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## **Network Profile**

**BET Soul is an aspirational upscale network designed for a multi-dimensional audience. We entertain and inspire our viewers to always remember a simple rule for a fuller life: “SOUL IS WHO YOU ARE”. With 24-hours of back to back music programming, BET SOUL is a place where they can tune in, unwind and to connect to the music and the artists they love.**

### **Age Groups**

Median Age                      **37**

### **Household Income**

Median Income                      **\$56K**

### **Gender**

Male                                      **47%**

Female                                      **53%**

### **Featured Programs**

Twenties

Boomerang

Tyler Perry's Sistas

NAACP Image Awards

106 & Park

American Soul

Being Mary Jane

Bet's Mancave

BET Awards