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## **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	<b>6%</b>
A 18-34	<b>11%</b>
A 18-49	<b>26%</b>
A 25-54	<b>33%</b>
A 21+	<b>94%</b>
A 50+	<b>68%</b>
Median Age	<b>58</b>

### **Household Income**

<\$20K	<b>24%</b>
<\$50K	<b>43%</b>
\$50K+	<b>56%</b>
\$75K+	<b>41%</b>
\$100K+	<b>31%</b>
Median Income	<b>\$59K</b>

### **Household**

Own Home	<b>64%</b>
1-2 People in HH	<b>54%</b>
3+ People in HH	<b>45%</b>
Children Present	<b>30%</b>
African American	<b>86%</b>
Hispanic	<b>4%</b>

### **Education**

Attended College	<b>63%</b>
4+ Years College	<b>17%</b>

### **Gender**

Female	<b>55%</b>
Male	<b>45%</b>

### **Featured Programs**

BET Awards	Immersed	Cheers To That!
For The Fellas	Tyler Perry's Sistas	BET Talks
Being Mary Jane	BET's Mancave	Black Card Revoked