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Network Profile

MTV2 is the world's premier youth entertainment brand for P12-34. MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV2 drives culture by creating comedy, music and lifestyle entertainment for the millennial guy.

Age Groups

Median Age	53
Primary Demo	P12-34

Household Income

Median HHI	\$72k
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Gender

Male	48%
Female	52%

Featured Programs

Ridiculousness	The Jamie Fox Show	The Wayans Brothers
Living Single	Catfish	Jersey Shore
Help! I'm In A Secret Relationship	Inkmaster	Fresh Prince of Bel Air