





BET NETWORKS

BET Networks, a subsidiary of Viacom Inc. (NYSE: VIA and VIA.B), is the leading provider of media and entertainment for African Americans and consumers of Black culture globally. The primary BET cable network reaches more than 85 million households and can be seen in the United States, Canada and the Caribbean. BET Digital Networks - BET J, BET Gospel, and BET Hip-Hop - are brands that combine to serve a broader and more diverse audience than the core network. BET.com is the #1 Internet destination for the target audiences. BET Mobile delivers music, gaming, and video content to the target audiences on wireless devices across virtually all service providers. BET Event Productions is a full-scale event management and production company with festivals and live events spanning the globe. BET International delivers BET content to the consumers of Black culture around the world. BET Networks inspires its audiences to make a difference in their lives and communities with a broad and impactful pro-social agenda. BET Networks' pro-social initiatives help raise awareness about AIDS and obesity and shed light on the legendary contributions African Americans have made to this world. Programs include Touch BET, Rap-It-Up, Speak Now, the BET Foundation and A Healthy BET.

NETWORK PROGRAM FORMAT

Local Avails:	2 (:60 seconds breaks per hour)
Times:	: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 Note: No tone is delivered at 4:59am ET. Our Broadcast day begins at 6am
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	84,249,000 million <small>Source: Nielsen Universe Estimates, February 2007</small>
Service Type:	Basic
Satellite Feed:	Single
Launch Date:	January 1980
Ownership:	Viacom International

BENEFITS TO ADVERTISERS

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- 1. Attractive Demographics** - BET's audience is highly influential, with substantial purchasing power. Annual spending on consumer products among African Americans is more than \$600 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 80 Million Households** - Men and women, singles and families, teens and young adults, affluent and influential - BET's audience of more than 80 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
Kids: 12-17

Men: 18-34, 18-49, 25-54

Women: 18-34, 18-49, 25-54

VIEWER PROFILE

Base: Adults 18+

	<u>BET INDEX</u>
Adults 18-34	177
Adults 18-49	132
Occupation: Sales & Office Occupations	130
Education: Attended College	130
Marital Status: Single	205
Children: Any	130

Source: MRI Spring 2007; Base=Adults 18+

VIEWER LIFESTYLE

Base: Adults 18+

<u>Items Purchased</u>	<u>Cost/Frequency/Brand</u>	<u>BET Index*</u>
Basketball Shoes	\$75+	390
Fine Jewelry	\$1,000-\$1,499	227
Video Game System	\$40+	221
Automobile:	Volvo	160
Automobile:	Hummer	142
Family Restaurant/Steakhouse	\$9+/month	130
Television Sets Own	Own 4+	127
Automobile:	Lexus	110
Automobile:	Cadillac	109

*Source: MRI 2007; Average U.S. Index = 100; Base: BET/Black Adults.

DAYPART VIEWING

<u>Daypart</u>		<u>Viewers Per 1000 Viewing Households (VPVH)</u>		
		<u>Adults 18-34</u>	<u>Women 18-34</u>	<u>Teens 12-17</u>
Mon-Fri	8p-11p	446	268	178
Mon-Fri	4:30p-7:30p	522	249	273
Mon-Fri	11p-1a	463	295	168
Sat	8a-1p	362	241	121
Sun	8a-1p	216	136	80

<u>Viewers by Gender</u>			
<u>Primetime Viewers Per 1000 Viewing Household</u>			
Women 18+	480	Men 18+	332

Source: Nielsen Cable Network Audience Composition Report, 2Q'05



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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: *Black College Football, Club Comic View, Soul Food, Girlfriends, Midnight Love, The Parkers, 106 & Park, Coming to The Stage, Maad Sports, The Wayans Brothers, In Living Color, The Jamie Fox Show, BET Blackbuster Movies, Bobby Jones Gospel Show, Celebration of Gospel, College Hill, Lifts Every Voice, Rip The Runway, Spring Bling, Video Gospel*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

MEGA SPECIALS

Celebration of Gospel (January 2008)- BET's popular *Celebration of Gospel* is back for another round 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 2008) - 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 2008) - 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 talking' 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.

College Hill Season 5 (Season Premiere- March 2008) - *COLLEGE HILL* is the first reality show to feature an entirely African American cast. The series, produced for BET by Edmonds Entertainment, debuted with an impressive 1.4 rating and became the most-watched series premiere in BET's 24-year history. Since its debut, the show has maintained a steady audience and made the *COLLEGE HILL* cast BET's latest sensations.

Spring Bling (April 2008) - Better than spring break, it's Spring Bling baby! Three days of hip-hop concerts, urban wear fashion shows and off-the-chain competitions make this more than just fun in the sun.

BET Hip Hop Awards (October 2008) - More than a musical style, hip-hop is a history of American culture and a testimony by its artists of their lives 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 off 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, 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.

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.

VIDEO GOSPEL Sunday @ 10am- 11am - *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.

LIFT EVERY VOICE Sunday @ 12:30-1pm - *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.

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: Denzel Washington, Halle Berry, Jay Z, Janet Jackson, 50 Cent, Ja Rule, Jennifer Lopez, and Sean "P. Diddy" Combs to name a few. Watch it at 6.



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LEADING NATIONAL ADVERTISERS

Adidas	Ford Motor Co.	McDonald's Corporation	Snapple Beverages
Anheuser-Busch	General Mills	Microsoft	SONY Pictures
Arista Records	General Motors	Motown	Southwest Airlines
AT&T	Heineken	Nestlé USA	Subway
Bank of America	Interscope Records	New York Life	T-Mobile
Blockbuster	J Records	Nike	Toyota
Bridgestone Tires	JC Penney Company	Nintendo	Universal Records
Burger King	Johnson & Johnson	Old Navy	U.S. Army
Cingular Wireless	K-Swiss	Paramount Pictures	U.S. Navy
Coca-Cola USA	Kellogg's Company	Pepsi-Cola Company	Verizon Wireless
Darden Restaurants	Kimberly-Clark	Procter & Gamble	Wal-Mart
Def Jam Recordings	Kodak	Reebok	Warner Bros. Pictures
Dell Computer Corp.	M&M Mars	Sara Lee Corporation	Wm Wrigley Co.
Fannie Mae	Marriott Hotels	Sears	XM Satellite Radio
Footlocker	MCA Records		

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