

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
- ★ **Cynthia 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.

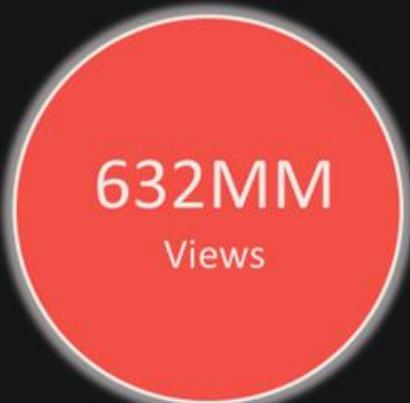
Totals for Social + YouTube:



+101% YoY



+105% YoY



+102% YoY



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

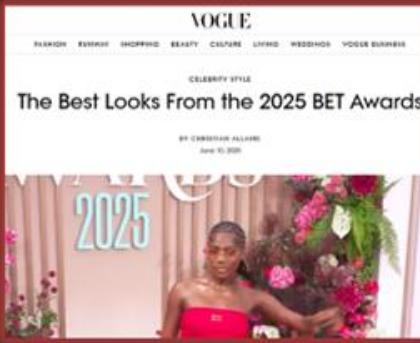


©2025 Kendrick Lamar accepts the Award of the Year award for "GOD" from Asia Pierce at the 25th annual BET (Black Entertainment Television) Awards, in Los Angeles, California, U.S. June 10, 2025. REUTERS/Mario Anzuoni



ENTERTAINMENT

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



BET Awards 2025: See the Complete List of Winners!

Kendrick Lamar led the nominations list with 10 total

By Danielle Broadway and Sarah Michael | Updated on June 10, 2025 01:45AM EDT

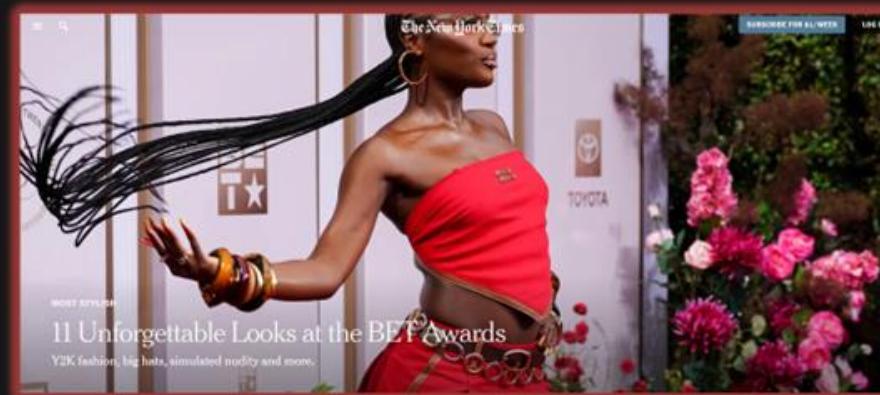
3 COMMENTS



BET Awards 2025: See the list of winners

Kevin Hart hosts the 25th anniversary of Culture's Biggest Night.

By Mikahara Pierre | Updated on June 10, 2025 01:45AM EDT



RollingStone

I'M NOT AFRAID
DOECHI BACKS PROTESTING RUTHLESS ICE DEPORTATIONS AT BET AWARDS: 'I NEEDED TO USE THAT MOMENT'

"They were live, so I wasn't like they could do about it," the rapper told British Vulture about using her Best Female Hip-Hop Artist award acceptance speech to call out prevalent injustices

By LARISKA PAUL
JULY 10, 2025



COVERAGE RATINGS



BET 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	P25-54
1.73	2.10	

BET DIGITAL UP DOUBLE-DIGITS VS. YEAR-AGO!

VIDEO VIEWS +92% **ENGAGEMENTS +85%**

MINUTES VIEWED +62%

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

2025 AWARDS

BET MEDIA GROUP
AD SALES RESEARCH

Source: NielsenNielsen Ratings Analysis, Program Report, Live+SD Coverage Data. 2025 BET Awards Premieres Airing Mon 6/9/25, 8P-11P. 10-NET Simulcast includes BET, BET Her, CMT, Logo, MTV, MTV2, NBN, Paramount Network, Pop, and VH1 (BETA/24 aired 10-net simulcast, excludes CMT/Par, includes Comedy Central/TV Land, NBN vs. BFTA/24 based on Average Audience Impressions (ODOM) Talkwalker SCR, 6/9-25, #1 rank based on Total Interactions (no exclusions), Trends24X #BETAwards2025). DOMO | BET Awards 2025 Daily Trending, as of 6/26/25 at 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

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

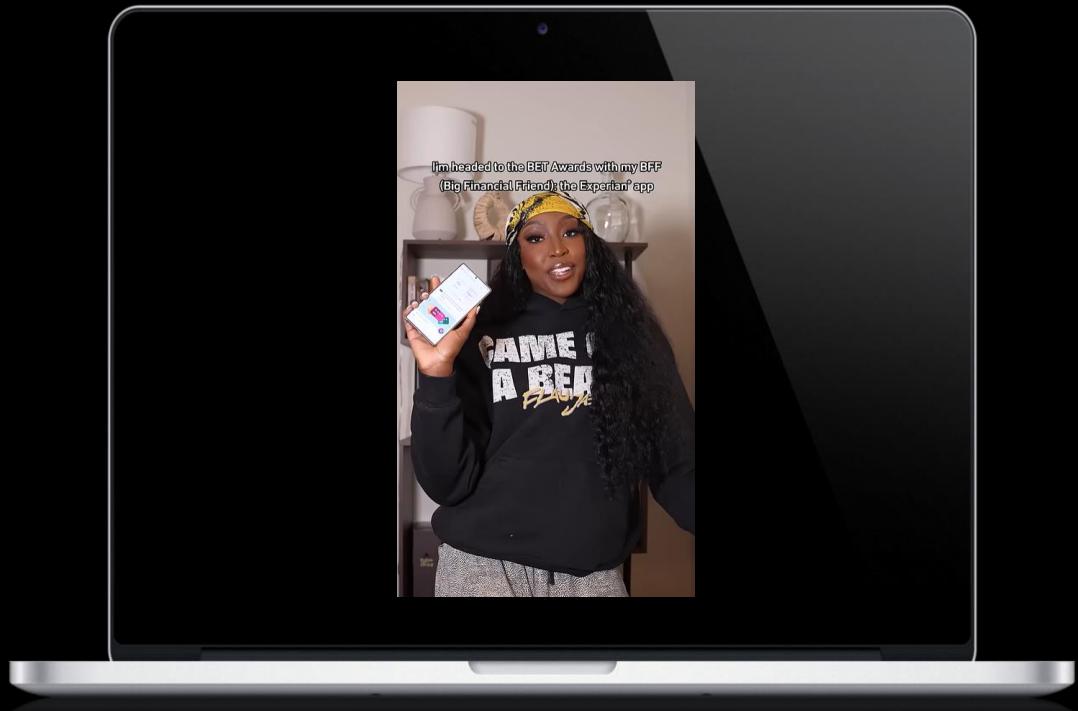
DELIVERED
SOCIAL
ENGAGEMENTS



SOCIAL SCREENSHOTS

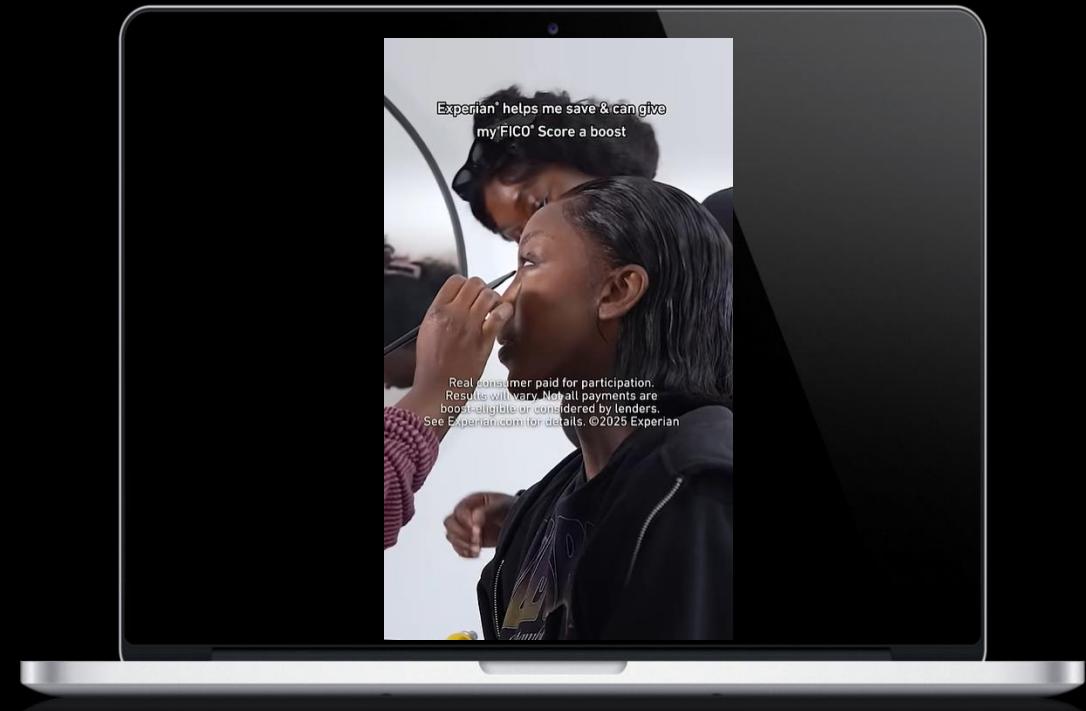
BET AWARDS

YOUTUBE



YOUTUBE SHORT

<https://youtube.com/shorts/4MzIgQJt7nw>



YOUTUBE SHORT

<https://youtube.com/shorts/qpubZxaIN0Y>

INSTAGRAM



INSTAGRAM POST

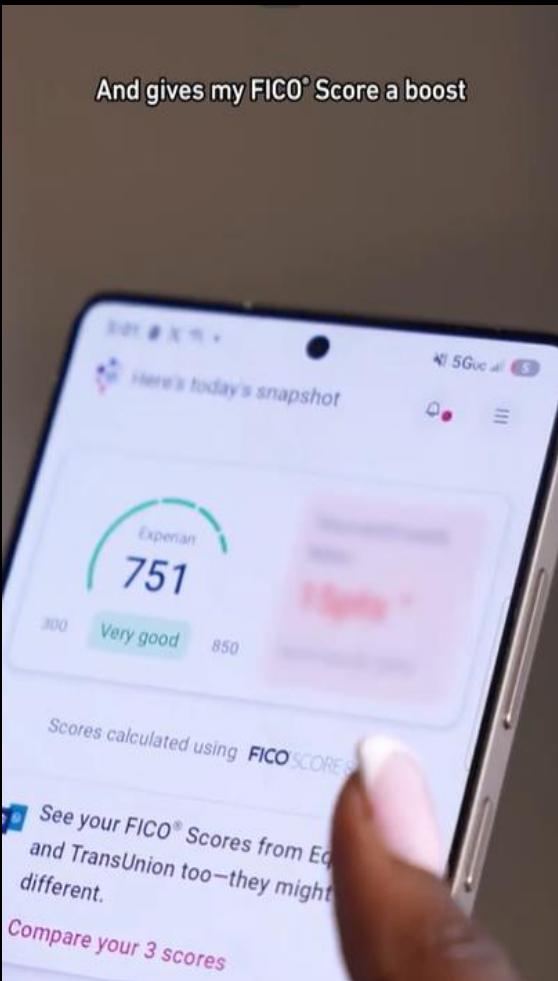
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INSTAGRAM POST

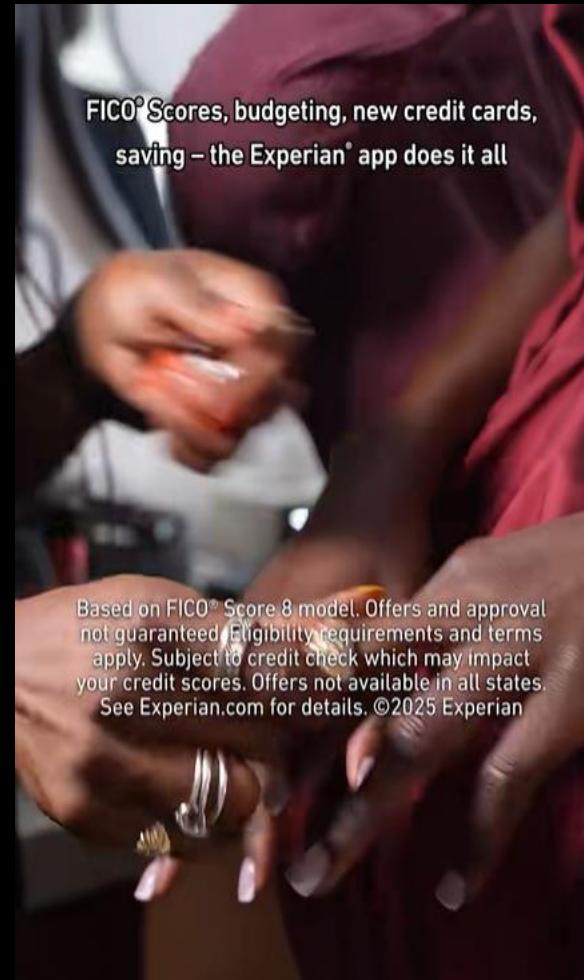
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TIK TOK



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  or 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.





SEE YOU NEXT YEAR!

The logo for the BET Awards 2025. It features the BET logo at the top, which is 'BE' in a bold, sans-serif font with a five-pointed star below the 'T'. Below the logo, the word 'AWARDS' is written in a large, bold, sans-serif font. Underneath 'AWARDS', the year '2025' is written in a slightly smaller, bold, sans-serif font.