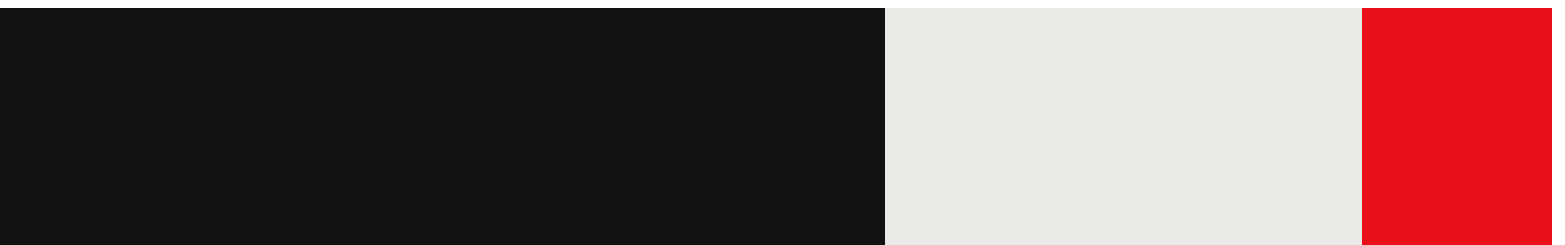


Smartphone time is changing, negative reviews, and to be, or not to be, like Amazon

Audio

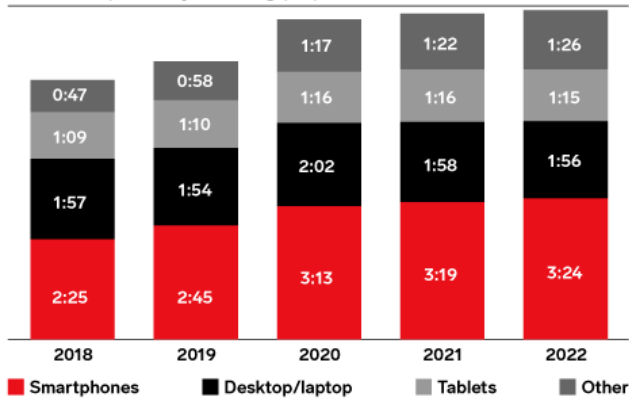


On today's episode, we discuss what the pandemic did to the time we spend on our smartphones, which mobile activities people do more of, and what app category has emerged

as a dark horse. We then talk about how a product's first review can impact the rest, how retailers can get returns under control, and whether it's better to be more, or less, like Amazon. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Yory Wurmser.

Average Time Spent in the US, by Device, 2018-2022

hrs:mins per day among population



Note: ages 18+; includes all time spent with nonvoice activities on smartphones, regardless of multitasking; includes all nonvoice tablet activities, regardless of multitasking; includes all time spent with internet activities on desktop/laptop computers, regardless of multitasking; includes connected TV devices such as Apple TV, Boxee, connected Blu-ray devices, connected game consoles, Google Chromecast, Roku, smart TVs, and other internet-connected devices; includes all time spent with these devices, regardless of multitasking

Source: eMarketer, Jan 2021

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