

PEOPLE (the TV Show!) Renewed Through 2023-2024 Season

NEW YORK, March 24, 2021 /PRNewswire/ -- **Meredith Corporation's** *PEOPLE (the TV Show!)* has been renewed for three additional seasons, through 2024. Since its debut in September 2020, across Meredith's local markets, the show has seen a 12.2% increase in household ratings and a 12% increase in P25-54 (Nielsen), with ratings in the top tier of all news magazines, most of which have been on the air for decades.

"Our local audiences and advertisers love *PEOPLE (the TV Show!)*. We had the faith in PEOPLE and its powerful combination of celebrity and entertainment news, and positive stories about ordinary people doing extraordinary things, to program this show in the most competitive access time periods. We replaced established entertainment news magazine shows that have occupied these time periods for decades and are pleased to see viewers respond and embrace our show," said Meredith Local Media Group President **Patrick McCreery**. "The fact is PEOPLE is retaining over 80% of the news magazine time periods we moved into, on par with the best-in-class. Most other news magazine shows struggle to retain their own audience at equal levels. We are thrilled with the show's success and couldn't be more pleased to extend our commitment through the 2023–2024 season."

Rob Silverstein helms the 30-minute newsmagazine program as Executive Producer.

Headquartered in its New York City studio, *PEOPLE (the TV Show!)* was the top-rated new syndicated show of the Fall 2020 season in the 12 markets where it airs. In October 2020, Sony Pictures Television partnered with Meredith Corporation to distribute the show nationally beginning in Fall 2022.

The most-watched episode thus far was the Grammys recap and Oscar nomination show on Monday, March 15, 2021, with an overall rating of 1.3 in P25-54 in the LPM markets –Atlanta, Phoenix, Portland, and St. Louis – where it airs.

"Rob and his team have done an amazing job translating the PEOPLE brand into a TV show, and I can't wait to see how it evolves over the next three years!" said PEOPLE's Editor-in-Chief **Dan Wakeford**. "PEOPLE's top-notch reporting gives viewers insider access to everything from the world of celebrity to inspiring real life stories, and I thank everyone at the brand for helping make the TV show a huge success."

PEOPLE (the TV Show!) is inspired by the brand's unique combination of the most popular celebrity and inspirational human interest stories, including entertainment news, exclusive interviews, feature stories, beauty and style, true crime and more. The show has garnered 61.4 million total views from September 2020 to date, across O&O, Twitter, Twitter Live, Instagram, Facebook and YouTube. The daily show airs Monday–Friday in all 12 Meredith markets – Atlanta, Phoenix, Portland, St. Louis, Nashville, Hartford-New Haven, Kansas City, Greenville-Spartanburg, Las Vegas, Mobile-Pensacola, Flint-Saginaw, and Springfield-Holyoke, MA.

ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP), a leading media company for nearly 120 years, produces service journalism that engages audiences with essential, inspiring, and trusted content. Meredith reaches consumers where they are across multiple platforms, including digital, video, magazine, and broadcast television. Meredith's National Media Group reaches nearly 95 percent of all U.S. women and more than 190 million unduplicated American consumers every month through such iconic brands as PEOPLE, Better Homes & Gardens, Allrecipes, Southern Living, and REAL SIMPLE. Meredith's premium digital network reaches more than 150 million consumers each month. The Company is the No. 1 U.S. magazine operator with 36 million subscribers and the No. 2 global licensor with robust brand licensing activities that include a Better Homes & Gardens partnership with Walmart. Meredith's Local Media Group portfolio includes 17 television stations reaching 11 percent of U.S. households and 30 million viewers. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 markets, including Atlanta, Phoenix, St. Louis, and Portland, and 13 stations in the Top 50.

ABOUT PEOPLE

Meredith Corporation's PEOPLE revolutionized personality journalism when it launched as a weekly in 1974 with a mission to celebrate extraordinary people doing ordinary things and ordinary people doing extraordinary things. Ubiquitous and still at the center of pop culture more than 45 years later, the PEOPLE brand is accessible across all media and platforms (print, digital, video, OTT, mobile, social) bringing more than 100 million consumers a unique mix of breaking entertainment news, exclusive photos, video, unparalleled access to the red carpet, celebrities, and in-depth reporting on the most compelling newsmakers of our time. An essential component of PEOPLE's editorial vision remains human interest stories, which touch and often mirror the lives of our passionate audience. ComScore ranks the PEOPLE/Entertainment Weekly Digital Network No. 1 in the entertainment news category. PeopleTV, the advertiser-supported OTT streaming service from PEOPLE and Entertainment Weekly that launched in 2016, features original series and specials focusing on celebrity, red carpet, pop culture, lifestyle and human-interest stories. PEOPLE is an award-winning 24/7 news organization headquartered in NYC with reporters worldwide. For more information visit PEOPLE.com, listen to the *PEOPLE Every Day* podcast, and follow on social - @people on Twitter and Instagram, @peoplemag on Facebook, and the PEOPLE channel on YouTube and on Snapchat's Discover.

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