



BET is the primary channel of BET Networks, the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience.



### POPULAR SHOWS

- Sistas
- Twenties
- The Oval
- Boomerang
- American Soul

### GENDER



### PRESENCE OF CHILDREN

- 21% Age 2-11
- 30% Age 2-17

### HOUSEHOLD INCOME

- 24% \$75K+
- 15% \$100K+
- 4% \$200K+

### MEDIAN HOUSEHOLD INCOME

**\$54,076**

### EDUCATION

**22%** Bachelors Degree or Higher

### AGE

- 46% Adults 18-49
- 47% Adults 25-54
- 51 Median Age

### HOME OWNERSHIP

**29%**

### AUDIENCE COMPOSITION

- 83% African-American
- 10% Hispanic

Source: Nielsen Local TV, New York DMA Live+SD, 12/30/2019-05/31/2020, Total Day, Audience Composition - Base: A18+ (000); Scarborough, New York, NY 2020 Release 1 Total (Feb 2019 - Feb 2020) A18+, Median HH Income, Median Age

