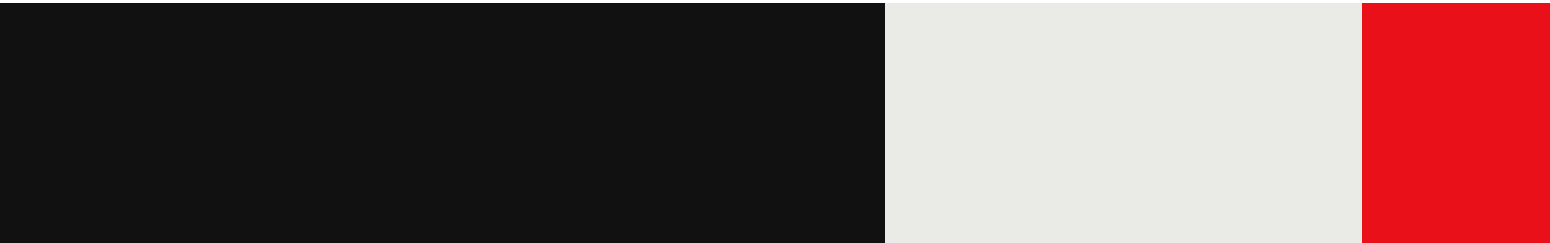


When will digital video surpass TV in US viewing time?

Article



For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

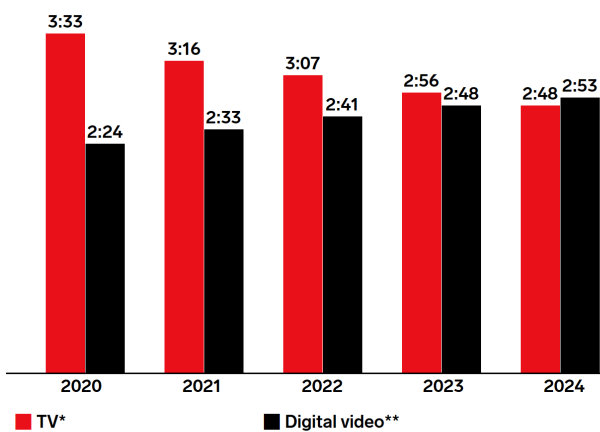


The average US adult will spend more time watching digital video than TV in 2024, marking a victory for connected viewing in the streaming revolution. Daily time spent with TV will fall below 3 hours next year, down more than 1 hour, 30 minutes over the course of a decade.

Beyond the chart: While digital video won't reach that milestone for some time, it will surpass TV in ad spending this year. In the US, digital video ad spending will hit **\$76.20 billion** and keep growing through 2026, while TV ad outlays will fall short at **\$68.35 billion** and then decline for the next few years. Ad spending trends are ahead of time spent trends not just because marketers are getting out in front of where viewership is headed. Digital also provides a better opportunity for marketers in terms of audience targeting and tracking.

TV* vs. Digital Video:** Average Time Spent in the US, 2020-2024

hrs:mins per day among population



Note: ages 18+; time spent with each medium includes all time spent with that medium, 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, and OTT devices)
Source: eMarketer, April 2022

T11985 eMarketer | InsiderIntelligence.com

More like this:

- Report: [Upfront TV and Digital Video 2022](#)
- Article: [The UK CTV opportunity looks appealing, but it's limited](#)
- Article: [In a first, TikTok will beat YouTube in user time spent](#)