



June 16, 2016

## **DJ Khaled, Gabrielle Union, Birdman, Jermaine Dupri, Angie Martinez and More Join the 2016 BET Experience @ L.A. LIVE Presented by Coca-Cola® for "Genius Talks" Series Sponsored by AT&T**

**FLOYD MAYWEATHER, MEEK MILL, SNOOP DOGG, NICK CANNON, RAE SREMMURD, THE GAME, OMARION, WALE AND MORE LEAD ALL-STAR LINEUP OF TALENT CONFIRMED FOR THE CELEBRITY BASKETBALL GAME PRESENTED BY SPRITE®, BETX MAIN STAGE SPONSORED BY JG WENTWORTH, BET MUSIC STAGE SPONSORED BY NISSAN AND COCA-COLA® MUSIC STUDIO**

**BET EXPERIENCE AT L.A. LIVE TAKES PLACE JUNE 23-26, 2016**

**THE FREE BET EXPERIENCE FAN FEST TAKES PLACE AT THE LOS ANGELES CONVENTION CENTER SATURDAY AND SUNDAY**

**#BETX**

LOS ANGELES--(BUSINESS WIRE)-- Today, **BET NETWORKS** and **AEG** announced panelists for the 2016 "Genius Talks" series sponsored by AT&T taking place at the BET Experience @ L.A. LIVE presented by Coca-Cola®. Top industry icons including **DJ Khaled, Snoop Dogg, Gabrielle Union, Birdman, Jermaine Dupri, Angie Martinez** and more will take part in a series of thought-provoking Q&A's and panels speaking to fans about success, the entertainment industry and building empires, introduced by television personality **Janell Snowden** on Saturday, June 25, 2016 and Sunday, June 26, 2016.

The first of the "Genius Talks" kicks off Saturday afternoon with **DJ Khaled** and his keys to genius, hosted by ESPN's "His & Hers" host, **Michael Smith**. The talks continue with "Being Mary Jane" actress **Gabrielle Union** in conversation with writer, professor, television host, and political commentator **Melissa Harris-Perry**. Saturday wraps with "The Moguls." The star-studded panel featuring industry heavy hitters and the cast of BET's "Music Moguls," which premieres June 28 at 9:00 PM ET, will include **Snoop Dogg, Birdman, and Jermaine Dupri** and will be moderated by *New York Times* best-selling author and multimedia personality, **Angie Martinez**. Sunday's "Genius Talks" includes **DeVon Franklin** (Author, "The Wait" and "Produced by Faith") in conversation with GRAMMY award-winning, game-changer, and gospel music royalty, **Kirk Franklin** discussing uplifting your genius.

The BET Experience "Genius Talks" series sponsored by AT&T will take place at the Los Angeles Convention Center, adjacent to L.A. Live, on Saturday, June 25, from 2:45 p.m. PDT - 7:00 p.m. PDT and Sunday, June 26 from 1:30 p.m. PDT - 3:00 p.m. PDT. Entry will be on a first come, first served basis.

**Detailed schedule for the BET Experience "Genius Talks" series is as follows:**

### **Saturday**

**4:00 p.m. PDT: DJ Khaled's Keys to Genius - Hosted by Michael Smith**

DJ, producer, and hip-hop megastar DJ Khaled found another level of success in 2015 when he became a leading social media personality and motivational thought-leader. Be there as he shares his keys to genius, personal branding and reinvention with host ESPN's own Michael Smith (ESPN's "His & Hers").

**5:30 p.m. PDT: State of the Union: Black Women in Hollywood - Hosted by Melissa Harris-Perry**

Join Melissa Harris-Perry as she talks to "Being Mary Jane" and "Birth of a Nation" actress Gabrielle Union about the need for strong black female leads in Hollywood and the challenges women of color face in front of and behind the camera.

**7:00 p.m. PDT: The Moguls - Hosted by Angie Martinez**

From setting trends to making bank, these industry Moguls have built successful empires while helping to shape both the

sound and culture of a generation. Don't miss *New York Times* best-selling author and multimedia personality Angie Martinez, in conversation with Snoop Dogg, Birdman, and Jermaine Dupri.

## **Sunday**

### **1:30 p.m. PDT: Uplifting Your Genius with Kirk Franklin - Hosted by DeVon Franklin**

Join DeVon Franklin (Author, "The Wait" and "Produced by Faith") in conversation with GRAMMY award-winning, game-changer and gospel music royalty, Kirk Franklin as they discuss how Kirk discovered his genius and draws on it in everyday life and beyond.

Also on Saturday from 6:00-8:00 p.m., **Nick Cannon & the "Wild N' Out"** crew are bringing their "WILD STYLE" to BETX. In a special BETX edition of the crowd pleaser "**Wild 'N Out Presents: Wildstyle Rap Battle**," five teams of two will bar up and go head to head. The cast of heavy hitters joining Nick include **Chico Bean, Karlous Williams, DC Young Fly, Timothy Delaghetto, DoBoy, Charlie Clips**, and **Conceited**. They are all primed, prepped, and ready to step into the rap battleground and wild out as only they can.

Sunday will also feature a special event with former Los Angeles Laker **Metta World Peace** and Olympic gold medalist and WNBA vet **Chamique Holdsclaw** titled, "**BET News Presents: Mental Health in the Black Community**." In collaboration with the U.S. Department of Health and Human Services Office on Women's Health, this will be an in-depth discussion centering on the issue of mental health, the stigmas and concerns of the Black community, and the pressures of modern living. The event will take place from 3:00-4:00 p.m.

Also on Sunday, fans will truly be moved by the **BET Experience Gospel Showcase**. The BETX Main Stage event will include soul stirring performances by **Tasha Cobbs, Tye Tribbett, Anthony Brown & Group Therapy, Tim Bowman Jr.**, and **Ezekiel** all hosted by **DeVon Franklin**. With GRAMMY award-winning artists, celebrities and surprise guests, this is sure to be a day of inspiration that should not be missed!

On Saturday, June 25 and Sunday, June 26, fans will be able to attend free concerts all afternoon and into the evening, with performances from heavy hitters and hot new artists including **Desiigner, Fat Joe & Remy Ma, O.T. Genasis, Kevin Gates, Les Twins, Rae Sremmurd, Dreezy, Unlocking the Truth, Jay Watts, AKA** and more, on the BETX Main Stage. New artists **Bibi Bourelly, BJ the Chicago Kid** and **Ro James** will be performing on the BETX Music stage sponsored by Nissan. In addition, up-and-coming artists **Kodie Shane, Jacquees, Chloe x Halle, Jovanie, Detroit Che, Mindless Behavior** and **Candice Boyd** will be taking the stage at the Coca-Cola® Music Studio.

Participants in Saturday's hot ticket Celebrity Basketball Game Presented by Sprite® include **Floyd Mayweather, Meek Mill, Snoop Dogg, Nick Cannon, Omarion, Wale, The Game, Desiigner** and "**Black-ish**" stars **Miles Brown and Marsai Martin**, alongside ESPN guest announcers **Jemele Hill** and **Michael Smith**. Additional talent participating in the game include **O.T. Genasis, Silento, Lecrae, Syd Tha Kyd (The Internet), Doug Christie, Guy Dupuy, Marcellus Wiley, Kenny Dobbs, Lil Durk, Rotimi, Erica Ash** and **Young Greatness**. Tip off for the Celebrity Basketball Game presented by Sprite® takes place at 1:00 p.m. PDT and will be streamed LIVE to fans at home on [www.bet.com](http://www.bet.com).

As previously announced, BET Networks will make its return to Los Angeles for the 4-day music, comedy and entertainment festival, the BET Experience at L.A. LIVE presented by Coca-Cola®, June 23 - 26, 2016. Teaming up with AEG, one of the leading entertainment companies in the world and developer/operator of L.A. LIVE and STAPLES Center, the BET Experience at L.A. LIVE presented by Coca-Cola® will feature some of today's hottest artists including **Lil Wayne, 2 Chainz, Fetty Wap, A\$AP Ferg, Usher, Bryson Tiller, Katt Williams, Mike Epps, Metro Boomin, The Roots & Friends, Ty Dolla \$ign, Kehlani** and more. The four day event will showcase the best in music, comedy concerts, entertaining and interactive activations at the FREE fan festival, "106 & PARK" tapings, seminars and celebrity appearances.

VIP Packages for the BET Experience weekend are now on-sale. In addition to VIP amenities throughout the weekend and incredible seats for STAPLES Center shows, three levels of BETX VIP Packages offer guests the only opportunity to purchase tickets to the highly anticipated BET Awards, broadcast live from Microsoft Theater. The 1,000+ VIP Packages sold out in 2015, so guests are encouraged to purchase now before the allotment is depleted. Full package amenities and pricing for the Diamond, Platinum and Gold VIP Packages can be found by visiting [BETExperience.com](http://BETExperience.com) or by calling (877) 234-8425.

General tickets for the BET Experience at L.A. LIVE presented by Coca-Cola® are now on sale. Single day STAPLES Center show tickets are priced as low as \$49.50, while 3-day STAPLES Center concert ticket packages start at \$148.50. Tickets will be available at <http://www.axs.com/betexperience>.

Download the BETX '16 app powered by AT&T, the #1 source for everything BETX, including real-time event updates, full schedules, daily prizes, live streams and much more. Follow BET Experience on Twitter @betexperience for the latest and

greatest and join the conversation by using #BETX. Feel free to also check us out online at [BETExperience.com](http://BETExperience.com).

## 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.

## BET EXPERIENCE AT L.A. LIVE PRESENTED BY COCA-COLA®

BET Networks, an entertainment powerhouse, and AEG, the world's leading sports and live entertainment company and developer/operator of L.A. LIVE, have teamed up once again to create the BET EXPERIENCE AT L.A. LIVE (BETX), June 23 - 26, 2016 presented by Coca-Cola®. This four-day festival will be filled with music and comedy concerts taking place at The Novo by Microsoft and STAPLES Center; FREE BET Fan Fest at the Los Angeles Convention Center including seminars, celebrity basketball games, celebrity meet & greets; and other special appearances. The weekend will be capped off with the "BET Awards" on Sunday, June 26, 2016 at Microsoft Theater.

## 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](http://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](http://www.aegworldwide.com).

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