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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**

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