

May 12, 2016

## **BET Unlocks Music Industry's Top Players on Tuesday, May 17th with the Premieres of "The BET Life Of...Diddy," New Original Docu-Series "INSIDE THE LABEL" and Original Webseries "#20YL"**

NEW YORK--(BUSINESS WIRE)-- BET Networks:

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### **"THE BET LIFE OF...DIDDY" 7:00 PM ET/PT**

The one-hour docu-series **"The BET Life Of..."** returns for season two with mogul, international businessman, and ultimate multi-faced entertainer **Sean "Diddy" Combs**. From his humble beginnings at Uptown Records, to becoming the founder of his own music label, Bad Boy Entertainment, and many other successful brands, Diddy proudly recounts his days on Teen Summit, how he achieved the title "Mayor of 106 & Park," and what went into his most talked about BET Awards performance. Testimonial appearances include **Terrence J, Stevie J, Rocsi, Big Tigger** and more.

Premiere Episode: Tuesday, May 17th at 8 PM ET/PT - "Uptown Records" (Photo: Business Wire)

### **"INSIDE THE LABEL" 8:00 PM ET/PT**

Executive produced by Ludacris, the eight-episode docu-series tells in-depth stories of the rise... and sometimes fall of iconic record labels, told through the eyes of the founders, artists, competitors and key players involved in the creation of music that has defined us for the last quarter century. The premiere episode is all about "Motown of the 90's," record label, Uptown Records. Uptown was responsible for launching the famed careers of **Mary J. Blige, Jodeci** and **Heavy D**, and giving rise to music and business mogul **Sean "Diddy" Combs**. See how label founder, Andre Harrell, took Uptown from just records to a full-fledged entertainment company.

### **ORIGINAL WEBSERIES "#20YL"**

Streams on [BET.COM/20YL](http://BET.COM/20YL) & BET NOW APP on May 17<sup>th</sup>

BET Networks launches new original digital docu-series, **"#20YL" (20 Years Later)**, that takes a captivating look at seminal albums, films, books and TV shows 20 years after their release. The web series will show audiences the creative process and atmosphere through never-before-seen footage and intimate interviews with the key players involved with all aspects of the project. The first installment of this franchise **"#20YL: DOE OR DIE"** will take viewers back to 1995 to the creation of legendary New York rapper AZ's debut album *Doe or Die*.

### **About BET Networks**

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIA.B), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: [BET.com](http://BET.com), a leading Internet destination for Black entertainment, music, culture, and news; CENTRIC, a 24-hour

entertainment network targeting the African-American Woman; BET Music Networks - BET Jams, BET Soul and BET Gospel; BET Home Entertainment; BET Live, BET's growing festival business; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET around the globe.

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