



## ABOUT BET

### DESCRIPTION:

BET, a subsidiary of Viacom, Inc. (NYSE: VIA and VIA.B), is the nation's leading television network providing quality entertainment, music, news and public affairs programming for the African-American audience.

The BET Network reaches more than 80 million households according to Nielsen media research, and can be seen in the United States, Canada and the Caribbean.

BET is a dominant consumer brand in the urban marketplace with a diverse group of branded businesses: BET.com, the Number 1 Internet portal for African Americans; BET Digital Networks – BET Jazz, BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; and BET Event Productions, specializing in a full range of event production services, including event management, venue selection, talent recruitment, sound, lighting and stage production.

**CORPORATE MISSION:** To be the preeminent source of entertainment, music, news and information for the African-American consumer.

**BRAND POSITION:** BET provides contemporary entertainment that speaks to young Black adults from an authentic, unapologetic viewpoint of the Black experience.

**LAUNCH DATE:** January 25, 1980

**HEADQUARTERS:** One BET Plaza • 1235 W Street NE • Washington, DC • 20018 • (202) 608-2000

**EMPLOYEES:** 350

**TARGET AUDIENCE:** African Americans 18-34

**AUDIENCE ETHNICITY:** African Americans – 78%; Caucasian – 18%; Other – 4%

(Source: Nielsen Media Research)

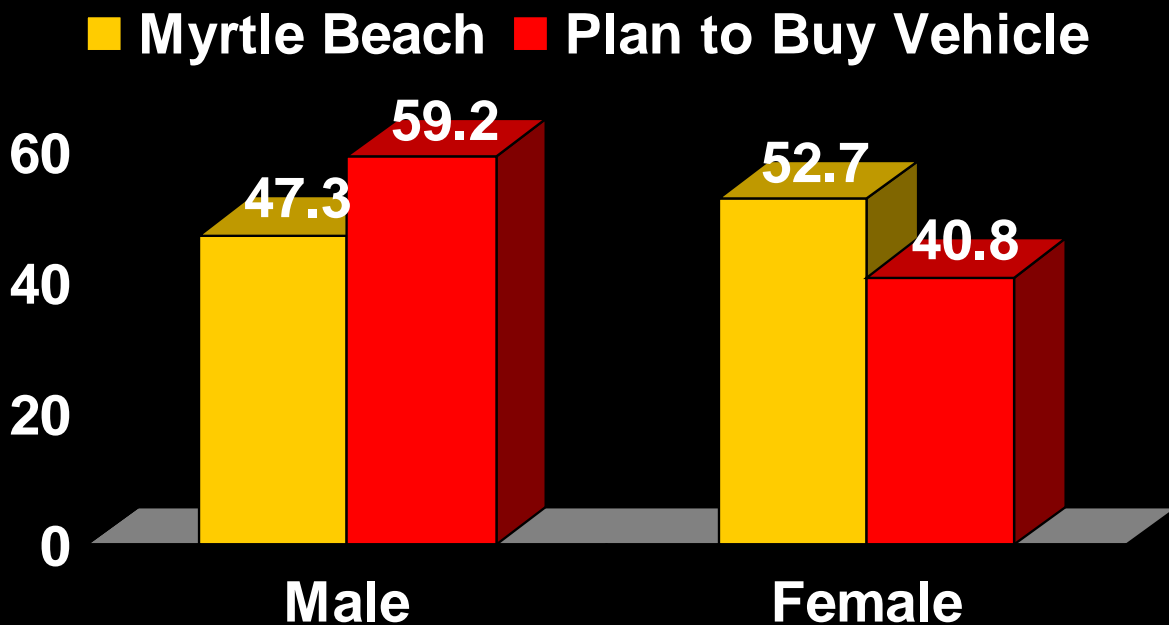
**BET** ★ **BET** ★ **BET** ★ **BET** ★

Why **YOUR** dealerships  
**Needs BET**





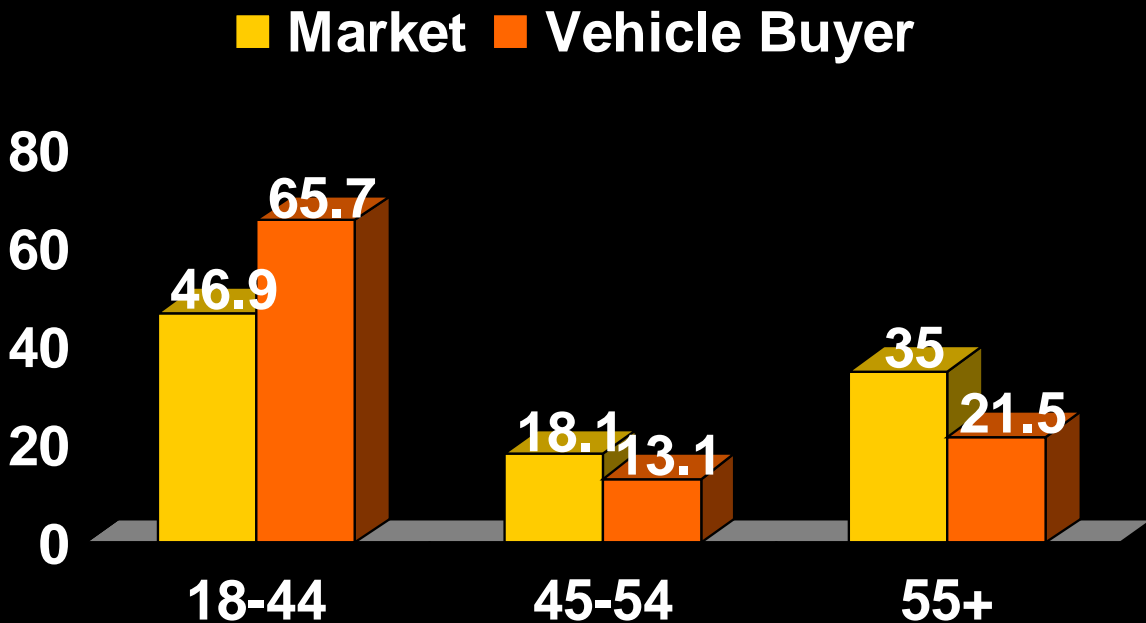
# WHO IS BUYING?



- 47.3% OF ADULTS LIVING IN MYRTLE BEACH/FLORENCE AREA ARE MALE.
- 59.2% OF ADULTS WHO PLAN TO PURCHASE A VEHICLE IN THE NEXT YEAR ARE MALE. WHILE FEMALES REPRESENT 4 OUT OF 10 POTENTIAL BUYERS, THE TARGET CUSTOMER SKEWS MALES FOR CAR DEALERS.



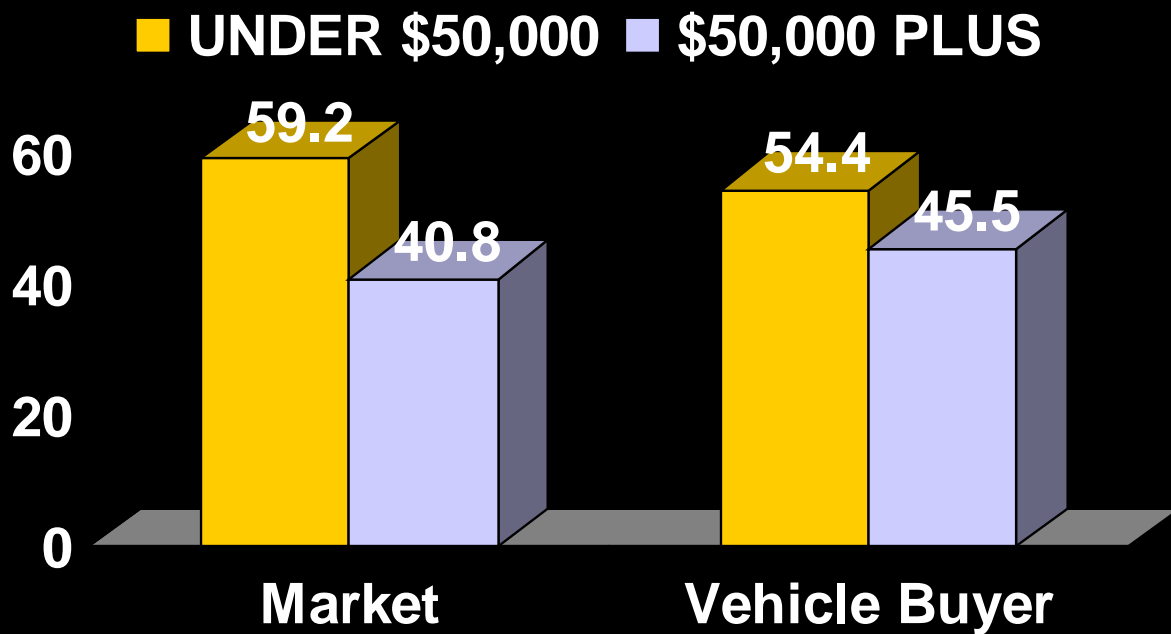
# WHO IS BUYING?



46.9% of the market is 18 to 44 year olds, 65.7% of all potential car, van, truck, suv buyers are in that age group. As the age groups get older the interest in buying a vehicle is less.



# WHO IS BUYING?

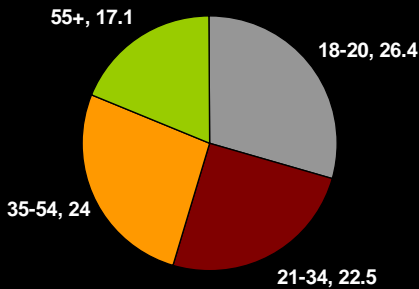


More than half of those who plan to buy a vehicle in the next year have incomes under \$50,000.

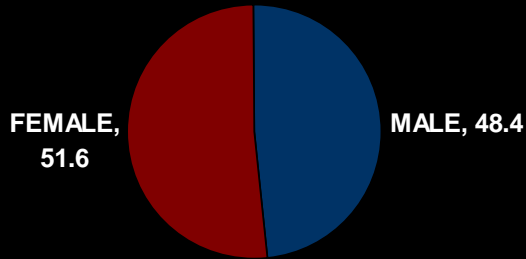


# BET Viewer Profile

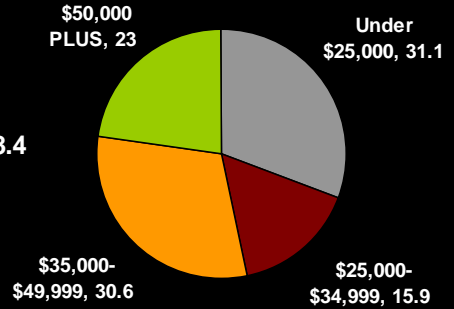
Age Composition



Gender Composition



Income Composition



The BET View profile is similar to your target customer. BET is efficient for targeting.

