

TikTok screen time will approach 60 minutes a day for US adult users

Article

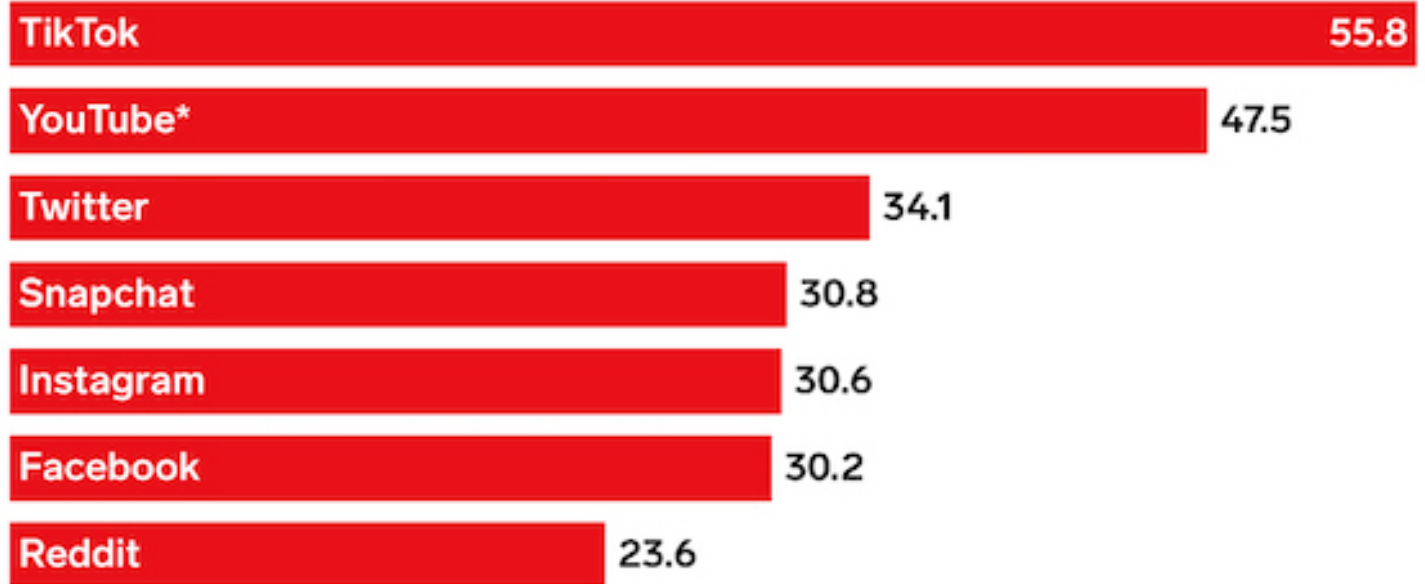
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In the US, TikTok will capture the attention of its adult users for an average of 55.8 minutes a day, with YouTube close behind at 47.5 minutes, according to our forecast. At the other end of

the spectrum, Facebook’s adult users will spend just over a half an hour per day on the platform, while those of Reddit will spend only 23.6 minutes with it.

Average Time Spent per Day by US Adult Users on Select Social Media Platforms, 2023

minutes



Note: ages 18+; internet users who use each social network via any device at least once per month; includes all time spent on social network platforms; includes usage via any device

*YouTube includes all time spent watching video on YouTube via any device; includes YouTube TV

Source: eMarketer, Jan 2023

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eMarketer | InsiderIntelligence.com

Beyond the chart: Video will account for 56.3% of the time US adults spend with social networks this year, up nearly 9 percentage points from 2021, per our “[Social Video Ad Spending Forecast 2023](#)” report.

In an effort to keep up with consumer behavior, advertisers are prioritizing video over other ad formats as social companies like TikTok, Meta, and YouTube improve short-video

monetization. The good news is that video is better for storytelling and capturing attention, which expands creative opportunities for advertisers.

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