

In some countries, adults spend about half their day consuming media

Article

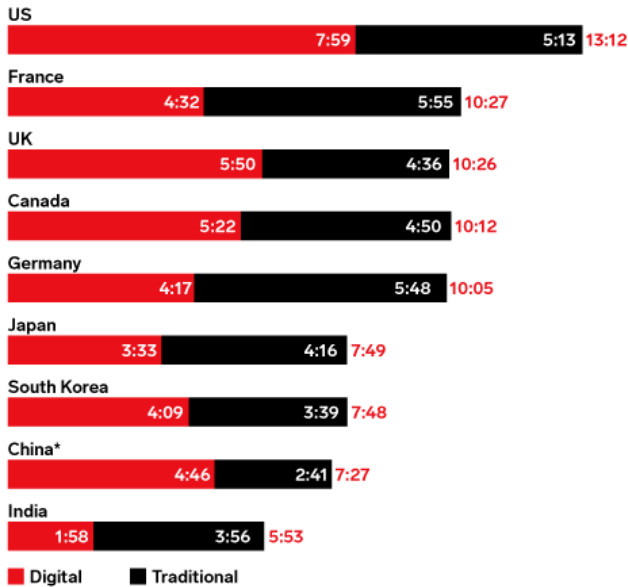
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Adults in the US will spend a daily average of **more than 13 hours** with media in 2021, with nearly **8 hours** of that time going to digital media, specifically. In the European countries we

forecast, the average will exceed **10 hours**, while Asia-Pacific markets like China, India, and Japan will see significantly less media usage.

Average Time Spent with Total Media, Digital Media, and Traditional Media in Select Countries, 2021

hrs:mins per day among population



Note: ages 18+; includes digital (desktop/laptop, mobile nonvoice, and connected TV streaming), print (magazines and newspapers), radio, TV, and other; includes all time spent with each medium, regardless of multitasking; *excludes Hong Kong
Source: eMarketer, April 2021

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