

**BE  
T★**

 **HOROWITZ**  
*A division of M/A/R/C Research*

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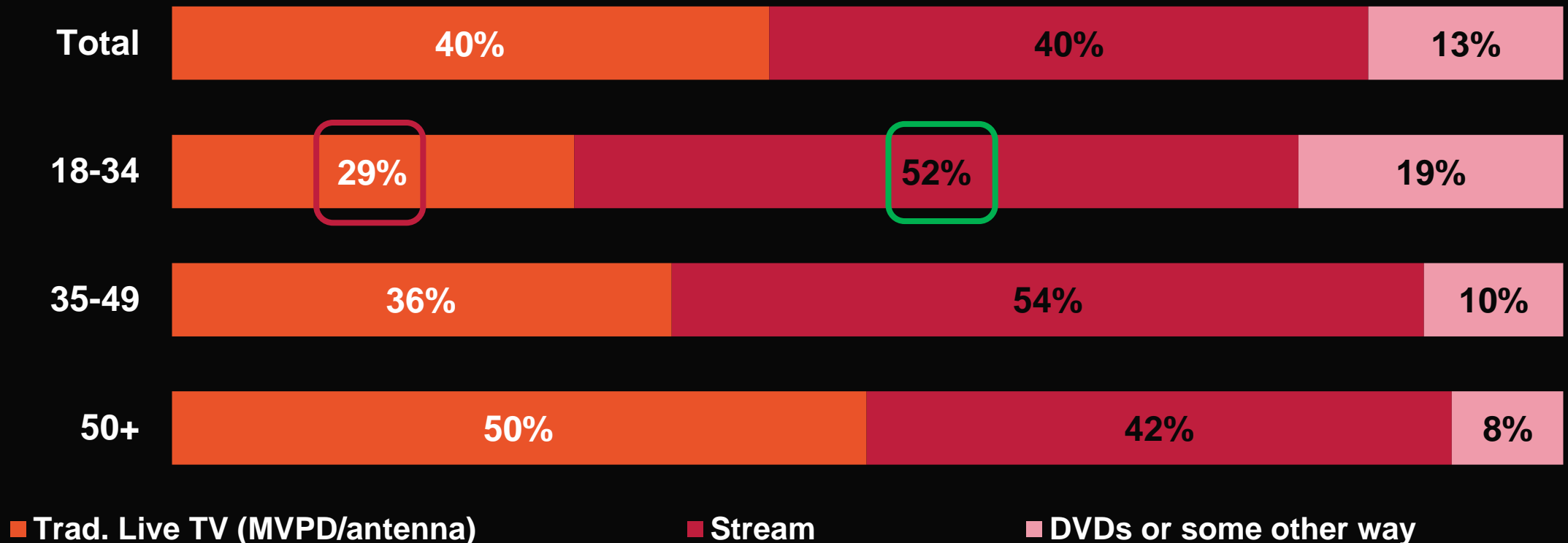
**Reaching Leading-Edge Black  
Consumers in Today's Media  
Environment**



# THE CHALLENGE: Traditional platforms are no longer the go-to, especially among younger Black audiences.

## WHAT PERCENTAGE OF WEEKLY VIEWING IS TRADITIONAL VS. STREAMED?

Among Black TV Content Viewers 18+

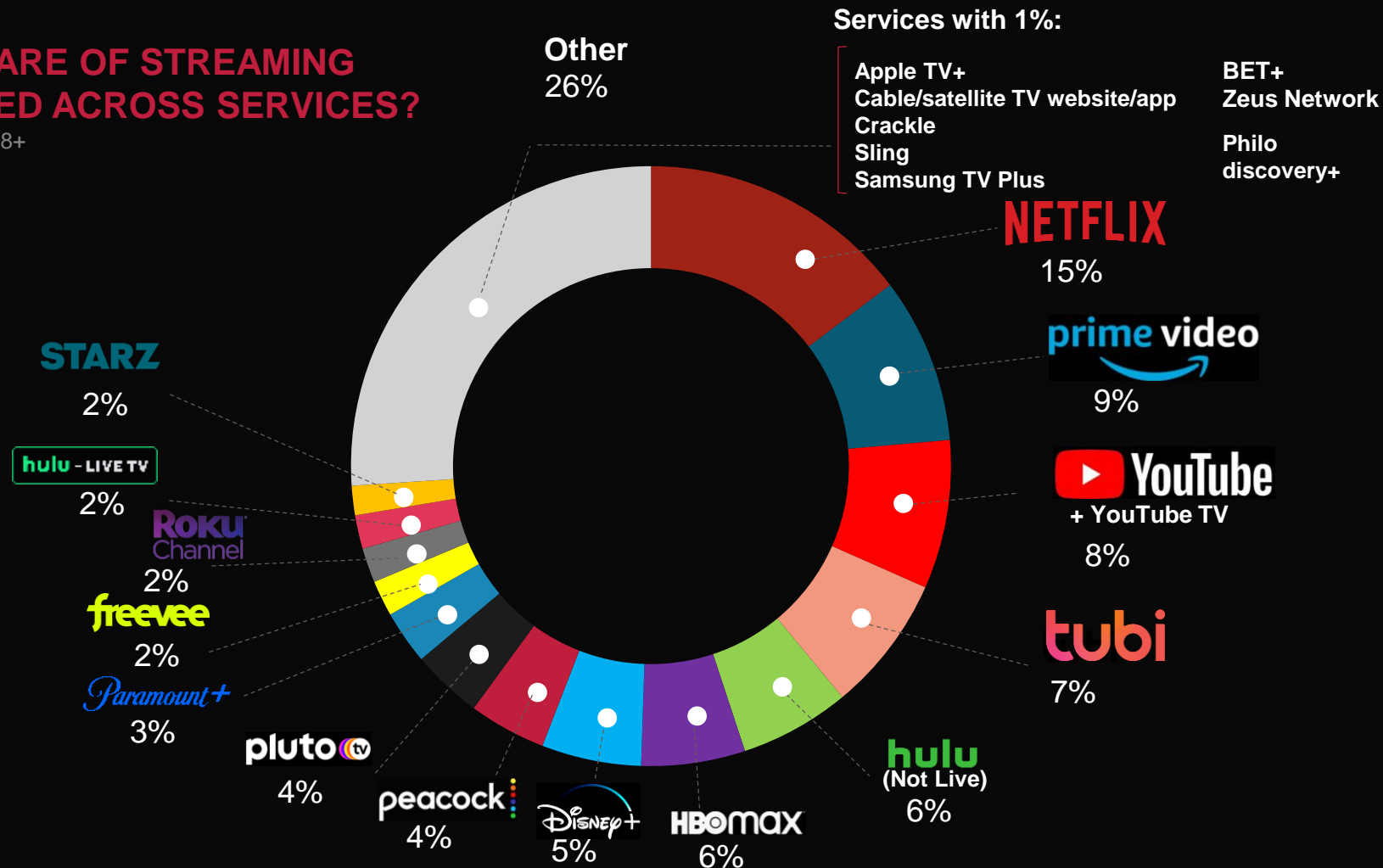


HIGHER THAN COUNTERPARTS  
LOWER THAN COUNTERPARTS

# Within the streaming ecosystem, fragmentation makes it harder to connect with audiences and remain top of mind.

## HOW IS SHARE OF STREAMING DISTRIBUTED ACROSS SERVICES?

Among Streamers 18+



## Media Companies Are Having Their Worst Year in Three Decades

TV networks are losing viewers and advertisers at an alarming rate while streaming services are hemorrhaging billions of dollars.

## Disney CEO Bob Iger opens door to unloading TV assets as linear business struggles

## Warner Bros. Discovery May Bring Live CNN to Its Max Streaming Platform

While CNN struggles to bring in younger viewers, Warner Bros. Discovery may add some of its live content to Max.

## Comcast Cuts the Cord: Cable TV Customers Drop Below 50% of Company's Connectivity Clients for First Time

Video subscribers shrank in the first quarter as the company's broadband business held steady

It's no longer business as usual, even for a brand like

**BE  
T★**



**To stay relevant, it is critical for BET to keep a finger  
on the pulse of Black Culture.**

**That's where **Horowitz** comes in.**

## The need:

- Be the first to know about **cultural, socio-political, and personal attitudes, preferences, experiences, and perspectives** among young Black audiences
- Be **inclusive** of a mix of gender identities, sexual identities, diverse Black cultures and communities (African American, Caribbean, African, mixed race, etc.), incomes, and educational levels
- Identify **cultural trends within and across markets** and communities

## The solution:

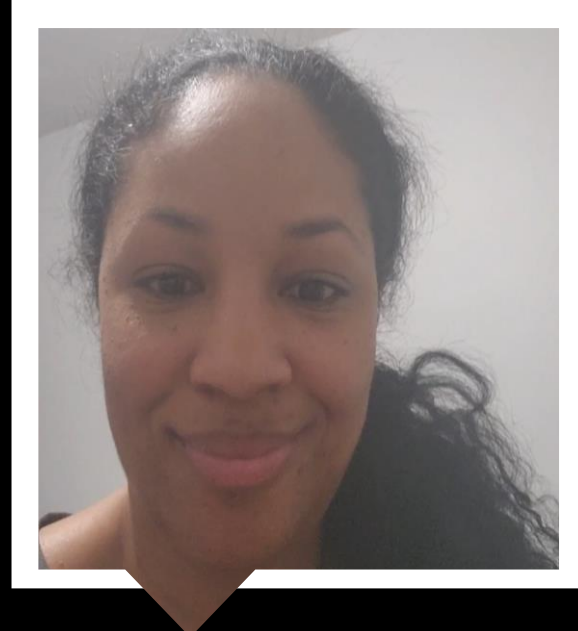
- A **year-long cultural exploration** leveraging an Online Community platform to engage **with young Black aspiring influencers** across 7 key Black markets (Atlanta, New York, Chicago, Houston, Charlotte, Los Angeles, and Miami)
- **In-culture moderation** led by one of Horowitz's cultural insights strategists
- Innovative interactions designed to inform not just ***what's now***, but ***what's next***

# Digital Collages and Journaling





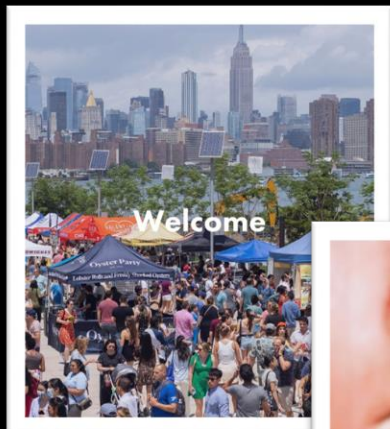
# Creating Their Own Influencer Videos



# Playlist creation

# Music Discovery

# Music Collaborations Ideation



R&B A vibe  
Fluid/Open Hip-hop  
Upbeat/Energetic Jazz  
Calm/Chill/Relaxed  
Diverse/Eclectic  
Everything/Inclusive  
Trendy Rowdy/Ratchet  
Classic/Timeless  
Fun Inspirational/Uplifting  
Cool Unique

“We should have a **mockumentary-style show** about musicians who are trying to learn how to play their instruments. Almost like Making the Band or along the lines of Drumline with a hint of Abbott elementary. We could follow the lives of a band director, a striving artist, and a music engineer. The show should cover **how each of these paths are hard in their own ways but also how they impact culture and history...**”

(African American Male,  
Age 18-34, ATL Market)

# Food Culture Explorations



"(It) would be about how to **take a common dish we grew up eating and elevating it to the next level** so that it's more refined for our adult tastes but still slaps the same as it did when your granny made it - a grilled cheese sandwich with tomato soup for example. I'd include foods from my childhood that I know others ate as well. I'd feature friends, family, and fellow foodies that may have loved that particular dish as much as I did. **I'd be telling a story about our progression as a people, and how that progress can be seen and reflected as a 'status' in our food.**"

(African American, Female, Age 18-34, LA Market)

# Story Ideation

"It would center around **everyday people**. These people would be looking for love, issues occurring while already in a relationship, issues within their work and friendships, betrayals, and temptations that could be good, bad, or a mix of the two. **During different times**, depending on who and what is happening, **these characters will sing their feelings into a song, positively or negatively**. It would take place in West Virginia because it is beautiful there and that's a place that I personally haven't heard as a location on a tv show."

(African American Male, Age 35-40, ATL Market)

"Allowing different influencers and/or chefs to come and cook their favorite dishes and teach my audience how to recreate them. **I will probably call it "what's on the menu" And every episode will include a new tradition a new culture of food a new chef or guest. I don't always like narrowing things down to one taste, culture or experience. Allowing different people from different backgrounds and different fields to come and showcase their favorite recipes would be a better route to take.**"

(African American Female, Age 18-34, LA Market)

**What we've learned so far....**

# THE POWER TO CENTER ‘ME’

Young Black people are finding new ways to prioritize their overall well-being, including their:

- **mental** health
- **physical** health
- emotional and spiritual **balance**.

Overall well-being and self-care have shifted to being **just as important as financial stability**.



“I’m really interested in **self-care and mental health**... we’re always going to be progressing. That perfect self comes from being able to identify ways that you are able to be more aware of yourself... **be more vulnerable.**”

(African American Female, 18–34 y/o, Charlotte)

# THE POWER TO CLAIM WEALTH!

Financial stability is a **multilayered priority** for Black consumers, it's about:

- Satisfying the **immediate desire** for comfort
- Reaching economic **freedom**
- Building **generational wealth**
- **Giving back** to their communities

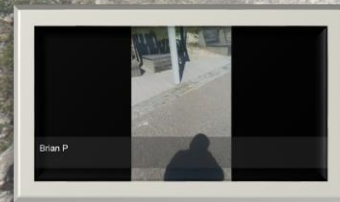
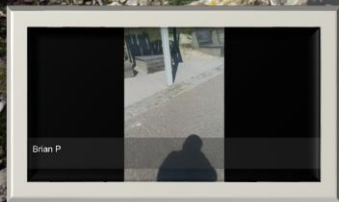
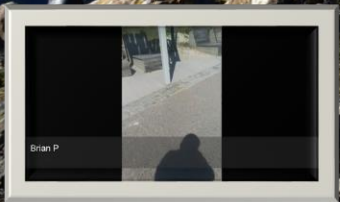
“I am a nurse practitioner who has had many years working in best hospitals in New York. I've recently taken my talents to **opening my own med spa in the wellness aesthetics space** with my siblings who are also providers. We are super **excited to take on an entrepreneurship endeavor in a space that is ever booming and popular.**”  
(Caribbean Black Male, 35–40 y/o, New York)



# THE POWER TO RECLAIM OUTDOOR SPACES

Young Black people are reclaiming outdoor spaces and nature. Experiencing the outdoors is a form of self-care. The outdoors is a place to find balance in many ways including:

- **Exercising**
- Discovering **new activities** (hiking, kayaking, etc.)
- Spending time with **family**
- **Socializing** with friends and community members





# TAKING POLITICAL POWER INTO THEIR OWN HANDS!

Young Black people are very disillusioned with politics (and politicians) and the social/racial inequity in this country. **They do not feel heard or represented.**

They now have a drive to take action including:

- Volunteering, donating, and **giving back**
- **Running** for local office
- Finding ways to **be in positions of power** to effect meaningful change.

“I would love for this country to get its act together and do right by its citizens! **ALL forms of government are a complete and utter failure to African Americans...** Police brutality, friends and family dying on me, income fluctuating, being poorly treated no matter how kind I am, and the list goes on.”

(African American Male, 18–34 y/o, Atlanta)




# THE POWER OF OUR VOICES

Participants recognize the importance of seeing content that addresses anti-Black racism, systemic inequity, and Black history.

But not all Black content should be that.

They also want to see Black-led content that celebrates and showcases the extra/ordinary moments of Black people and communities.



"I am currently watching **Snowfall**, it's one of my favorite shows, especially because it showcases the rise of the crack epidemic in Los Angeles. **Being a LA native I'm able to relate to the show which draws me in even more.**"

African American Male, Age 18-34, Los Angeles Market

**“I want to see stories that reflect the experiences of Black people in all their complexity. This includes stories that touch on issues such as racism, discrimination, social justice, and systemic inequality, but also stories that showcase the joy, resilience, and richness of Black culture.**

**It's crucial for creators to tell stories that are inclusive and capture the full range of Black experiences, from different socio-economic backgrounds, genders, sexualities, and abilities.”**

**(African American Male, Age 18–34, ATL Market)**



# THE POWER OF BLACK MEDIA

**BET tops the list** when it comes to media and entertainment brands that serve and understand young Black people.

BET offers content that **connects with the multifaceted/diverse/intersectional identities** and interests of Black consumers.

BET content is clearly by, for, about, and made by/starring Black people, i.e., **“unapologetically Black.”**



Thank you.

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