

Podcast: Americans' Media Habits Continue to Shift

AUDIO |

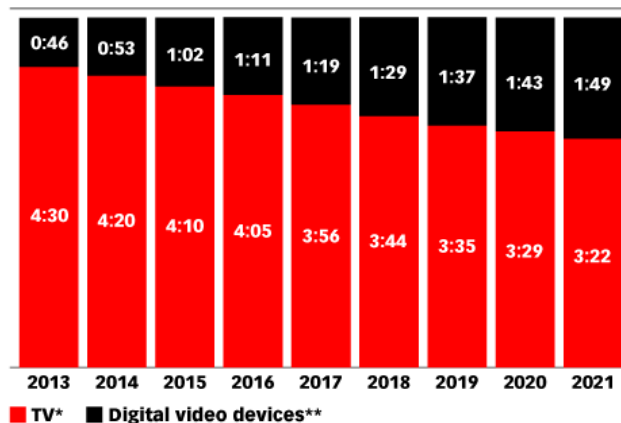
eMarketer Editors

eMarketer forecasting analyst Eric Haggstrom and vice president of content studio Paul Verna chat about Americans' ever-changing media consumption habits. They also dissect planned spend on July Fourth, Gen Z's selective social network use and a Wikipedia founder's call for a social media strike.

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Average Time Spent per Day with Video by US Adults, by Device, 2013-2021

hrs:mins



■ TV* ■ Digital video devices**

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking with digital video while watching TV is counted as 1 hour for TV and 1 hour for digital video; numbers may not add up to total due to rounding; *excludes digital; **includes time spent watching digital video via game console, connected TV or over-the-top (OTT) device, as well as via desktop/laptop or mobile device; excludes time spent with video via social networks

Source: eMarketer, April 2019

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