

A LEADING BLACK CULTURE & URBAN LIFESTYLE ENTERTAINMENT BRAND



THE POWER OF C⁴

CULTURE + CONTENT + CONNECTION + COMMUNITY

AUDIENCE PROFILE

35%
65%
Male/
Female

50
Median
Age

\$54K
Median
Income

107
index
HH with
Kids

104
index
Married

119
index
College
Degree

DIGITAL & SOCIAL

TOTAL VIDEO VIEWS IN 2022: **24,501,161**

295,261
likes Aspire TV

90,788
followers @aspireTV

17,926
followers @tvaspire

ASPIRE DELIVERS WHAT BLACK TV VIEWERS WANT

81%
more lifestyle
programming
with a focus
on Black culture

ASPIRE VIEWERS SAY:

97%
promotes the
positive aspects of
Black culture

95%
offers a fresh
voice and new
perspective

95%
reflects my
experiences

CONTENT FOR ALL SCREENS

xfinity DIRECTV Verizon FIOS Spectrum COX FRONTIER
DIRECTV Stream philo pluto xumo FREE MOVIES+ PLEX U-verse

EAT WELL | LIVE YOUR LIFE | SHOP WITH PURPOSE | PLAY HARD | DREAM BIG

PROGRAMMING HIGHLIGHTS



JAN

ORIGINALS

City Eats: Atlanta with Chef Kristol

STUNTS

New Year's Day with Steve Harvey, MLK Jr. Day Movie Marathon

MOVIES

Steps of Faith, The Forgettable Life of Liam White, Million to One, It's a Date



FEB

ORIGINALS

City Eats: Atlanta with Chef Kristol, 6 Minutes to Glory: The HBCU Band Experience, Twisted Dish with Chef Jay, HBCU 101, The Locker Room

STUNTS

Black History Month

MOVIES

Falling in Love Again, Couple's Therapy, In the Meantime, Where's the Love?



MAR

ORIGINALS

City Eats: Atlanta with Chef Kristol, Twisted Dish with Chef Jay, HBCU 101

STUNTS

Women's History Month, Easter Movie Marathon

MOVIES

Be the Light, From the Rough, Discarded Things

