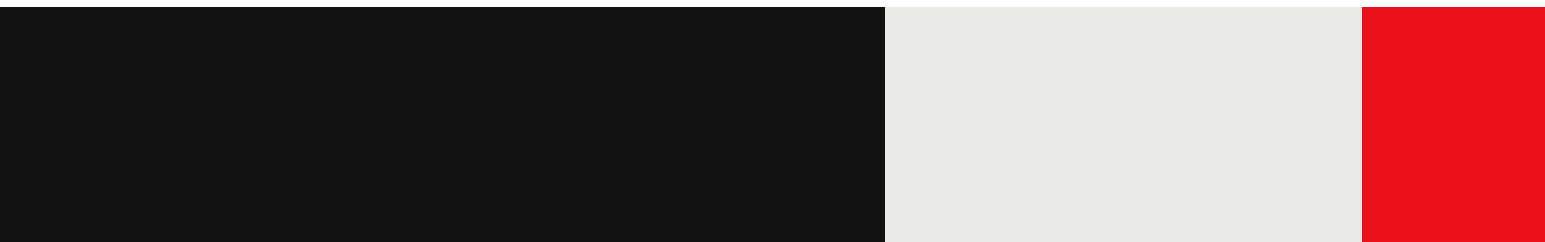


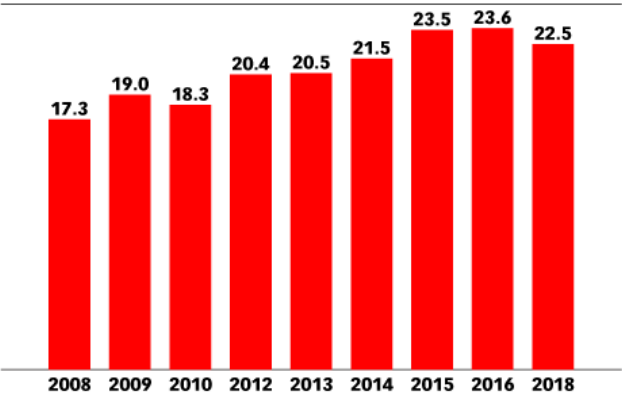
# Podcast | How Big Is the Digital Economy, Really?

Audio



The digital economy is roughly a quarter century old, but efforts to measure it remain sketchy. In today's episode of "Behind the Numbers," we dig into government and enterprise efforts to understand the impact of digital, with featured guests Carl Bialik of Yelp and eMarketer vice president of forecasting Martin Utreras.

**Weekly Time Spent Online by US Internet Users, 2008-2018**  
hours



Note: ages 12+  
Source: USC Annenberg School Center for the Digital Future, "2018 Digital Future Project: Surveying the Digital Future," Dec 4, 2018  
244392 [www.eMarketer.com](http://www.eMarketer.com)

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