling are key for HGTV – we care more about 'how' we tell the stories than whether or not it's purely a real-life process.

TALENT:

We are always looking for great talent in the home space!! This is a huge priority for us. They must be experts in their field who are entertaining, have a great presence, and a unique point of view.

WHAT IS WORKING:

Emotion - *One of A Kind* and *A Very Brady Renovation* – both play on the emotion either through nostalgia or a customized renovation created especially for a client.

High Stakes – *Flip Or Flop* / *Windy City Rehab* / *Rock The Block* – Whether it's a high stakes business or pride is on the line, our audience wants to be entertained through every up and down. The higher the stakes the better.

Aspirational – From beach programming and dreamy locations to beautiful home renovations, our audience wants to sit back, relax, and escape.

The Unexpected – We have a lot of bread and butter programming (i.e. *House Hunters*, *Home Town*), but we are looking for how we can create the unexpected. What is going to make people stand up and take notice of HGTV?!