



CULTURE'S BIGGEST NIGHT

BE
T ★ AWARDS 2025

MONDAY 8/7c



MEDIA KIT · 2026

THE CULTURE,
ON THE RECORD.

3.7M+ FOLLOWERS · 500M+ VIEWS · ALL PLATFORMS

WHO WE ARE

WE DON'T COVER THE CULTURE — WE REPORT FROM INSIDE.

Reallyfe Street Starz is a national digital media platform delivering first-hand interviews and on-location coverage across hip-hop, sports, business, politics, and culture. With more than 3.7 million followers and over half a billion lifetime views, our newsroom reaches a multicultural audience at the center of American culture.

MULTI-VERTICAL

Music · Sports · Business · Culture

EVERY PLATFORM

YouTube · Facebook · Instagram · TikTok

FIRST-HAND ACCESS

Artists · Athletes · Founders · Leaders





FOUNDER & EDITORIAL DIRECTOR

JEFFREY OYENEYE

Jeffrey Oyeneeye is the founder and editorial director of Reallyfe Street Starz, one of the fastest-rising independent culture platforms in the country. He leads a multi-channel network spanning music, sports, and culture, and has personally interviewed artists, athletes, and public figures from Mark Cuban to Cornel West. Under his direction the platform has grown to 1.5M+ YouTube subscribers and 500M+ lifetime views.

“ Access is earned. We've earned ours one conversation at a time.

SELECTED CONVERSATIONS

- | | |
|-----------------|------------------|
| — Mark Cuban | — Cornel West |
| — Tyla | — Raekwon |
| — Bow Wow | — NLE Choppa |
| — Dave East | — BigXThaPlug |
| — Roy Jones Jr. | — Karlous Miller |
| — Cassidy | — Erica Banks |

AUDIENCE & REACH

**A NATIONAL
FOOTPRINT.**

3.7M+

COMBINED FOLLOWERS

500M+

LIFETIME VIEWS

1.5M+

YOUTUBE
SUBSCRIBERS

1.3M

FACEBOOK
FOLLOWERS

570K+

INSTAGRAM
FOLLOWERS

25.7M

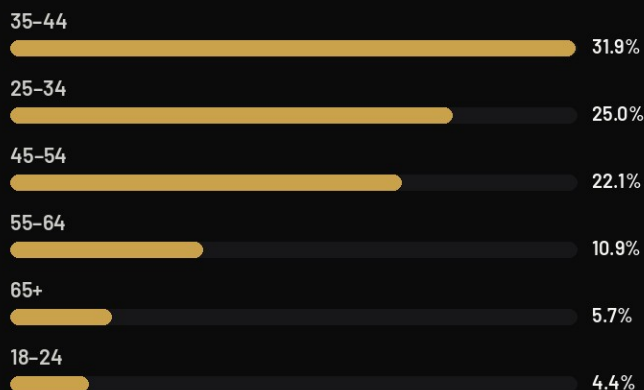
IG REEL VIEWS
(90 DAYS)

METRICS AS OF 2026 · VERIFIED ANALYTICS AVAILABLE ON REQUEST

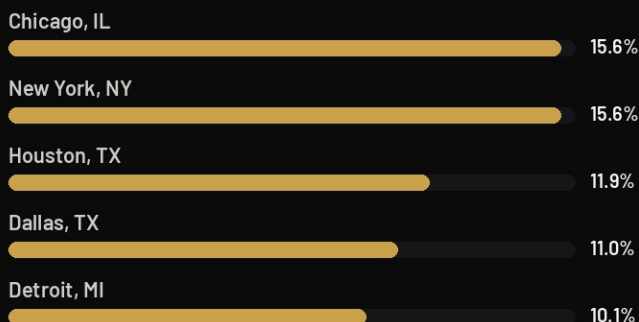
THE CULTURE'S CORE AUDIENCE.

Concentrated in America's biggest culture markets — and squarely in the 25–54 demographic that networks and brands compete for.

AUDIENCE AGE



TOP MARKETS



79%

AGED 25–54

87%

UNITED STATES

64%

TOP 5 U.S. METROS

3M+

ACCOUNTS REACHED / 90D

1.1M

TOTAL LIKES

137K

CONTENT SHARES

SOURCE: PLATFORM ANALYTICS, 2026 · AGE & GEOGRAPHY VIA META AUDIENCE INSIGHTS · GENDER 52% M / 48% F (TIKTOK)

THE NAMES THAT MOVE THE CULTURE.



EDITORIAL RANGE

BEYOND MUSIC. ACROSS CULTURE.

BUSINESS



POLITICS



SPORTS



CULTURE



Interviewees include a billionaire entrepreneur, a former presidential candidate, a boxing world champion, and comedy's biggest voices.

EVENT & RED-CARPET COVERAGE

ALREADY ON THE CARPET.

Credentialed, on-location field coverage from BET Awards week 2025, SXSW, and major culture events.



CREDENTIALED ACCESS · PROFESSIONAL CONDUCT · COVERAGE THAT AMPLIFIES THE MOMENT

PLATFORM PERFORMANCE

BUILT TO DISTRIBUTE.

YOUTUBE

1.5M+ subscribers

500M+ lifetime views

FACEBOOK

1.3M followers

Daily reach across the network

INSTAGRAM

570K+ followers

25.7M reel views · 3M+ reached (90d)

TIKTOK

330K+ followers

23M annual views · 137K shares



PARTNER WITH US

LET'S COVER IT TOGETHER.

MEDIA CREDENTIALS

Red-carpet & event coverage that amplifies your moment.

BRANDED CONTENT

Integrated features to a 3.7M+ engaged audience.

ARTIST & LABEL

First-hand interviews with national reach.

MEDIA INQUIRIES & PARTNERSHIPS

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