

# BET Networks' Series Debut of "NELLYVILLE" Starring Hip-Hop Artist Nelly Delivers One Million Total Viewers for Its Series Premiere

**"NELLYVILLE" is the #1 Non-Scripted Series Debut among Adults 18 - 49 for the Last 2 Years on the Network**

LOS ANGELES--(BUSINESS WIRE)-- BET Networks' new docu-series, ["NELLYVILLE,"](#) starring hip-hop artist Nelly delivered 1 million total viewers (P2+ impressions)\* during its initial airing on Tuesday, November 25, 10:30 p.m. - 11:30 p.m. EST. The hour-long docu-series following the life of the artist became the #1 non-scripted series debut among Adults 18 - 49 on the network in nearly 2 years.



Hip-hop artist Nelly stars alongside his family in the hit docu-series "Nellyville" on BET Networks/Photo Courtesy of BET Networks

["NELLYVILLE"](#) will premiere Tuesday nights 10 p.m. - 11 p.m. ET/PT on BET Networks beginning Tuesday, December 2<sup>nd</sup>.

For video sneak peeks and first looks of ["NELLYVILLE"](#) visit the official pages at [bet.com/shows/nellyville.html](http://bet.com/shows/nellyville.html). Also, join the conversation about the shows on Twitter by using hashtag: [#Nellyville](#). For more information about this series visit [BET.com](http://BET.com) and [BETPressroom.com/shows/Nellyville](http://BETPressroom.com/shows/Nellyville).

\*Source: BETN Corporate Market Research via The Nielsen Company | LIVE + SAME DAY DATA

## About BET Networks

BET Networks, a subsidiary of Viacom Inc. (NASDAQ: VIA, VIAB), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 90 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom and sub-Saharan Africa. BET is the dominant African-American consumer brand with a diverse group of business extensions: [BET.com](http://BET.com), a leading Internet destination for Black entertainment, music, culture, and news; CENTRIC, a 24-hour entertainment network targeting the 25- to 54-year-old African-American audience; BET Digital Networks - BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Event Productions, a full-scale event management and production company with festivals and live events spanning the globe; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET in the United Kingdom and oversees the extension of BET network programming for global distribution.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141126005850/en/>

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["NELLYVILLE"](#) is a one-hour docu-series following Nelly as he navigates his busy career as a hip-hop icon, successful entrepreneur, and loving father to his two biological children (daughter "Nana" and son "Tre") and his deceased sister's two children (nephew "Lil Shawn" and niece "Stink") - all while nurturing a blossoming friendship with Shantel "Miss" Jackson. ["NELLYVILLE"](#) is produced by Entertainment One, with Executive Producers Tara Long, Shanta Conic, Kim McKoy, Howie Miller, David Shaye and John Morayniss. Nelly also serves as Executive Producer, along with co-Executive Producer J Erving.

A special airing of the second episode of ["NELLYVILLE"](#) premieres Sunday, November 30, 11 p.m. - 12 a.m. ET/PT on BET Networks with simulcast on Centric, following the ["SOUL TRAIN AWARDS 2014."](#) New episodes of

Source: BET Networks

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