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Network Profile

MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its Emmy®, Grammy® and Peabody® award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile.

Age Groups

Median Age **54**
Primary Demo **P 18-49**

Household Income

Median HHI **\$77k**

Gender

Male **45%**
Female **55%**

Featured Programs

Jersey Shore	The Challenge	Ridiculousness
Caught in the Act: Unfaithful	RuPaul's Drag Race	Teen Mom
Fresh Out Playlist	Catfish	The Hills New Beginnings