

Network Detail



MTV is the #1 most-recognized network among young adults. Viewers turn to MTV to find out what is happening and what is next in music and pop-culture. Due to its unpredictable and irreverent on-air environment MTV cultivates an audience of fiercely loyal viewers who don't disconnect. MTV gives young adults everything they are passionate about, from fashion, lifestyle and sports, to attitude, politics, and creativity, all through the prism of music.

Age

18-34 70%

35-54 28%

55+ 3%

Gender

Men 53%

Women 47%

Education

College Grad + 21%

Attended College 35%

Household Income

\$75K + 35%

\$50K – \$74,999 23%

\$30K – \$49,999 21%

Home Ownership

Own Home 62%

Rent Home 37%

Presence of Children

1 + Child in Household 50%

Median Age 28

Median Household Income \$59,000