



Viewer Profile

Age

18 – 34	40%
35 – 54	34%
55+	26%

Gender

Male	41%
Female	59%

Education

Attended College	33%
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Household Income

\$75K+	23%
\$50K - \$74,999	16%
\$30K - \$49,999	20%

Home Ownership

Own Home	50%
Rent Home	46%

Presence of Children

1+ Child in HH	48%
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Median Age 40.3

Median of Household Income 38.2

BET provides contemporary entertainment that speaks to young Black adults from an authentic, unapologetic viewpoint of the Black experience. BET connects with its target audience in a way no other media outlet can, providing hit music, entertainment and news programming that is reflective of their experiences. In addition, outstanding mega-specials keep viewers regularly tuned in for the latest and greatest in black entertainment.

Programming Highlights

- BET Awards Show
- The BET Honors
- Sunday Best
- Rip the Runway
- Tiny & Toya
- 106 & Park
- Girlfriends
- The Michael Vick Project
- The Family Crews
- The Game



The Game



106 & Park



Source: The Nielsen Co., National TV Toolbox. Live+SD HH ratings, Cable, 1/1/10-12/31/10. Simmons OneView as of 6/6/11. Base: Adults 18+ Index of 100 = National Norm.