

2.4M Watch the 2018 Bounce Trumpet Awards



Erica Ash and Larenz Tate host the 2018 Bounce Trumpet Awards in Atlanta, GA

The 2018 Bounce Trumpet Awards was a big hit Sunday night, Feb. 11, racking up huge viewership gains and strong double-digit increases in the delivery of all key demos vs. last year's telecast.

The premiere of the 2018 Bounce Trumpet Awards was up +43% over last year's telecast, delivering over half a million total viewers (546K), and posted significant double-digit gains of +38% in Households (398K), +60% in the delivery of Adults 18-49 (215K) and +27% in A25-54 (237K). This is the second consecutive year that the Bounce Trumpet Awards has grown in viewership; the 2017 telecast was up tremendously vs. 2016 as well.

The 2018 Bounce Trumpet Awards aired on Bounce while being simulcast on sister networks Escape and Laff in honor of Black History Month. The airings across the three networks combined to reach 2.4 million total viewers.

In the delivery of its target audience of African Americans (AA), the 2018 Bounce Trumpet Awards was the #1 show among all ad-supported cable networks in the delivery of AA Viewers 2+ in its premiere time-slot, beating such networks as Bravo, USA, OWN, BET, TV1 and over 100 other nets.

The 2018 Bounce Trumpet Awards also beat BET's Social Awards in Household delivery.

The 2018 Bounce Trumpet Awards Red Carpet Show from 8:30-9:00 p.m. ET also performed well, posting double-digit gains in key demos vs. the time-period: +38% IN HHs, +60% in A18-49, +56% in A25-54 and +50% in Persons 2+.

Actors Larenz Tate and Erica Ash hosted this year's Bounce Trumpet Awards. 2018 honorees were Jermaine Dupri, Cameo, Richelieu Dennis, Tamika Mallory, Marley Dias, Dr. Lonnie

Johnson and Rhyon Brown. Performers and presenters included Ludacris, CeeLo Green, Doug E. Fresh, Xscape, Bow Wow, Keke Wyatt, Arrested Development, Anthony Hamilton, V. Bozeman, Miche'le and many more.