

February 14, 2018

"THE BET SOCIAL AWARDS" Owned Social**RIISING AS THE #1 MOST SOCIAL CABLE SPECIAL OF FEBRUARY 2018***

THE INAUGURAL AWARDS SHOW IS NOW THE #1 CABLE SPECIAL OF CY18 AMONG AFRICAN-AMERICAN MILLENIALS 18-34**

THE BET IT GIRLS' PARTICIPATION AT "THE BET SOCIAL AWARDS" WEEKEND GARNERED A TOTAL 133.4MM IMPRESSION ACROSS TWITTER AND INSTAGRAM***

NEW YORK--(BUSINESS WIRE)-- The live premiere of the **"THE BET SOCIAL AWARDS"** on Sunday, February 11 owned social, with over 16 million impressions on Facebook, Twitter and Instagram. Rising as the #1 most social cable special of February 2018, the inaugural awards show had the millennial audience on lock on all screens making it the #1 cable special of CY 18 for African-American millennials 18-34**. Additionally, **"THE BET SOCIAL AWARDS"** garnered 2.2MM video views across BET's social platforms.* Hosted by **Michael Blackson** **"THE BET SOCIAL AWARDS"** delivered a night packed with thrilling performances and unforgettable moments from **Erykah Badu, Tony Rock, Justin Combs, Amanda Seales, DC Young Fly, Reginae Carter, YFN Lucci, Symone Sanders, Kash Doll, Blame it on Kway, Lala SizaHands, Amara La Negra, Jess Hilarious** and many more. Executive produced by **Mike Epps**, this first-of-its-kind awards show celebrated all things social media over the past year.

This press release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20180214006376/en/>



The BET Social Awards host Michael Blackson hits the stage at Tyler Perry Studio on February 11, 2018 in Atlanta, Georgia. (Photo by Bennett Raglin/Getty Images for BET)

vs. same time period last year. (Source: Adobe Analytics, Social Awards, Same Day (Sunday): 2/11/18 vs. 2/12/17).

The high-energy social media celebration was a top trending topic for the entirety of the show surging on all social media platforms. The **BET It Girls: Jasmine Luv, Leomie Anderson, Sandra Lambeck** and **Jasmin Brown** gave viewers and all-access pass to **"THE BET SOCIAL AWARDS"** weekend garnering a total of 133.4MM Impressions across Twitter and Instagram***. The **BET It Girls** took their followers into ultimate VIP adventures through Atlanta culminating with a full 360 degree Facebook LIVE look at **"THE BET SOCIAL AWARDS"**. Additionally, after **Amanda Seale's** #BlackGirlMagic spoken word performance, there was a 257% spike in searches for "Black Girl Magic" on Google and [Youtube.com](https://www.youtube.com).

On Desktop and Mobile web, **"THE BET SOCIAL AWARDS"** gained +179% growth in Video Views vs. same time period last year. Including the BET App and OTT, Video Views experienced a +84% increase

In case you missed the show or a few seconds during the LIVE telecast due to equipment failure that got quickly resolved, watch all the must see moments now at BET.com/Social and on social platforms by following the hashtag

#BETSocialAwards.

For a list of winners, performances and must-see moments visit www.bet.com/Social. Join the conversation on all social media platforms by using the hashtag: **#BETSocialAwards**.

Produced by BET Networks, "THE BET SOCIAL AWARDS" was executive produced by Mike Epps, Kyra Robinson and Eric Conte.

*(Source: Tubular Labs and Twitter Analytics, published videos 2/10-2/13/18)

** (Source: Linear- Nielsen. Live + Same Day. Measurement Period(s): CY18: 1/1/18-2/11/18 and BET Social Awards'18 premiere on 2/11/18 (vs. Prior 4 Weeks). Specials stat includes specials only. Ranked on Impressions (000)s. | Social-Nielsen Social Content Ratings. Specials only. 2017-18 Season (9/25/17-2/11/18). Ranked on Total Social Media Interactions.)

*** (source: Obvious.ly. Twitter + Instagram Campaign over 4-day period: 2/9-2/12/18).

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 is in nearly 85 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom, sub-Saharan Africa, France and South Korea. BET is the dominant African-American consumer brand with a diverse group of business extensions including [BET.com](http://www.bet.com), a leading Internet destination for Black entertainment, music, culture, and news; BET HER (formerly 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 Networks around the globe.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20180214006376/en/>

BET Networks

Luis Defrank, 212-205-3156

Luis.Defrank@bet.net

or

Giovanna Desselle, 310-481-3872

Giovanna.Desselle@bet.net

Source: BET Networks

News Provided by Acquire Media