



June 28, 2016

All Eyes Were on the 2016 "BET AWARDS" as 7.2MM Total Viewers Tuned in Across 12 Viacom Networks for the Premiere Telecast on Sunday, June 26

2016 "BET AWARDS" Ranks as the #1 Cable Award Show among Adults 18-49 for the 2015/2016 Broadcast Season

#BETAWARDS 2016 Dominated as the #1 Most Social Program of the Night

The BET Experience at L.A. LIVE Presented by Coca-Cola® Drew 165,000 Fans, Increasing Attendance by 10%

LOS ANGELES--(BUSINESS WIRE)-- The LIVE premiere of the 2016 ["BET AWARDS"](#) on Sunday, June 26, is now **the #1 Cable Awards Show** among P18-49 for the 2015/2016 Broadcast Season, claiming the #1 spot for the 2nd consecutive year. Additionally, the 2016 ["BET AWARDS"](#) continued its reign as television's **#1 Awards Show among African Americans 18-49**; a title the show has held for 15 consecutive years ('02-'16 on BET alone). The premiere telecast of the 2016 ["BET AWARDS"](#) drew **7.2 million Total Viewers**, as it was **simulcast live across 12 Viacom networks** including MTV, VH1, Comedy Central, Logo, Spike and Centric - making it the largest simulcast of a Viacom-owned awards ceremony yet. The premiere telecast garnered a **4.27 P18-49 rating across 12 Viacom Networks**, up +15% versus last year. The historic Viacom multi-channel event gave the 2016 ["BET AWARDS"](#) its largest reach in franchise history with the show **reaching 22MM total viewers across 12 networks**, up by a whopping +81% versus last year. BET stormed the airwaves as the network broadcast live for nearly 7 hours with the BET Pre-Show (6-8 p.m. EST); the 2016 ["BET AWARDS"](#) premiere (8 p.m. - 11:38 p.m. EST) which garnered **4.5MM Total Viewers P2+ and a 2.77 P18-49 rating** in the demo; followed by the BET Post-Show (11:38 p.m.-12:38 a.m. EST). For the eighth consecutive year, the Awards also dominated the day as the **#1 Ad-Supported Cable Telecast for the Day among ALL Adults 18-49** (2009-2016, Excludes Sports & non-English Networks). Recognizing artists, entertainers, and athletes in over 20 categories, the 2016 ["BET AWARDS"](#) aired live from the Microsoft Theater in Los Angeles.

Returning for a second year, the ["BET AWARDS"](#) was hosted by power pair **Tracee Ellis Ross** and **Anthony Anderson**, stars of the hit show "Black-ish." The night kicked off with a surprise performance from **Beyoncé** and **Kendrick Lamar**, and also featured a series of highly-anticipated tributes to the late music icon, Prince, including unforgettable performances from **Jennifer Hudson**, **Stevie Wonder**, **Erykah Badu**, **The Roots**, **Maxwell**, **Janelle Monae**, and Prince-protégé **Sheila E.** **Spike Lee** presented the Lifetime Achievement Award to **Samuel L. Jackson**, while "Grey's Anatomy" star **Jesse Williams** brought the crowd to its feet as he delivered an impassioned acceptance speech for this year's Humanitarian Award. Additional highlights included performances from **Alicia Keys**, **Usher**, **Bryson Tiller** and **Future**; as well as appearances by **Taraji P. Henson**, **Jamie Foxx**, **Dave Chappelle**, **Spike Lee**, **Nate Parker** and **Gabrielle Union**.

The live telecast of 2016 ["BET AWARDS"](#) was the **#1 Most Social Program of the night**, as fans were engaged on multiple platforms for entertainment's hottest night, including Twitter, Facebook, Snapchat, Vine, and Tumblr. #BETAWARDS dominated the Twitter conversation throughout the night with 17 of the top 20 trends being related to the show, at various points throughout the night; with **Jesse Williams reaching the #1 trending spot**. A total of **3,446,905 Tweets** about "2016 BET Awards" were generated by **623,099 people** in the U.S. (Source: Nielsen). Of the 3MM+ Tweets, there were nearly 1MM reactions, translating to 1,287.4 reactions per minute (Source: Canvs). On Facebook, BET Awards was a top trend since Friday, June 24. A **total of 4 of the top 10 trends on Facebook in the 24 hours surrounding the show were BET Awards related**, including #PrinceTribute, Beyonce and Jesse Williams. Additionally, the night saw **50MM plays of BET Awards gifs**, according to Giphy.

Driven by the incredible series of buzzworthy moments, BET Digital also enjoyed an impressive uptick across its online and mobile platforms. The ["BET AWARDS"](#) site saw a 50% year-over-year rise in overall unique visitor traffic, while **mobile video views of BET Awards content increased a staggering 200%+**. On [BET.com](#), overall mobile video views increased an impressive 172% year-over-year, and the site had an 82% year-over-year lift in overall unique visitor traffic. In another first, the newly-launched **BET Play app brought the star-studded event to fans in 100 countries around the world**.

For the fourth consecutive year, the BET Experience at L.A. LIVE presented by Coca-Cola® attracted thousands of visitors to the downtown Los Angeles area for a 4-day music, comedy and entertainment festival. The overall attendance of the mega-event reached **165,000 fans, marking a 10% increase over 2015**. The **BET Experience trended for multiple**

days on Instagram starting Friday, June 24th, and continuing through Sunday evening, June 26th; it also reached the #4 trend spot on Twitter on Saturday. Held at the Los Angeles Convention Center, the FREE Fan Fest included a series of family-friendly interactive activations; dynamic live concerts from today's hottest artists such as **Designer, O.T. Genasis, Ro James and Fat Joe**; Genius Talks powered by AT&T including **DJ Khaled, Kirk Franklin, Gabrielle Union, Snoop Dogg, Birdman and Jermaine Dupri**; Gospel Showcase and special broadcast editions of "106 & Park: Live from the 2016 BET Experience." The BET Experience also featured fan-favorite Sprite® Celebrity Basketball Game & Dunk Contest, as well as thrilling nightly concerts at STAPLES Center from A-list artists including **Usher, Bryson Tiller, Lil Wayne, 2 Chainz, Fetty Wap, Ty Dolla \$ign, Katt Williams, and Mike Epps**.

Official sponsors of the "[BET AWARDS](#)" 2016 included Coca-Cola®, Nissan North America, Inc., Cricket Wireless®, Motions, State Farm®, and the U.S. Army and U.S. Air Force.

The "[BET AWARDS](#)" 2016 took place in Los Angeles, along with the BET Experience at L.A. LIVE presented by Coca-Cola from June 23-26. The show aired live on Sunday, June 26, 2016 at 8 p.m. EST/PST. For a list of winners, performances and must-see moments visit www.bet.com/betawards.

An additional encore viewing of the "[BET AWARDS](#)" 2016 aired immediately following the Post-show at 12:30am PST, as well as Monday, June 27th at 6pm EST. A third encore will air on Thursday, June 30th, at 8pm EST.

The 2016 "[BET AWARDS](#)" will premiere on television around the world on BET's international network. The show will air in the UK on Tuesday, June 28th at 9:00 p.m. BST, in Africa on Tuesday, June 28th at 7:00 p.m. CAT, and in France on Wednesday, June 29th at 9:00 p.m. CEST.

Jesse Collins, CEO of Jesse Collins Entertainment served as Executive Producer. Stephen G. Hill, BET's President of Programming; Connie Orlando, BET's Senior Vice President of Music and Specials and Lynne Harris Taylor, BET's Vice President of Specials also served as Executive Producers for BET Networks.

Source: BETN 360 Audience Analytics Team via The Nielsen Company | Live + Same Day Data Stream | 2015-16 BET Season-to-Date (09/28/15-06/26/16) and 2014-15 (09/29/14-09/27/15) | All Cable Telecasts with Type Code = Award Ceremony plus BET, CMT, ESPN, MTV, NICK Awards | Excludes Repeats & Pre-Shows | All Ranked on Impressions (000).

ABOUT "BET AWARDS"

The "BET AWARDS" is one of the most watched award shows on cable television according to the Nielsen Company. The "BET AWARDS" franchise remains as the #1 program in cable TV history among African-Americans, and it is BET's #1 telecast every year. It recognizes the triumphs and successes of artists, entertainers, and athletes in a variety of categories.

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, 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.

ABOUT AEG

AEG is the world's leading sports and live entertainment company. AEG, a wholly owned subsidiary of The Anschutz Corporation, owns, operates or consults with a collection of companies including over 100 of the world's preeminent facilities such as STAPLES Center (Los Angeles, CA), StubHub Center (Carson, CA), PlayStation Theater (Times Square, New York), Mercedes-Benz Arena (Shanghai, China), Qudos Bank Arena (Sydney, Australia), Mercedes-Benz Arena (Berlin, Germany), and The O2 arena and entertainment district (London, England). Developed by AEG, L.A. LIVE is a 4 million square foot / \$2.5 billion downtown Los Angeles sports, & entertainment district featuring Microsoft Theater and a 54-story, 1001-room convention "headquarters" destination. In addition to overseeing privately held management shares of the Los Angeles Lakers, assets of AEG Sports include franchises such as the LA Kings, LA Galaxy and the Amgen Tour of California cycling stage race. Along with AEG Facilities, other global divisions include AEG Live, the world's second largest concert promotion and touring companies comprised of touring, festival, exhibition, broadcast, merchandise and special event divisions and AEG Global Partnerships, responsible for worldwide sales and servicing of sponsorships, naming rights

and other strategic partnerships. In 2010, AEG launched its AEG 1EARTH environmental program featuring the industry's first sustainability report while in 2011, AEG introduced AXS a comprehensive entertainment platform serving as the company's primary consumer brand including AXS Ticketing which provides fans the opportunity to purchase tickets directly from their favorite venues via a user-friendly ticketing interface, Examiner.com and the AXS TV network, a linear cable channel focusing on live entertainment and lifestyle programming available in nearly 40 million homes. AEG's European headquarters are located in London. Global headquarters are in Los Angeles. For more information, visit: www.aegworldwide.com.

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BET Networks
Giovanna Desselle, 310-481-3872
giovanna.desselle@bet.net

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