



eMarketer's Live Analyst Series | PRO View, June 2019

# How Consumers Spend Time with Media

---



# US Consumers Spend the Most Time with Media

The US has the highest total time spent with media by adults (18+) averaging 12 hours, 9 minutes per day.

That's more than double the figure for India, whose total is the lowest among the nine countries we cover.

**Total Media: Average Time Spent in Select Countries, 2019**  
*hrs:mins per day among population*

US	12:09
France	10:06
Germany	9:56
Canada	9:50
UK	9:38
South Korea	7:36
Japan	7:17
China*	6:39
India	4:59

*Note: ages 18+; includes digital (desktop/laptop and mobile nonvoice), print (magazines and newspapers), radio, TV and other; includes all time spent with each medium, regardless of multitasking; \*excludes Hong Kong*  
*Source: eMarketer, April 2019*

T10243

[www.eMarketer.com](http://www.eMarketer.com)

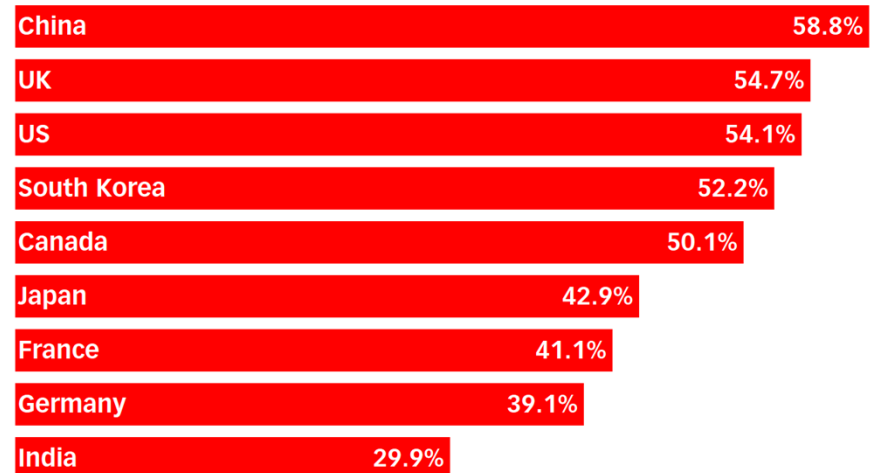
# Digital's Share of Time Spent Still Growing

China is the country where digital time spent accounts for the largest proportion of total time spent with media, at 58.8%.

Digital's share is also above 50% in South Korea, the UK, the US and (barely) Canada, but well under 50% in France, Germany and Japan.

## Digital: Share of Time Spent with Total Media in Select Countries, 2019

*% of total time spent with media*



*Note: ages 18+; includes all time spent with internet activities on desktop/laptop computers and mobile devices, regardless of multitasking*  
*Source: eMarketer, April 2019*

T10244

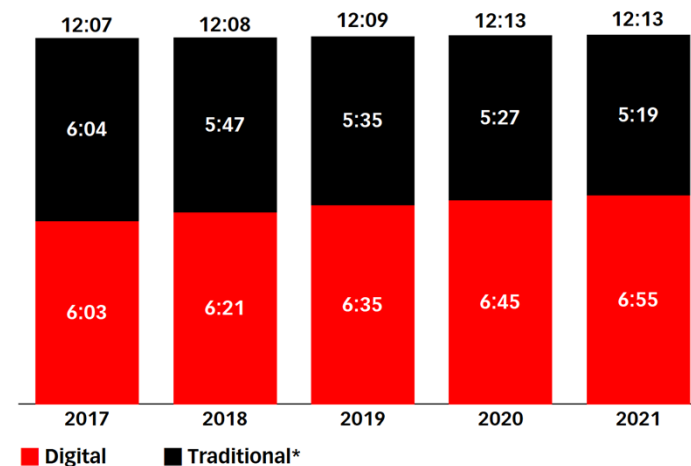
[www.eMarketer.com](http://www.eMarketer.com)

# Overall, US Time Spent with Media Is Plateauing

But where consumers are spending their time continues to shift from traditional media to digital.

## Average Time Spent with Media in the US, Traditional\* vs. Digital, 2017-2021

hrs:mins per day among population



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on a mobile device while watching TV is counted as 1 hour for TV and 1 hour for mobile; numbers may not add up to total due to rounding;

\*includes time spent on TV, newspapers, magazines and radio

Source: eMarketer, April 2019

T10283

[www.eMarketer.com](http://www.eMarketer.com)

# US Consumers Still Spend A Lot of Time with TV

- **An important note on how we account for multitasking in our estimates of time spent with media:** If someone spends an hour watching TV (for example) and uses a smartphone to surf the web during the same hour, we count this as an hour of usage for each medium, and hence as 2 hours of total media time.

## Average Time Spent in the US, 2019

*hrs:mins per day among population*

Digital	6:35
TV*	3:35
Radio*	1:20
0:11 Newspapers*	
0:09 Magazines*	
Total	12:09

*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on TV while listening to radio is counted as 1 hour for TV and 1 hour for radio; \*excludes digital*

*Source: eMarketer, April 2019*

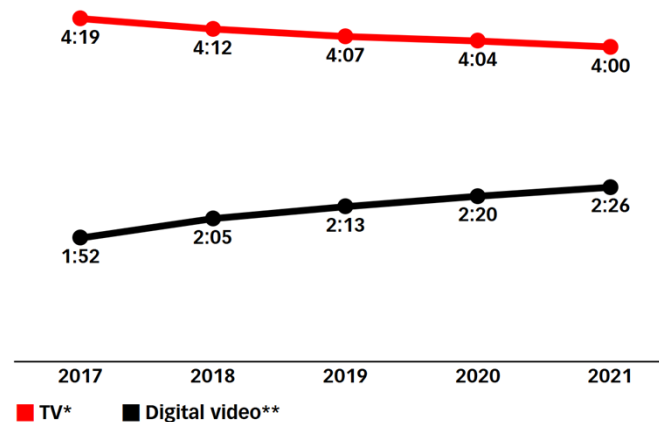
T10153

[www.eMarketer.com](http://www.eMarketer.com)

# US Time Spent with TV Still Exceeds Digital Video

**TV\* vs. Digital Video\*\*: Average Time Spent by Users in the US, 2017-2021**

hrs:mins per day



*Note: ages 18+ who use each medium mentioned at least once per month; includes all time spent with each media regardless of multitasking; \*includes live, DVR and other prerecorded video (such as video downloaded from the internet but saved locally); \*\*includes viewing via desktop/laptop computers, mobile (smartphones and tablets) and other connected devices (game consoles, connected TVs or OTT devices)*  
Source: eMarketer, April 2019

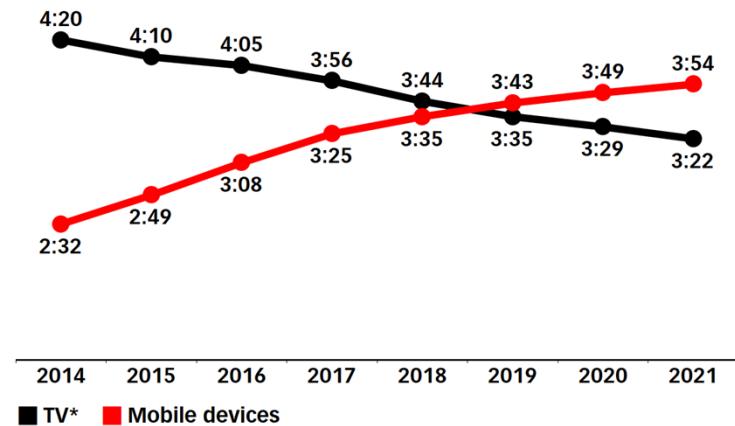
T10178

[www.eMarketer.com](http://www.eMarketer.com)

# US Time Spent with Mobile Will Pass TV in 2019

## TV and Mobile Devices: Average Time Spent in the US, 2014-2021

hrs:mins per day among population



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; \*excludes digital

Source: eMarketer, April 2019

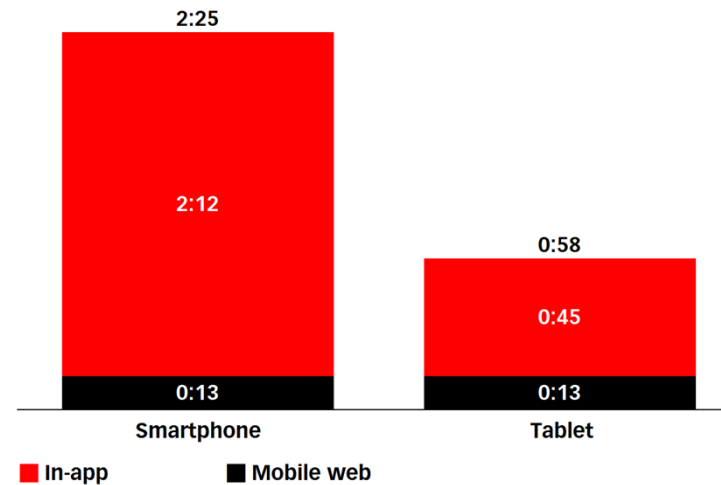
T10195

[www.eMarketer.com](http://www.eMarketer.com)

# Apps Capture an Outsized Portion of Mobile Time

**Mobile Internet: Average Time Spent on Smartphones and Tablets in the US, In-App vs. Mobile Web, 2019**

*hrs:mins per day among population*



*Note: ages 18+; time spent with each device includes all time spent with that device, regardless of multitasking*

*Source: April 2019*

T10148

[www.eMarketer.com](http://www.eMarketer.com)



# Top Apps: Audio and Social Networks

---

## Mobile App Activities: Average Time Spent in the US, 2017-2021

*hrs:mins per day among population*

	2017	2018	2019	2020	2021
Audio	0:46	0:50	0:53	0:55	0:57
Social networks	0:37	0:40	0:43	0:45	0:47
Video	0:29	0:32	0:34	0:36	0:38
Games	0:20	0:21	0:22	0:22	0:22
Messaging	0:10	0:12	0:12	0:13	0:14
<b>Total</b>	<b>2:33</b>	<b>2:47</b>	<b>2:57</b>	<b>3:06</b>	<b>3:12</b>

*Note: ages 18+; includes all time spent with mobile apps, regardless of multitasking; for example, 1 hour of multitasking with social network apps while listening to mobile audio apps counts as 1 hour for social and 1 hour for audio; numbers do not add up to total due to exclusion of "other" category*

*Source: eMarketer, April 2019*

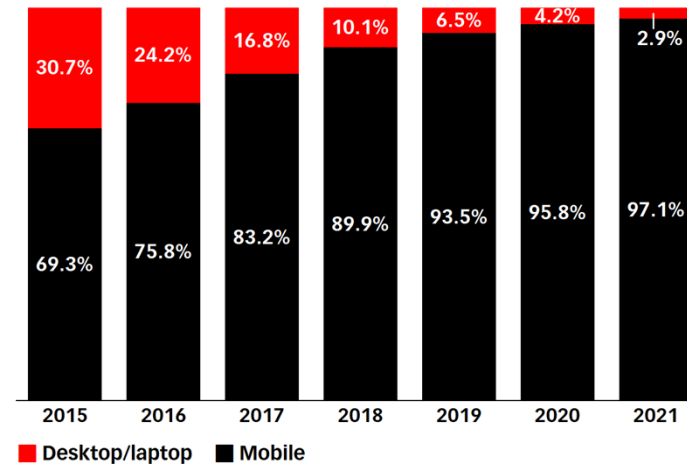
T10198

[www.eMarketer.com](http://www.eMarketer.com)

# Social Network Time Spent is Mainly Mobile

**Social Networks: Share of Average Daily Time Spent in the US, by Device, 2015-2021**

*% of total among population*



*Note: ages 18+; includes all time spent with social networks, regardless of multitasking; includes usage via desktop/laptop computers and mobile (smartphones and tablets)*

*Source: eMarketer, April 2019*

T10239

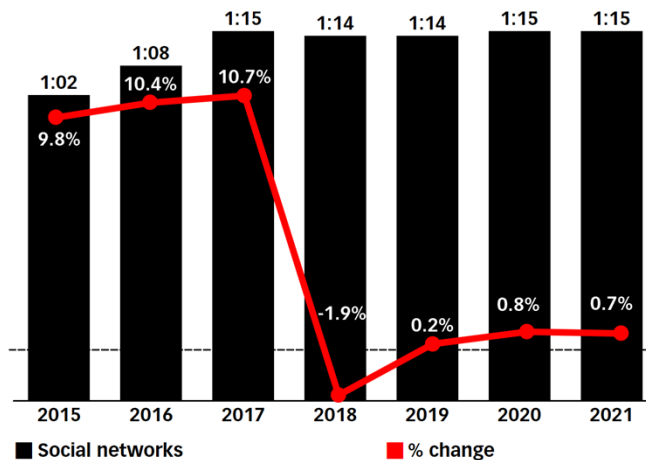
[www.eMarketer.com](http://www.eMarketer.com)

# Social Time Spent is Plateauing in the US

US users' daily time on social networks declined for the first time last year and will be essentially flat through 2021.

**Social Networks: Average Time Spent by Users in the US, 2015-2021**

hrs:mins per day and % change



*Note: ages 18+ who access their social network account via any device at least once per month; time spent with each medium includes all time spent with that medium, regardless of device or multitasking; for example, 1 hour of multitasking on Facebook while using Snapchat is counted as 1 hour for Snapchat and 1 hour for Facebook*

*Source: eMarketer, April 2019*

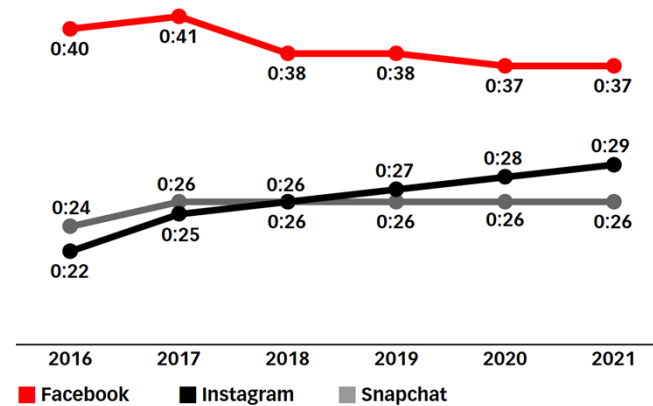
T10264

[www.eMarketer.com](http://www.eMarketer.com)

# Blame Facebook for Slowing Social Time Spent

Facebook, Instagram and Snapchat: Average Time Spent by Users in the US, 2016-2021

hrs:mins per day



Note: ages 18+ who use each platform at least once per month; time spent with each medium includes all time spent with that medium, regardless of device or multitasking; for example, 1 hour of multitasking on Facebook while using Snapchat is counted as 1 hour for Snapchat and 1 hour for Facebook

Source: eMarketer, April 2019

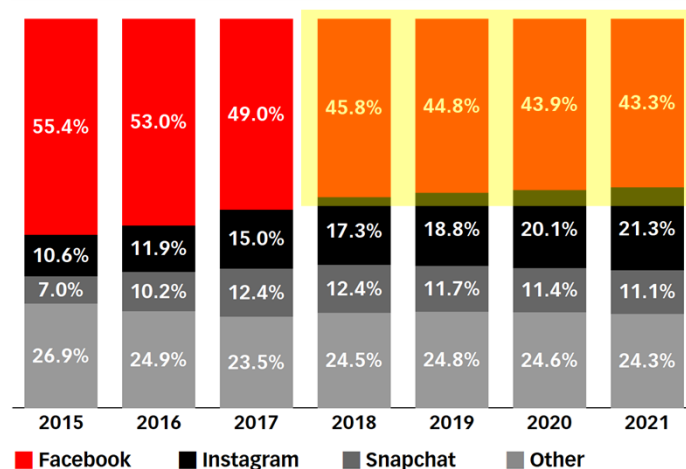
T10143

[www.eMarketer.com](http://www.eMarketer.com)

# Facebook Is No Longer Majority of Social Time

**Social Networks: Share of Average Daily Time Spent in the US, by Platform, 2015-2021**

% of total among population



**Facebook now accounts for less than half of US social time spent**

*Note: ages 18+; includes all time spent with social networks, regardless of multitasking; includes usage via desktop/laptop computers and mobile (smartphones and tablets)*

*Source: eMarketer, April 2019*

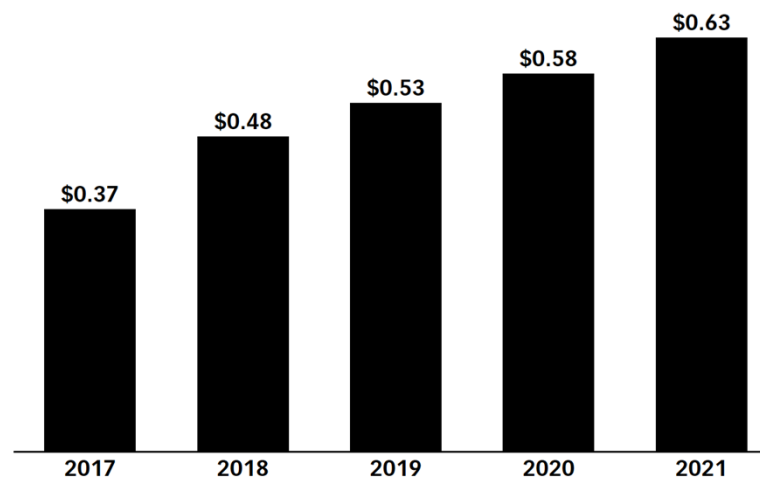
T10241

[www.eMarketer.com](http://www.eMarketer.com)

# Advertisers Continue to Invest in Facebook

---

**Ad Spending per Hour Spent with Facebook per Adult in the US, 2017-2021**  
in \$



*Note: ages 18+; excludes Instagram*

*Source: eMarketer, February 2019*

T10263

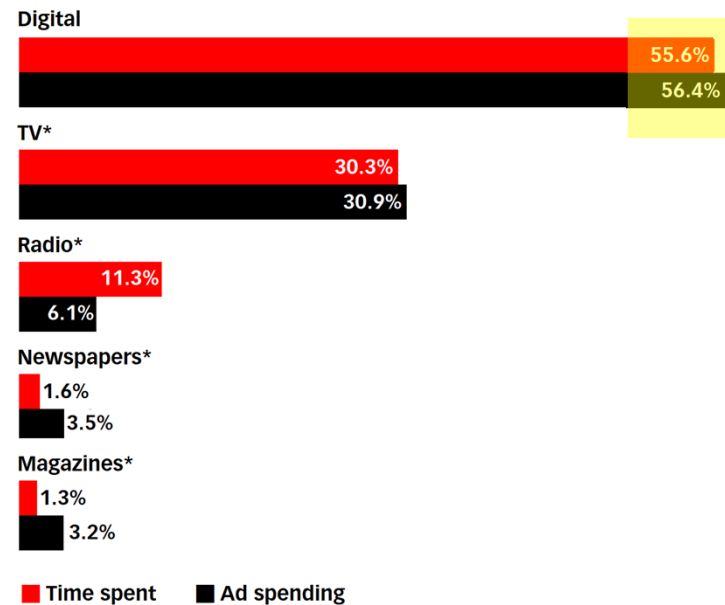
[www.eMarketer.com](http://www.eMarketer.com)

# Digital Flip

Digital's share of ad spending will exceed its share of time spent for first time.

## Share of Time Spent with Media vs. Ad Spending Share in the US, 2019

% of total



*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; ad spending share excludes out-of-home; time spent share excludes other; numbers may not add up to 100% due to rounding; \*excludes digital*  
Source: eMarketer, April 2019

T10277

[www.eMarketer.com](http://www.eMarketer.com)

# US Mobile Ad Spending per Hour Will Surpass TV

**Ad Spending per Hour with Media per Adult in the US, by Media, 2017-2021**

	2017	2018	2019	2020	2021
<b>Print*</b>	<b>\$0.65</b>	<b>\$0.57</b>	<b>\$0.48</b>	<b>\$0.42</b>	<b>\$0.36</b>
—Magazines	\$0.71	\$0.61	\$0.52	\$0.46	\$0.42
—Newspapers	\$0.60	\$0.53	\$0.45	\$0.38	\$0.32
<b>TV*</b>	<b>\$0.19</b>	<b>\$0.21</b>	<b>\$0.21</b>	<b>\$0.22</b>	<b>\$0.22</b>
<b>Digital</b>	<b>\$0.16</b>	<b>\$0.18</b>	<b>\$0.21</b>	<b>\$0.24</b>	<b>\$0.26</b>
—Mobile (nonvoice)	\$0.18	\$0.21	\$0.25	\$0.29	\$0.33
—Desktop/laptop** and other connected devices	\$0.13	\$0.15	\$0.16	\$0.16	\$0.18
<b>Radio*</b>	<b>\$0.11</b>	<b>\$0.11</b>	<b>\$0.11</b>	<b>\$0.11</b>	<b>\$0.11</b>
<b>Total</b>	<b>\$0.18</b>	<b>\$0.20</b>	<b>\$0.21</b>	<b>\$0.22</b>	<b>\$0.24</b>

*Note: ages 18+; \*excludes digital; \*\*desktop/laptop includes all internet activities on desktop and laptop computers*

*Source: eMarketer, April 2019*

T10152

[www.eMarketer.com](http://www.eMarketer.com)



# Key Takeaways

- **Digital's share of time spent is above 50% in China, US, UK, South Korea and Canada**, but under 50% in France, Germany, Japan and India. In every market, digital's share still has room to grow.
- **Marketers cannot count on consumers to spend more and more time using media in US.** The earlier surge of time spent was tied to a particular moment in digital history—especially to the mass adoption of smartphones. We're now in a period where gains in time spent for one category typically mean losses for another.
- **True: Time spent with TV is declining.** False: Time spent with TV has been eclipsed by time spent with digital video. That day may come, but it's not within sight. For marketers, most consumers are still reachable via traditional TV, though more and more time is spent in ad-free digital video environments like Netflix.
- **Advertisers are pursuing consumers onto mobile devices, where the latter spend much of their time.** This does not necessarily mean, though, that advertisers have figured out how to use that medium effectively.