

# NETWORK PROGRAMMING IN THE STREAMING ERA

**HGTV/FOOD**

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Peter Hamilton, Documentary Business

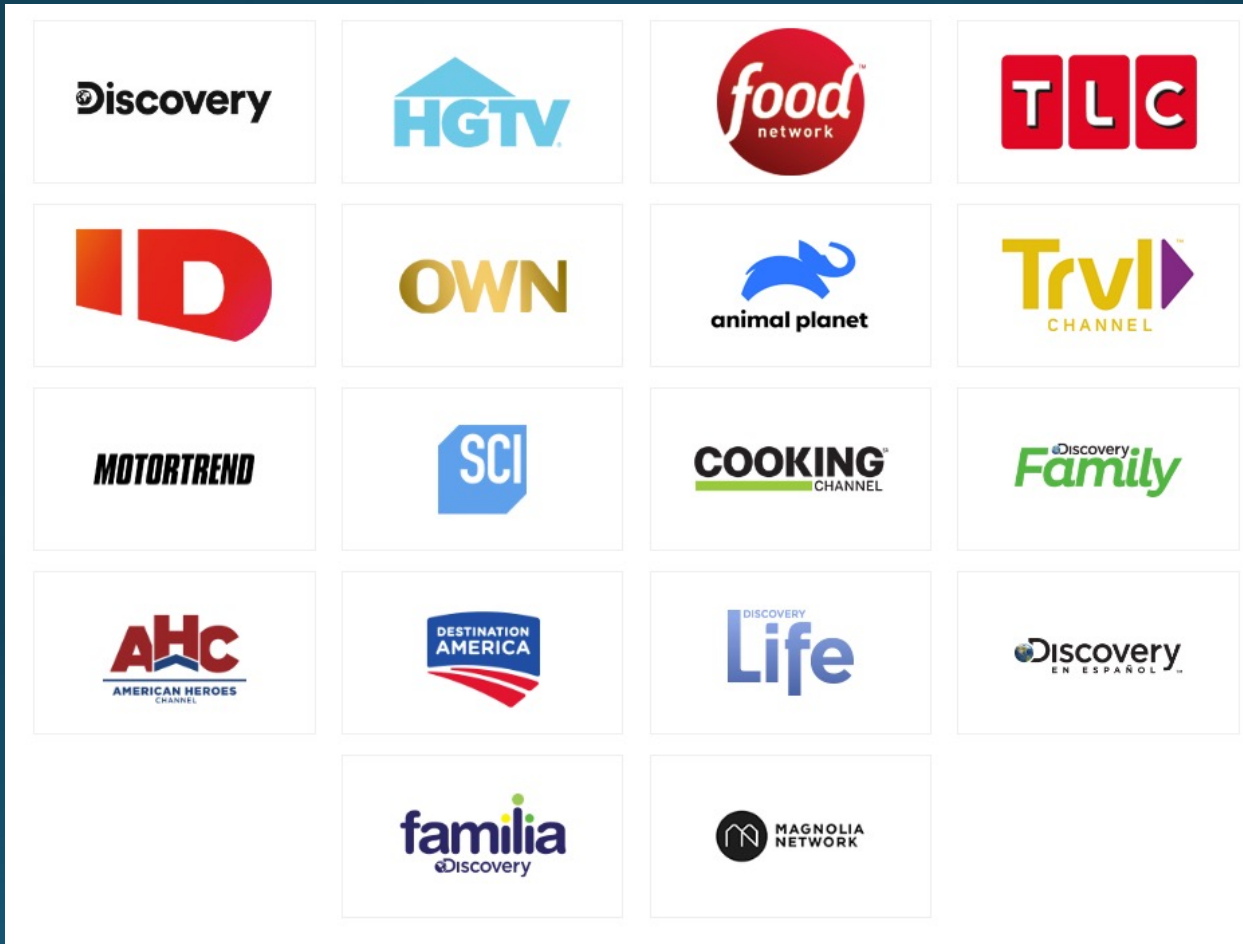
# Landscape: The Melting Iceberg

- PAY TV SUBSCRIBERS (US)
- Down 9.2% in 2022
- 2022: 66.9 (mill)
- 2021: 73.6 (mill)

## VIEWING: STREAMERS' SHARE

- 2022: 38%
- 2021: 28%

# Discovery Networks



Life & Relationships

Weddings

Parenting

Stuff We Love

Style & Self Care



# FOOD

FOOD PROGRAMMING TRACKER																																																																																																			
QUARTER	1Q22											2Q22											3Q22											4Q22											1Q23											2Q23																																											
MONTH	January			February				March				April			May				June				July			August					September			October			November					December			January			February				March				April				May																																							
WEEK (MON)	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29																									
MON	8P	KIDS BAKING CHAMPIONSHIP S10 10X60				KIDS SPRING BAKING CHAMPIONSHIP				SPRING BAKING CHAMPIONSHIP S8 7X60/3X120				BBQ BRAWL				BEAT BOBBY FLY				HALLOWEEN CHAMPION				HOL BK S9 4X60/4X120				KIDS BAKING CHAMPIONSHIP S10 10X60				SPRING BAKING CHAMPIONSHIP S9 7X60																																																																	
	9P	TI N BIG	CHOPPED				JULIA CHILD CHALLENGE 6X60				BBQ BRAWL S3 8X60				BBQ USA 6X60				BOBBY & SOPHIE ON				HALLOWEEN BAKING CHAMP N S8 6X60/2X120				HOL BAKING CHAMPIONSHIP				BAKE IT TIL				CHOPPED				SPRING BAKING CHAMPIONSHIP S9 7X60																																																												
	10P	CHOPPED	CHOP				SPRING BAKING CHAMPION: EASTER 6X60				BEAT BOBBY FLY				BEAT BOBBY FLY				BEAT BOBBY FLY				HALLOWEEN COOKIE CHALLENGE 6X60				HOL BAKING: GINGERBREAD SHOWDOWN S2 7X60				CHOPPED				SPRING BAKING CHAMPION: EASTER 6X60																																																																
TUES	8P	CHOPPED											FLAY											HOPPED S53 7X60																																																																											
	9P	CHOPPED S51 15X60				CHOPPED S52 12X60				SUPERMARKET STAKEOUT S4 20X60				BOBBY'S TRIPLE THREAT 6X60				BOBBY FLY: HOLIDAY THROWDOWN 6X60				CHEF DYNASTY: HOUSE OF FANG 6X60				SUPERGRUDGE CHEFMATCH 7X60																																																																									
	10P	RAID THE FRIDGE 6X60	CHOPPED				BIG RESTAURANT BET 6X60				SUPERMARKET STAKEOUT S4 20X60				KITCHEN CRASH S2 4X60				BIG BAD BUDGET BATTLE 6X60				OUTCH 10X30				BEAT BOBBY				CHOPPED																																																																				
WED	8P	GUY'S GROC GAMES S29 7X60				GUY'S GROCERY GAMES											GUY'S GROC				GROC GAMES				GUY'S GROC GAMES				GROC GAMES																																																																						
	9P	WORST COOKS IN AMERICA S23 7X30	WORST COOKS IN AMERICA				GUY'S GROCERY GAMES				GROC				GROC				GUY'S GROC				OCERY GA S29 7X60				GROC				GROC				GUY'S ULTIMATE GAME NIGHT 7X60				GROC				GUY'S GROC				GAMES				GROC				NFL TAILGATE TAKEDOWN 6X60				GROC				GR				GROC				GROC																												
	10P	DINERS, DRIVE-INS, AND DIVES											GUY'S GROCERY GAMES											NO RECIPE ROAD TRIP 6X60				GROCERY GAMES											TOURN																																																												
THURS	8P	REST IMP REVISIT				IMP				LE S2				R6				REST IMP				REST IMP				ANT IMPOSSIBLE S21 12X60/1X90				REST				BEAT BOBBY FLY				HALLOWEEN BAKING				HALLOWEEN WARS				HALLOWEEN BAKING				CHOPPED				XMAS COOKIE CHLNG				HOLIDAY BAKING				HOLIDAY SPECIALS				HOLIDAY BAKING				XMAS GING XMAS				DELICIOUS				HOLIDAY BAKING				RESTAURANT				SIBLE S22 7X60				REST IMP									
	9P	FLAY				THR W/SYM				BEAT BOBBY FLY S29 16X30				BEAT BOBBY FLY				BEAT BOBBY FLY				BEAT BOBBY FLY S30 7X30				HALLOWEEN BAKING				HALLOWEEN WARS				HALLOWEEN BAKING				CHOPPED				XMAS COOKIE CHLNG				HOLIDAY BAKING				HOLIDAY SPECIALS				HOLIDAY BAKING				XMAS GING XMAS				DELICIOUS				HOLIDAY BAKING				RESTAURANT				BOBBY				BOBBY FLY				BOBBY FLY																	
	10P	BEAT BOBBY FLY											CHEF BOOT CAMP S2 8X60				FLAY				BBQ BRAWL				ME OR MENU				BOBBY FLY				IT'S COMP				ALEX VS AMERICA				FLAY				HALLOWEEN BAKING				HALLOWEEN WARS				HALLOWEEN BAKING				CHOPPED				XMAS COOKIE CHLNG				HOLIDAY BAKING				HOLIDAY BAKING				XMAS GING XMAS				DELICIOUS				HOLIDAY BAKING				RESTAURANT				BOBBY				BOBBY FLY				BOBBY FLY		
FRI	8P	DINERS, DRIVE-INS				DINERS, DRIVE-INS & DIVES											DINERS, DRIVE-INS & DIVES											DINERS, DRIVE-INS				DIVES																																																																			
	9P	GUY HAWAIIAN				DINERS, DRIVE-INS				DIVES S41 7X30				GUY'S AA ROAD				DINERS, DRIVE-INS				DIVES 7X30				DINERS, DRIVE-INS				GUY				DINERS, DRIVE-INS & DIVES 7X30				DINERS,																																																													
	10P	DINERS, DRIVE-INS											DINERS, DRIVE-INS & DIVES											DINERS, DRIVE-INS & DIVES											DINERS, DRIVE-INS				DIVES																																																												
SAT	8P	DINERS, DRIVE-INS, AND DIVES											DINERS, DRIVE-INS, AND DIVES											HALLOWEEN WARS				HALLOWEEN BAKING				HALLOWEEN WARS				DINER				DINERS, DRIVE-INS, AND DIVES				HOLIDAY WARS				XMAS COOKIE CHLNG				HOLIDAY BAKING				XMAS COOKIE CHALLENGE				DINERS, DRIVE-INS, AND DIVES																																							
	9P	DINERS, DRIVE-INS, AND DIVES											DINERS, DRIVE-INS, AND DIVES											HALLOWEEN WARS				HALLOWEEN BAKING				HALLOWEEN WARS				DINER				DINERS, DRIVE-INS, AND DIVES				HOLIDAY WARS				XMAS COOKIE CHLNG				HOLIDAY BAKING				XMAS COOKIE CHALLENGE				DINERS, DRIVE-INS, AND DIVES																																							
	10P	DINERS, DRIVE-INS, AND DIVES											DINERS, DRIVE-INS, AND DIVES											HALLOWEEN WARS				HALLOWEEN BAKING				HALLOWEEN WARS				DINER				DINERS, DRIVE-INS, AND DIVES				HOLIDAY WARS				XMAS COOKIE CHLNG				HOLIDAY BAKING				XMAS COOKIE CHALLENGE				DINERS, DRIVE-INS, AND DIVES																																							
SUN	8P	GUY'S GROCERY GAMES				GUY				TOURN OF CHAMPIONS				TOURNAMENT OF CHAMPIONS S3 8X120				GUY'S GROCERY GAMES				BEAT BOBBY FLY				HALLOWEEN WARS				CHRISTMAS COOKIE CHALLENGE S6 8X60				WORST COOK				WORST COOKS IN AMERICA				TOURNAMENT OF CHAMPIONS S4 8X120				CIAO HOUSE 8X60																																																					
	9P	ALEX VS AMERICA 5X60				FLAY				BEAT BOBBY FLY				ALEX VS AMERICA: CHEF'S CUT				GROCERY GAMES				INSIDE EATS				WORST COOKS IN AMERICA				WORST COOKS IN AMERICA				FOOD TRUCK RACE				GREAT FOOD TRUCK RACE 2X90/6X60				ALEX VS AMERICA S2 8X60				HALLOWEEN WARS S12 8X60				HOLIDAY WARS S4 8X60				CHLNG				WORST COOKS IN AMERICA				SUPER				GROCERY GAMES				TOURNAMENT OF CHAMPIONS S4 8X120				CIAO HOUSE 8X60																									
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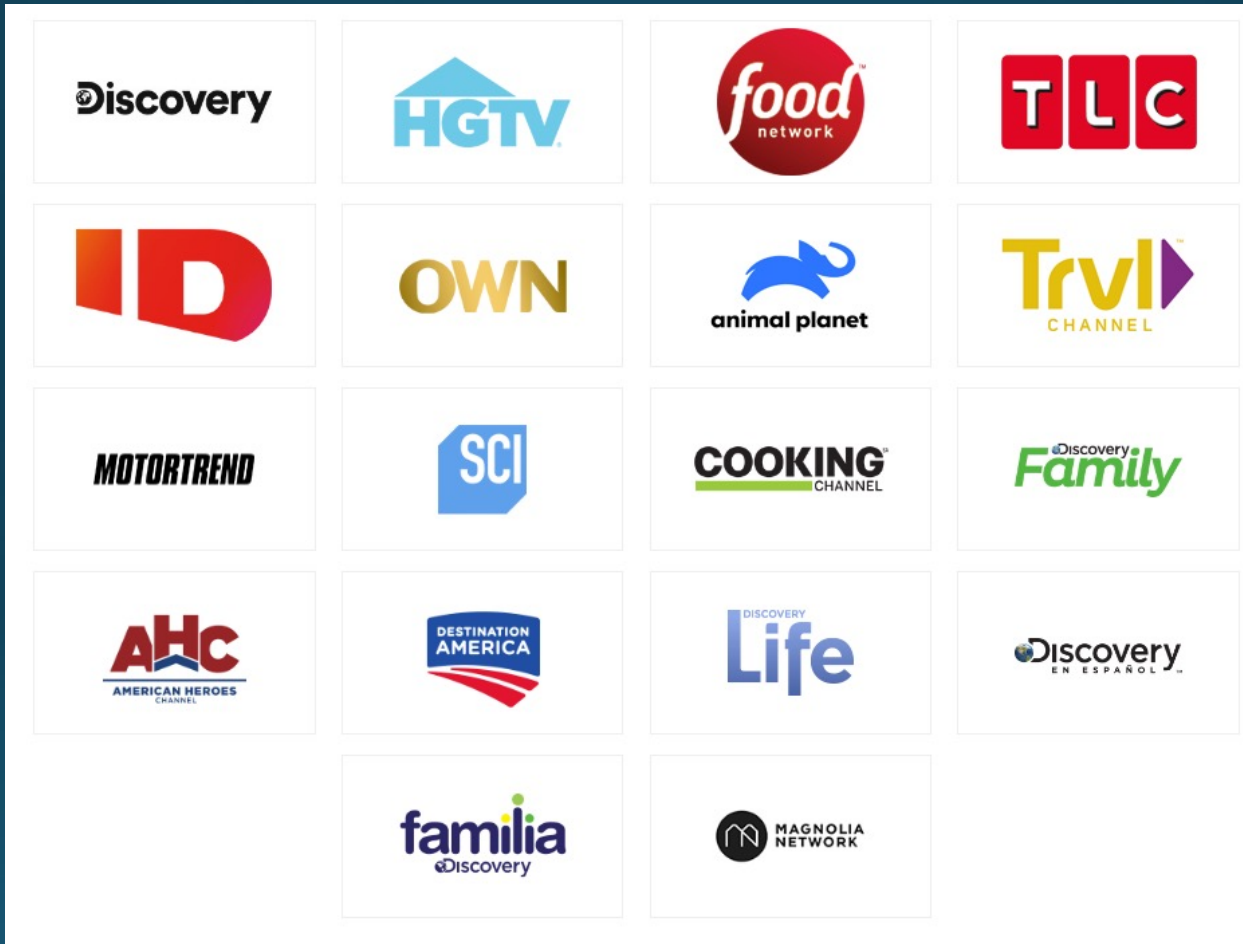
# Key Takeaways

- Brand Promise First
- Celebrity Not Required
- Franchises dominate the landscape
- Library is Invaluable
- Acquisitions & Specials Absent

# What Don't We Know Yet?

- How will a stand-alone Discovery+ influence commissioning content choice?
- Will the volume of originals increase, decrease, or remain stable for the new HBO Max/Discovery+?
- How many of the WBD linear networks will survive 2023?
- Will new WBD streamer go worldwide?

# Discovery Networks



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Stuff We Love

Style & Self Care



More Nets Coming  
Soon!

# Who We Are!

## **Peter Hamilton, Pact Partner**

Peter's free [Documentary Business](#) newsletter analyzes trends in the unscripted market. His detailed case studies reveal the varied journeys of successful productions. [Peter Hamilton Consultants Inc](#) is based in New York.

## **Dan Salerno, Senior Programming Consultant**

Veteran programming executive for Discovery, Nat Geo, BBC and other industry leaders, Dan is a senior consultant serving global platforms, networks and producers. Contact Dan at [salernotv@aol.com](mailto:salernotv@aol.com)