



**National Media Spots Inc.**

**PH: 888-879-8088**

**success@nationalmediaspots.com**

**www.nationalmediaspots.com**



## Network Profile

**BET Networks is the pre-eminent entertainment brand serving African Americans and consumers of Black culture. With its hit original, family friendly, general entertainment and music programming, BET Networks is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience.**

### Age Groups

A 2-17	8%
A 18-34	21%
A 18-49	46%
A 25-54	48%
A 50+	45%
Median Age	47

### Household Income

<\$25K	23%
\$20K - \$49K	40%
\$50K+	39%
\$75K+	22%
\$100K+	12%
Median Income	<b>\$40K</b>

### Household

Own Home	48%
1-2 People	43%
3+ People	57%
Children Present	37%
African American	82%
Hispanic	5%

### Education

Graduated HS	37%
Attended College	54%
Graduated College	17%

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### Gender

Male	35%
Female	65%

### Featured Programs

BET Awards	American Soul	Games People Play
Tyler Perry's House of Payne	Assisted Living	Tales
Boomerang	Sistas	Twenties