

Digital video will surpass TV in US viewing time this year

Article

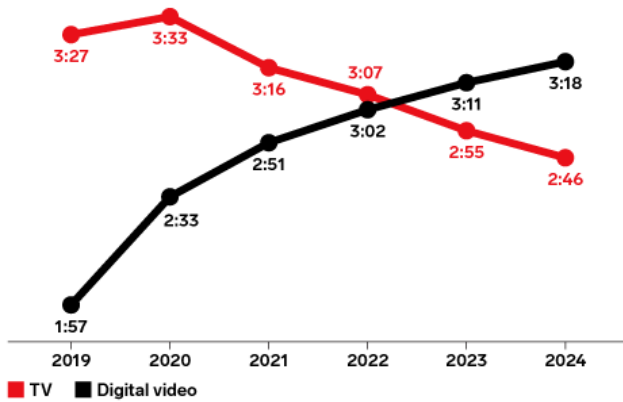
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For the first time, US adults will spend more time per day with digital video than with TV this year, according to our forecast, as the cord-cutting revolution takes hold. Total time spent

with digital video and TV will remain just over 6 hours per day, the same amount it's been since 2020.

US Time Spent per Day With TV vs. Digital Video Among Adults, 2019-2024

hrs:mins



Note: ages 18+; TV includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); includes all time spent watching TV; excludes digital; digital video includes all time spent with online video activities; includes viewing via any device; includes time spent with video via social networks
Source: eMarketer, Jan 2023

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Beyond the chart: Of the 3 hours, 11 minutes spent each day with digital video, the biggest share will take place on connected devices like smart TVs and game consoles, rather than on desktops, laptops, or mobile devices.

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Methodology: Estimates are based on the analysis of estimates from other research firms, consumer media consumption, device adoption trends, company reports, primary research and interviews.