

BET AWARDS 2025 RECAP





AN UNFORGETTABLE CELEBRATION OF BLACK EXCELLENCE, CULTURE, AND COMMUNITY...

On June 9th, BET Awards 2025 celebrated its 25th anniversary (and BET's 45th) with an epic showcase of Black Culture's past, present, and future! Hosted by entertainment mogul Kevin Hart, the show featured performances by artists such as GloRilla, Leon Thomas, Lil Wayne, and Teyana Taylor, and award presentations by Busta Rhymes, Quinta Brunson, Stevie Wonder, and Ciara, among others. The level of star power in the room found a way to surpass the lofty expectations for an unforgettable night!

Some of the night's biggest highlights included the nostalgic 106 & Park reunion celebration (featuring performances by Ashanti, Bow Wow, and more), where BET officially announced the upcoming 106 & Sports show! Another notable element of this year's rendition was the replacement of the Lifetime Achievement Award with four Ultimate Icon Awards, which were presented to **Mariah Carey**, **Jamie Foxx**, **Snoop Dogg**, and **Kirk Franklin** along with powerful performances and tributes.

In an event that not only highlighted iconic careers but also spotlighted future talents, the winners list had no shortage of A-list names, such as:

- ★ **Kendrick Lamar** – Album of the Year, Best Male Hip Hop Artist, Video of the Year, Best Collaboration, Video Director of the Year
- ★ **SZA** – Best Female R&B/Pop Artist
- ★ **Doechii** – Best Female Hip Hop Artist
- ★ **Leon Thomas** – Best New Artist
- ★ **Cythnia Erivo** – Best Actress



BET AWARDS 2025 SHINES ON SOCIAL!

On social and YouTube, the 2025 BET Awards saw year-over-year increases in engagements, minutes, and views, but this is no surprise! We leaned into viral-friendly content such as iconic reunions and high-emotion speeches. Also, our unique combination of honoring icons and spotlighting rising stars fueled engagement for both longtime fans and younger audiences.

Totals for Social + YouTube:



MAKING OUR MARK ON MULTIPLE PLATFORMS...



TikTok was the strongest platform for engagements, minutes, and views!

- ★ Engagements: 21,378,604 (+167% YoY)
- ★ Minutes: 84,755,660 (+230% YoY)
- ★ Views: 222,730,714 (+144% YoY)



YouTube minutes were up 43% YoY, showing that viewers are spending more time watching BETA content on the platform



- ★ Android TV engagements, minutes, and views were all up more than 2,000% YoY
- ★ BET.com engagements: 2,370,167 (+24% YoY)
- ★ BET O&O engagements were up +84% YoY. It can be reasonably inferred that the quality of our content has increased, leading fans to more actively engage on these platforms



THE CULTURE SHOWED UP, SO DID THE MEDIA...



Rapper Kendrick Lamar lands the biggest wins at the 2025 BET Awards

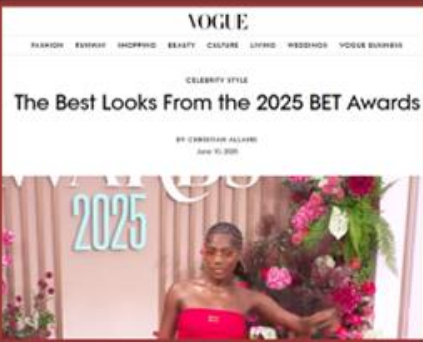
By Danielle Broadway

June 10, 2025 3:02 AM EDT | Updated June 10, 2025



[3/7] Kendrick Lamar accepts the Award of the Year award for "God's Plan" from Beyoncé at the 2025 annual BET (Black Entertainment Television) Awards, in Los Angeles, California, U.S. June 9, 2025. REUTERS/Maria Assoum / Eyedea

VOGUE



People

BET Awards 2025: See the Complete List of Winners!

Kendrick Lamar led the nominations list with 10 total

By Daniela Acila and Sarah Michael | Updated on June 10, 2025 01:43AM EDT

3 COMMENTS



Entertainment WEEKLY

BET Awards 2025: See the list of winners

Keanu Reeves hosts the 25th anniversary of Culture's Biggest Night.

By Malakha Harris | Updated on June 10, 2025 01:05AM EDT



The New York Times



Rolling Stone



NEW YORK POST

ENTERTAINMENT

Jamie Foxx breaks down in tears over his stroke during emotional BET Awards 2025 speech

COVERAGE RATINGS



AWARDS 2025

CULTURE'S BIGGEST NIGHT IS #1!



#1



TV SHOW ON SOCIAL!

MON 6/9/25

#1

CABLE AWARDS SHOW

W/ P18-49 2025TD!

10-NET
SIMULCAST

P18-49

1.73

P25-54

2.10



DIGITAL

UP DOUBLE-DIGITS VS. YEAR-AGO!

VIDEO VIEWS +92%

ENGAGEMENTS +85%

MINUTES VIEWED +62%

X #BETAWARDS

TRENDED IN THE #1 SPOT
CONSECUTIVELY FOR
3 HOURS IN THE U.S.

#3 FOR 1 HOUR WORLDWIDE




BET MEDIA GROUP
AD SALES RESEARCH

Source: Nielsen Power Ratings Analysis Program Report, Live+50 Coverage Data. 2025 BET Awards Premieres Airing Mon/6/9/25, 8P-11P; 10-Net Simulcast includes BET, BET+, CMT, Logo, MTV, MTV2, NAN, Paramount Network, Pop, and VH1 (BET/24 are 10-net simulcast, excludes CMT/PAR, includes Comedy Central/TV Land). % CHG vs. BET/24 based on Average Audience Impressions (DOO) Talkwalker SCR, 6.9.25. #1 rank based on Total Interactions (no exclusions). Trends24X #BETAWARDS2025. DOMO | BET Awards 2025 Daily Trending, as of 6/25 @ 9:47A ET. YOY Video Views/Min Viewed: DOMO | BET Awards 2025 Daily Trending, 3.5.25 - 6.26.25. Note: Data is not final and subject to change.



EXPERIAN BET AWARDS PARTNERSHIP RECAP

2025

A full-length photograph of Flau'Jae Johnson on the red carpet at the 2025 BET Awards. She is wearing a strapless, floor-length, deep red gown with a draped bodice and a full skirt. She is standing in front of a backdrop that features the word "AWARDS" in large, white, serif capital letters. The backdrop is decorated with pink and red floral arrangements. The floor is covered with a red carpet that has a circular logo in the center. The overall lighting is bright, typical of a red carpet event.

Stepping out with Flau'Jae Johnson during the 2025 BET Awards was the experience we didn't know we needed! From prep and glam, to a show stopping red carpet look, we were proud to see our favorite court princess transform into a celebrity queen with the help of her BFF, Experian.

While BET Awards weekend can feel like a non-stop event, getting reading with Flau'Jae provided fans at home the opportunity to slow down and soak in the moment! Together with Flau'Jae, we inspired fans to lean into the resources that Experian offers in order to get the most out of these unforgettable experiences.





PERFORMANCE METRICS

EXPERIAN BET AWARDS SOCIAL METRICS

8,066,112

DELIVERED
SOCIAL
IMPRESSIONS



48.7%

SOCIAL ENG RATE

3,927,839

DELIVERED
SOCIAL
ENGAGEMENTS



SOCIAL SCREENSHOTS

BET AWARDS

YOUTUBE



YOUTUBE SHORT

<https://youtube.com/shorts/4MzlgQJt7nw>



YOUTUBE SHORT

<https://youtube.com/shorts/qbubZxaIN0Y>

INSTAGRAM



I'm headed to the BET Awards with my BFF
(Big Financial Friend): the Experian' app

INSTAGRAM POST

<https://www.instagram.com/reel/DKnld5oy6AU/?igsh=MWVzNXdwNXh1aWw4MA==>



I'm getting ready for the
BET awards, come in!

INSTAGRAM POST

<https://www.instagram.com/reel/DK3Bbr6p0bu/?igsh=d3kwN205eGs2dGVq>



TIK TOK



TIK TOK POST

<https://www.tiktok.com/@bet/video/7513294382762773806>



TIK TOK POST

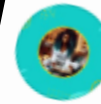
<https://www.tiktok.com/t/ZP8MXHDqe/>



KEY TAKEAWAYS + INSIGHTS

2025

- 13% over-delivery of the campaign goal of 7.1M
- TikTok delivered the highest impressions and engagements making it the most successful platform of this campaign.
- Fans were enamored by Flau'Jae's final looks with many comments complimenting 🥰r beauty
- The partnership proved to be a successful, organic way to promote the Experian app without forcing product features. Using a naturally influential talent such as Flau'Jae to engage BET's audience was a key approach to creatively encourage new Experian app users.



bellssoutherncharm 4d
🔥🔥🔥🔥🔥❤️❤️❤️❤️❤️ just All
around GORGEOUS ❤️❤️❤️❤️❤️



kiajbrooks 5w
Yessss leggggggs, and @experian
i'm down loading the app now !! 🥰
🥰🥰🥰



SEE YOU NEXT YEAR!

**BET
★
AWARDS
2025**

The logo for the BET Awards 2025 is centered at the bottom. It features the "BET" logo (a square containing "BE" over "T" with a star to the right) at the top, followed by the word "AWARDS" in a large, bold, sans-serif font, and the year "2025" in a slightly smaller, bold, sans-serif font at the bottom.