VAB Measurement Innovations Series

A VAB INSPIRE Series

2022 BET Awards & Beyond: A More Representative Approach to Audience Measurement at Tentpole Events

VAB Insights. Inspiration. Impact.

videoamp

Today's Speakers

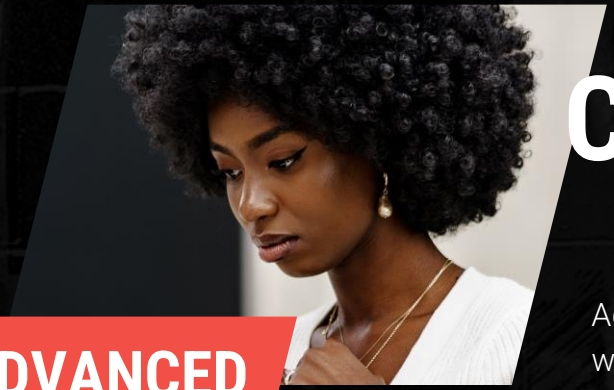
Esther Maguire
SVP, Marketing, VideoAmp

Louis Carr
President, Media Sales, BET

Sean Cunningham
President & CEO, VAB

Where Black
BET
culture lives

ADVANCED AUDIENCES



BET CHANGE MAKERS

Age 18+ Male / Female • African American Viewers
who are **influencers around social responsibilities**

BET CULTURAL INNOVATORS

AGE 18+ Male / Female • African American Viewers
who consider themselves to be **trendsetters for all cultures**

BET AWARDS2022

THE PARTNERSHIP

BET partnered with VideoAmp

to explore advanced metrics that are as multi-dimensional as the reality of the BET Awards viewing audience.

The goal was to provide additional and unparalleled value to advertisers with a focus on tentpole events.

THE INSIGHTS

In addition to standard audience metrics, the partnership was designed to evaluate the effectiveness of the BET Awards in reaching High-Value audiences across BET.

- Identification and measurement of advanced audience segments, specific to the target viewers for both network and advertiser.
- Leveraging second-by-second data to understand key moments during the event.

THE IMPACT

Advanced Audience AA viewing for the 2022 BET Awards was more than 2½ times higher than BET's Prime average audience

…underscoring the strong engagement BET has with its most valued viewers

39%

YoY GROWTH

500K

BET Change Makers & BET Cultural Innovators reached by BET Awards

BET AWARDS 2022