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Network Profile

Available in approximately 80 million homes, MTV2, MTV's sibling network, possesses the highest concentration of male teens in all of television. The network celebrates the passion points of guys with fast-paced programming that makes them laugh, doesn't shy away from taking chances, and praises 'guyness' 24/7.

Age Groups

A 18-34	65%
A 35-54	25%
A 55+	10%
Median Age	27

Household Income

\$75K+	38%
\$50K - \$74,999	13%
\$30K - \$49,999	12%
Median Income	\$52K

Education

Attended College	37%
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Presence of Children

1+ child HH	40%
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Home Ownership

Own Home	48%
Rent Home	43%

Gender

Male	49%
Female	51%