





## BET NETWORKS

**BET Networks** is the leading provider of media and entertainment for African Americans and consumers of Black culture globally. Our brands reflect a full range of the Black experience and connect with fans of hip hop, gospel, jazz, comedy, drama, news, and more. We stay connected to our diverse audience through our television networks, broadband, video on demand, mobile and home entertainment. The Primary BET Cable Network reaching over 89 million homes, provides contemporary entertainment that speaks to young black adults from authentic, unapologetic viewpoint of the Black experience. BET Digital Networks—Centric and BET Gospel, are brands that combine to serve a broader and more diverse audience than the core network. BET Networks inspires its audiences to make a difference in their lives and communities with a broad and impactful pro-social agenda.

### NETWORK PROGRAM FORMAT

<b>Local Avails:</b>	2 (:60 seconds breaks per hour)
<b>Times:</b>	:13 minutes past each hour to :23 minutes past each hour :40 minutes past each hour to :50 minutes past each hour Cue tones during our <i>Inspirational Programming Block</i> are :29 and :59 <b>Note:</b> No tone is delivered at 4:59am ET. Our Broadcast day begins at 6am
<b>Insertion Hours:</b>	24 hours per day

### NETWORK INFORMATION

<b>Subscribers:</b>	89,568,000 million <small>Source: Nielsen Universe Estimates, November 2009</small>
<b>Service Type:</b>	Basic
<b>Satellite Feed:</b>	Live (Single)
<b>Launch Date:</b>	January 1980
<b>Ownership:</b>	Viacom International

### BENEFITS TO ADVERTISERS

- 1. Attractive Demographics** - BET's audience is highly influential, with substantial purchasing power. Annual spending on consumer products among African Americans is more than \$913 billion. Our audience is hip and youthful with money to spend. During prime-time, BET has one of cable television's highest concentrations of female and teen viewers.
- 2. A Distinct Audience With Diverse Interests** - We enable cable affiliates to reach upscale, specialized market segments. We have expanded our reach to become the preferred network of multicultural households.
- 3. BET Reaches Over 89 Million Households** - Men and women, singles and families, teens and young adults, affluent and influential – BET's audience of more than 89 million subscribers represents broad demographic groups with diverse interests, backgrounds and programming preferences.
- 4. Use BET To Your Advantage** - By positioning and packaging BET programming with other network programming, you'll find there is strength in numbers. BET provides a platform for advertisers to increase their reach of cable viewers through packaging opportunities that target age and gender-specific groups, as well as program-specific categories, such as entertainment, news, movies, music, comedy, inspirational and sports programming.
- 5. Increase Your Bottom Line** - BET enables affiliates to effectively target non-traditional cable advertisers such as churches, ethnic restaurants (African and Caribbean) and clothing apparel retailers. Our affiliates have generated significant incremental revenue from sponsorship packages tied-into our music entertainment specials.



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## RESEARCH

### VIEWER TARGETED

Persons: 18-34, 18-49, 25-54      Men: 18-34, 18-49, 25-54      Women: 18-34, 18-49, 25-54  
 Kids: 12-17

### VIEWER PROFILE

Base: Adults 18+

	<u>BET INDEX</u>
Adults 18-34	172
Adults 18-49	132
Occupation: Sales & Office Occupations	114
Education: Attended College	120
Marital Status: Single	199
Children: Any	127

Source: MRI Doublebase 2009, Weighted by Population (000), Base: Adults 18+

### VIEWER LIFESTYLE

Base: Adults 18+

<u>Items Purchased Cost/Frequency/Brand</u>	<u>BET Index*</u>
Basketball Shoes \$75+	374
Tennis Shoes: \$75+	174
Automobile: Infinti	142
Automobile: Jaguar	141
Family Restaurant/Steakhouse \$9+/month	141
Video Game System \$201-\$299	132
Automobile: Cadillac	115
Personal Computer Software \$200-\$299	114
Fine Jewelry \$1,000-\$1,499	111
Automobile: Mitsubishi	111
Automotive: Mercedes	108

\* Source: MRI Doublebase 2009, Weighted by Population (000)

### DAYPART VIEWING

<u>Daypart</u>		<u>Time</u>	<u>Viewers Per 1000 Viewing Households (VPVH)</u>				
			<u>P18-49</u>	<u>W18-49</u>	<u>T12-17</u>	<u>W18+</u>	<u>M18+</u>
Prime	Mon-Fri	8p-11p	783	487	216	612	381
Daytime	Mon-Fri	9a-4p	861	501	119	596	435
Late Night	Mon-Fri	11p-2a	792	526	119	726	356
Sat Prime	Sat	6a-11p	709	473	194	632	275
Sun Prime	Sun	6a-11p	538	349	56	830	379
*BET Total Air Day			763	480	164	615	383
*BET Total Air Day (Mon-Sa 9a-4a;Su 9a-11p)							

#### Viewers by Gender

<u>Daypart</u>		<u>Time</u>	<u>Primetime Viewers Per 1000 Viewing Household</u>	
			<u>Men 18+</u>	<u>Women 18+</u>
Primetime	Mon-Sun	8p-11p	381	612

Source: StarTrak Reporting 2009, 4Q'09 BET



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### PROGRAMMING

PROGRAMMING GENRES: Comedy, Entertainment, Reality, News/Information, Ethnic: African-American

#### VIEWER TARGETED PROGRAMMING

General Market and African American Teens 12-17, P18-34, P18-49 and P25-54: *Everybody Hates Chris*, *The Game*, *The Wendy Williams Show*, *Jamie Foxx Show*, *The Family Crews*, *Sunday Best*, *106 & Park*, *BET Blackbuster Movies*, *Bobby Jones Gospel Show*, *Celebration of Gospel*, *The Mo'Nique Show*, *Lifts Every Voice*, *Rip The Runway*, *Spring Bling*

#### NEW PROGRAMS FOR 2010/POPULAR ESTABLISHED PROGRAMS

##### MEGA SPECIALS

**BET Awards** (June 2010) - BET celebrates its 10th anniversary honoring extraordinary achievement in music, entertainment and sports with a star-studded LIVE telecast of *BET Awards*. The show is guaranteed to ignite excitement like never before with explosive show performances, out-of-this-world surprises and riveting tributes by the hottest names in entertainment.

**Celebration of Gospel** (January 2010) - BET's popular *Celebration of Gospel* is back for its 10<sup>th</sup> year full of soul stirring, hand clapping and inspiring gospel music. This year's event features stirring performances and moving renditions by some of today's hottest and most talented artists from the worlds of gospel and R&B. Get ready to be lifted!

**BET Honors** (February 2010) - BET delivers the next breakthrough award show during Black History Month to celebrate the achievement of Black Americans by honoring the brightest, the most talented, the most ambitious, the most generous, and most crusading members of the African-American community. Get ready as BET gets ready to deliver one of the most stunning and powerful specials that will showcase and celebrate the milestones of Black Achievement.

**Rip the Runway** (March 2010) - Fashion and music collaborate and collide on the runway in this fast paced hour of fashion and fun. The hottest urban designers will get to show their stuff on the runway as today's best musical talent perform their "walkin' music." Mix that with a high-profile, celebrity crowd of some of the most beautiful people in the world, and you're talkin' HOT! The show will be filled with special guest models, behind the scenes look at how a line is prepared, and the most exciting music of the day.

**BET Hip Hop Awards** (October 2010) - More than a musical style, hip-hop is a history of American culture and a testimony by its artists of their life experiences. *BET Hip Hop Awards* is an electrifying evening of non-stop homage and entertainment to the genres of Hip Hop music. Viewers will not want to miss a night of performances and appearances by the biggest names!

**BET Blackbuster Movies** - Take comedy, action and drama and add some of the biggest African American names in Hollywood to get *BET's Blackbuster Movies*. BET viewers will be treated to a wide-ranging assortment of feature films including Hollywood box office hits acquired from Paramount Pictures, New Line Cinema, MGM Studios, Tyler Perry and more. We will also feature new world premieres that have not been released before. Plus, BET will showcase other new made-for-television movies based on our award-winning "Rap-It-Up" campaign. The increase in the variety, star power, and frequency of movies on BET is in direct response to the strong viewer support for these star-studded movies.

**106 & Park** - BET's highest rated regularly-scheduled music series of all time. *106 & Park* plays host to a live audience and celebrity guests five days a week. The guests that have stopped by the New York studios are among the biggest names in music and entertainment, including: Beyonce, Jay-Z, Rhianna, Jamie Foxx, Mariah Carey, Alicia Keys, Terrence Howard, Tarajli P. Henderson, Kid Cudi, 50 Cent, Monica, Mary J. Blige. To name a few.

**The Mo'Nique Show** - From A-list celebrity guests to sizzling performances by the hottest musical artist in the game. *Mo'Nique* delivers a fun filled hour of entertainment every night. With a resident deejay to keep the members of the studio audience on their feet and *Mo'Nique* bringing the funny as only she can. *The Mo'Nique Show* will force viewers to extend their bed time an extra hour.

##### BET Gospel Sundays

**BOBBY JONES GOSPEL Sunday @ 9am - 10am** - Get your praise on with Grammy Award winner Dr. Bobby Jones in the network's most popular gospel program! Your spirits will soar with inspirational performances and uplifting interviews from gospel music's most celebrated artists, groups, choirs, ministers, and influential people.

**LIFT EVERY VOICE Sunday @ 10am - 11am** - *Lift Every Voice* brings music into your heart and moves your spirit. This uplifting gospel music show features a collaboration of inspirational, traditional, and contemporary gospel music videos.

**VIDEO GOSPEL Sunday @ 11am - 12pm** - *Video Gospel* makes the expression "it brings music to my soul" come to life as each show features a collaboration of inspirational videos including some of the nation's most talented gospel artists singing to the glory of God.



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## LEADING NATIONAL ADVERTISERS

Adams/Cadbury	General Mills	Microsoft	Target Stores
Allstate	General Motors	Paramount Pictures	T-Mobile
AT&T	JC Penney	Pepsi	Toyota
Buena Vista	Johnson & Johnson	Procter & Gamble	U.S. Army
Burger King	Kellogg's	Sara Lee Corporation	Verizon Wireless
Coca-Cola USA	Kimberly-Clark	Sprint/Nextel	Wal-Mart
Darden Restaurants	Lionsgate	SONY Pictures	Warner Bros. Pictures
Dr Pepper/Snapple	M&M Mars	Southwest Airlines	Wm. Wrigley
Ford Motor Co.	Motorola	Subway	Yum Brands
Gap/Old Navy	McDonald's Corporation		(KFC & Pizza Hut)

## NETWORK CONTACTS

### National Ad Sales

#### BET Corp. HQ (DC)

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Washington, DC 20018  
P:(202) 608-2000

#### Affiliate Ad Sales

MTV Networks/BET  
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Please contact your  
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## WEBSITE INFORMATION

Consumer Website: [www.bet.com](http://www.bet.com)

Affiliate Website: [www.mtvn.com](http://www.mtvn.com)