



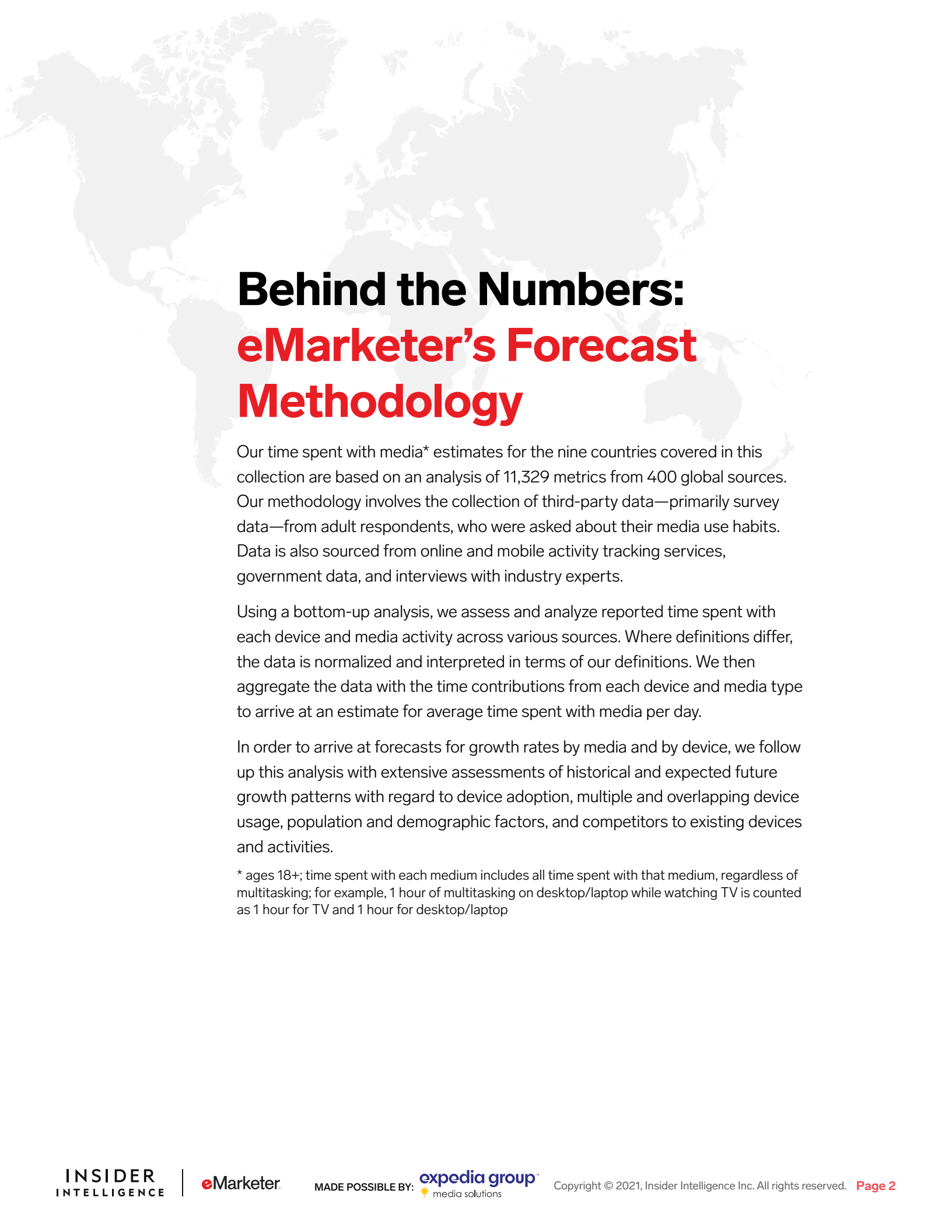
Time Spent with Media Snapshot

June 2021

All over the world, people spent a lot of time at home in 2020. This produced abnormally high results for time spent with media in nearly every country. We are seeing a partial return to “normal” behavior in 2021, and expect time spent with some types of media to decline. However, when it comes to digital formats, consumers will keep many of their new media habits, at least to some extent. To help marketers understand consumption by country, eMarketer has created this Snapshot of our latest estimates for time spent with media in the US, Canada, UK, Germany, France, India, China, Japan, and South Korea.

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Behind the Numbers: eMarketer's Forecast Methodology

Our time spent with media* estimates for the nine countries covered in this collection are based on an analysis of 11,329 metrics from 400 global sources. Our methodology involves the collection of third-party data—primarily survey data—from adult respondents, who were asked about their media use habits. Data is also sourced from online and mobile activity tracking services, government data, and interviews with industry experts.

Using a bottom-up analysis, we assess and analyze reported time spent with each device and media activity across various sources. Where definitions differ, the data is normalized and interpreted in terms of our definitions. We then aggregate the data with the time contributions from each device and media type to arrive at an estimate for average time spent with media per day.

In order to arrive at forecasts for growth rates by media and by device, we follow up this analysis with extensive assessments of historical and expected future growth patterns with regard to device adoption, multiple and overlapping device usage, population and demographic factors, and competitors to existing devices and activities.

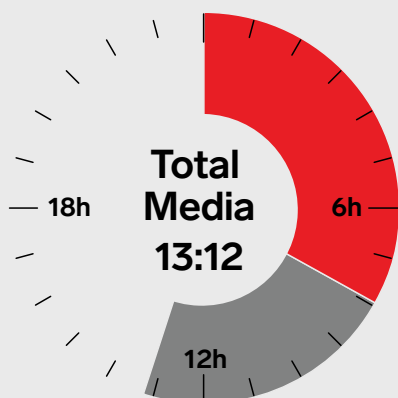
* ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop



United States

US adults in 2023 will spend upward of 8 hours (8:20) of time with digital, accounting for 64% of total time with media. Both subscription OTT and social experienced pandemic-induced bumps and will remain at the forefront of adults' daily activities. Time spent with social will remain steady from 2021 to 2023, after initially breaking the hour mark in 2020. Driving digital video time is subscription OTT time, which will see the adult population spend nearly an hour and a half per day in 2023, an addition of 9 minutes from 2021.

2021



Digital 7:59

Mobile 4:23

Digital video 2:29

Desktop/laptop 1:59

Social 1:10

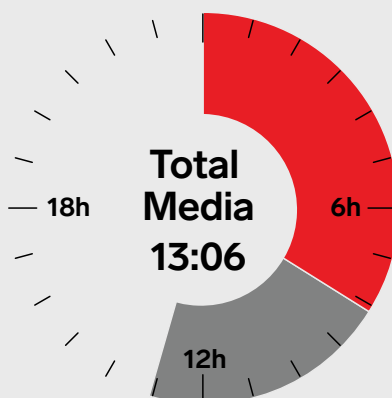
Traditional 5:13**

TV 3:17

Print 0:19

** traditional includes all activities on TV, print, and radio

2022



Digital 8:09

Mobile 4:29

Digital video 2:36

Desktop/laptop 1:56

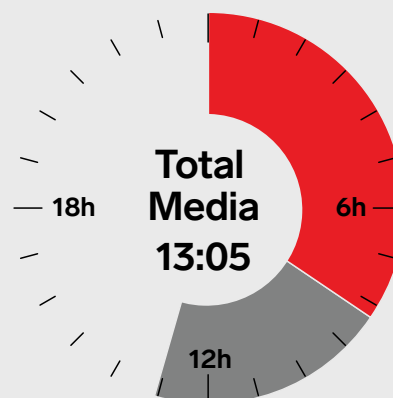
Social 1:10

Traditional 4:57

TV 3:02

Print 0:18

2023



Digital 8:20

Mobile 4:35

Digital video 2:42

Desktop/laptop 1:56

Social 1:10

Traditional 4:45

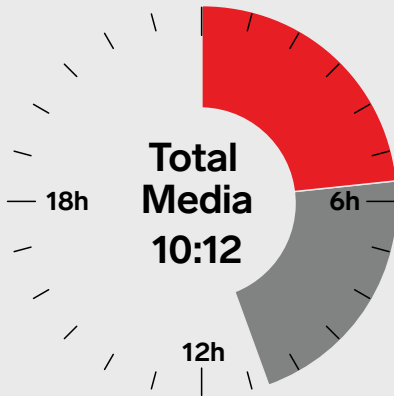
TV 2:51

Print 0:17

Canada

By 2023, adults in Canada will spend almost 55% of total media time spent per day on digital media, equating to 5 hours and 31 minutes (5:31) a day. This is driven by growing time spent on social networks and watching digital video, which will take up almost 50% of digital time by 2023. This year, Canadians will spend over 10 hours on media each day, down slightly from the pandemic-driven highs of 2020.

2021



Digital 5:22

Mobile 3:31

Digital video 1:46

Desktop/laptop 1:51

Social 0:46

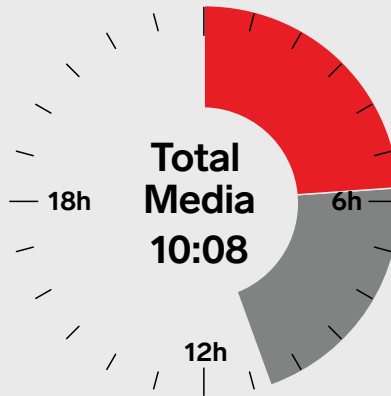
Traditional 4:50**

TV 3:06

Print 0:18

** traditional includes all activities on TV, print, and radio

2022



Digital 5:28

Mobile 3:37

Digital video 1:50

Desktop/laptop 1:50

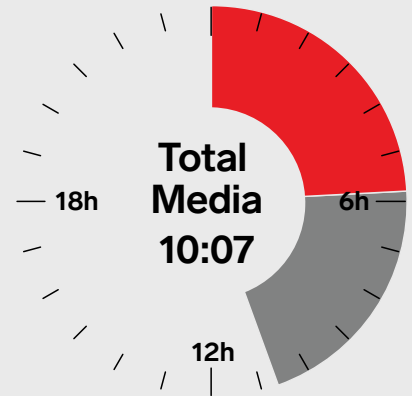
Social 0:48

Traditional 4:41

TV 2:59

Print 0:17

2023



Digital 5:31

Mobile 3:42

Digital video 1:52

Desktop/laptop 1:49

Social 0:49

Traditional 4:35

TV 2:55

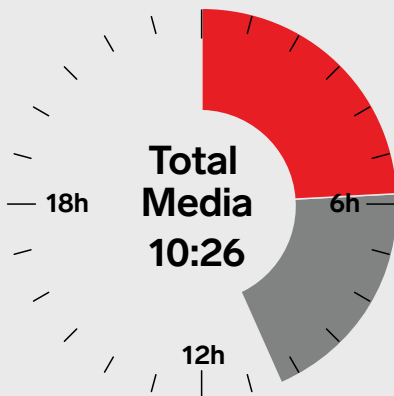
Print 0:17



United Kingdom

Total media time in the UK will remain above 10 hours in 2023, despite dropping almost half an hour since its pandemic peak. Driven by steady growth in time spent with digital video, overall digital time will hit a new high, approaching 6 hours. At 58% by 2023, digital has accounted for over half of total media time since 2019. This year, TV time will drop to its pre-pandemic level and will shrink to just a quarter of total time with media.

2021



Digital 5:50

Mobile 3:24

Digital video 1:44

Desktop/laptop 1:24

Social 1:05

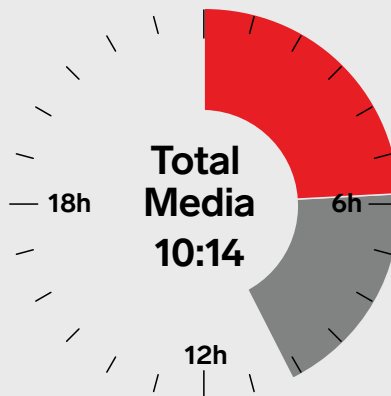
Traditional 4:36**

TV 2:37

Print 0:19

** traditional includes all activities on TV, print, and radio

2022



Digital 5:51

Mobile 3:26

Digital video 1:46

Desktop/laptop 1:21

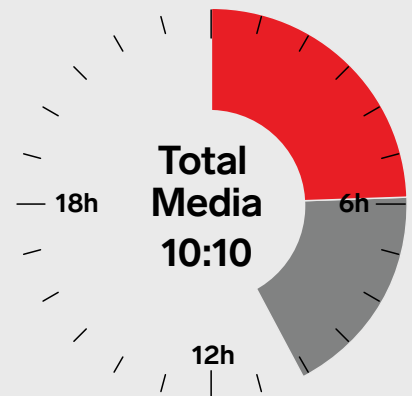
Social 1:05

Traditional 4:23

TV 2:25

Print 0:18

2023



Digital 5:53

Mobile 3:28

Digital video 1:49

Desktop/laptop 1:19

Social 1:06

Traditional 4:17

TV 2:20

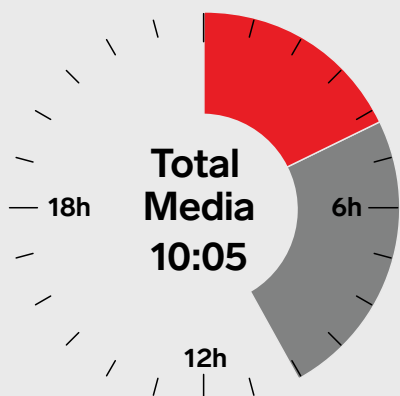
Print 0:18



Germany

In 2023, adults in Germany will spend over 10 hours on media each day. Time spent on traditional media will still reign over digital as adults continue to devote over half of total media time to traditional media types like TV and print. Digital time will continue to grow this year through 2023 as more time is spent on digital activities like watching videos online. This year, video streaming will take up a quarter of digital time spent per day.

2021



Digital 4:17



Mobile 2:37



Digital video 1:05



Desktop/laptop 1:40

Traditional 5:48**



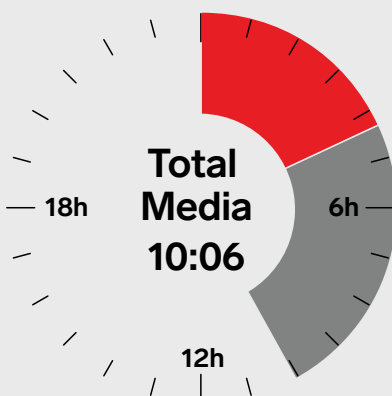
TV 3:29



Print 0:31

** traditional includes all activities on TV, print, and radio

2022



Digital 4:20



Mobile 2:40



Digital video 1:08



Desktop/laptop 1:40

Traditional 5:46

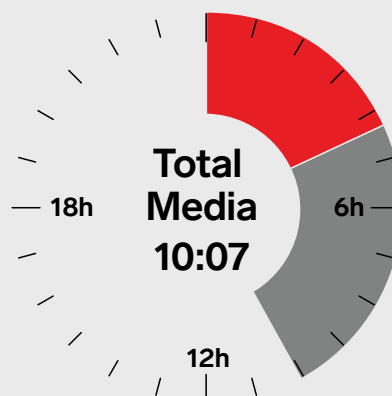


TV 3:27



Print 0:31

2023



Digital 4:23



Mobile 2:43



Digital video 1:10



Desktop/laptop 1:41

Traditional 5:44



TV 3:26



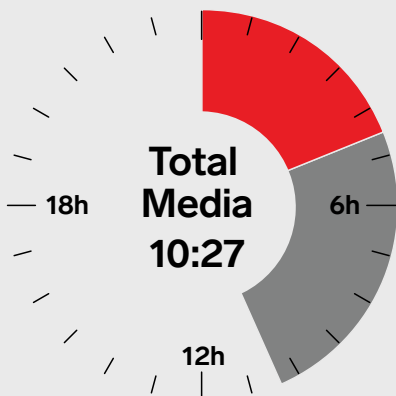
Print 0:30



France

Adults in France will spend over 10 hours on media each day in 2023. While time spent on traditional media will remain the majority through 2023, digital media time spent will grow each year to reach over 45% share of total time spent. This year, adults in France will spend 4 hours and 32 minutes (4:32) per day on digital activities. Digital video will be the key driving factor for overall digital time and will reach a quarter of digital time each day by 2023.

2021



Digital 4:32



Mobile 2:51



Digital video 1:05



Desktop/laptop 1:41

Traditional 5:55**



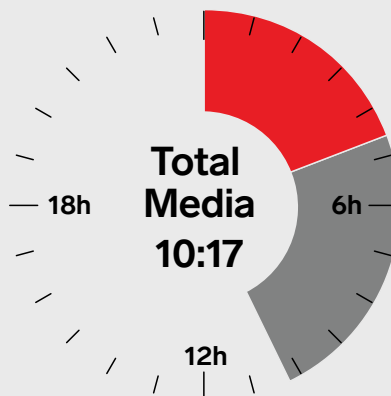
TV 3:46



Print 0:28

** traditional includes all activities on TV, print, and radio

2022



Digital 4:36



Mobile 2:56



Digital video 1:08



Desktop/laptop 1:40

Traditional 5:40

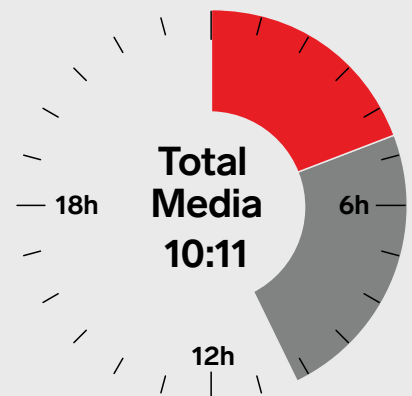


TV 3:33



Print 0:28

2023



Digital 4:39



Mobile 2:59



Digital video 1:10



Desktop/laptop 1:40

Traditional 5:32



TV 3:26



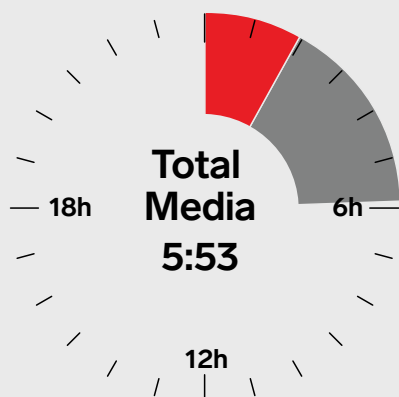
Print 0:28



India

Adults in India will spend more than 6 hours on media a day by 2023, when time spent on traditional media will reach 4 hours and 10 minutes (4:10) and time spent on digital will be 2:18. In 2023, almost 65% of total time spent per day will be on traditional media and 36% of total time spent per day will be on digital media. The greatest share of media time will still be on TV, accounting for over 55% of total media time. This year, Indians will spend nearly 6 hours on total media each day, up from 5 hours and 32 minutes in 2020. This rise is due to the third-wave of pandemic in the country and its continued lockdown.

2021



Digital 1:58

Mobile 1:36

Digital video 0:43

Desktop/laptop 0:21

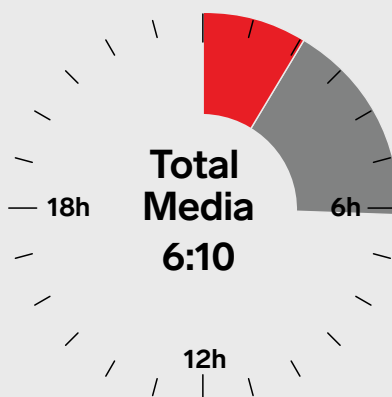
Traditional** 3:56

TV 3:20

Print 0:19

** traditional includes all activities on TV, print, and radio

2022



Digital 2:07

Mobile 1:44

Digital video 0:48

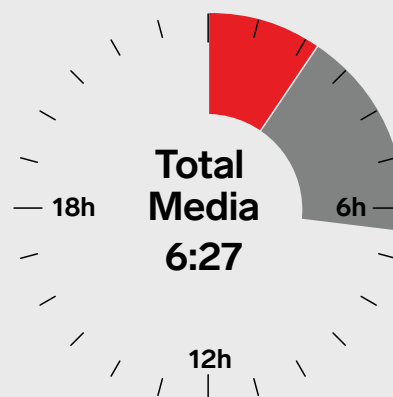
Desktop/laptop 0:23

Traditional 4:03

TV 3:28

Print 0:19

2023



Digital 2:18

Mobile 1:52

Digital video 0:53

Desktop/laptop 0:25

Traditional 4:10

TV 3:35

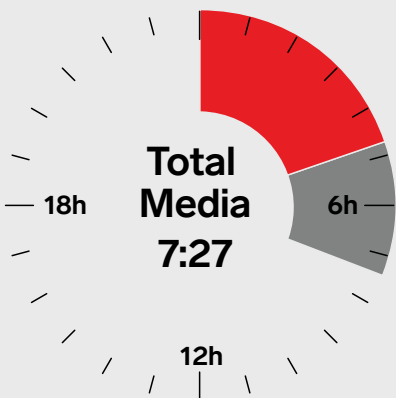
Print 0:19



China

In 2023, adults in China will spend 7 hours and 50 minutes (7:50) on media each day. Time spent on digital media will reign over traditional media, accounting for over 67% of total media time in 2023. Digital time will continue to grow this year through the end of 2023, as more time is spent on digital activities like watching videos online. This year, video streaming will account for 42% of digital time spent per day.

2021



Digital 4:46

 **Mobile** 3:56

 **Digital video** 2:01

 **Desktop/laptop** 0:28

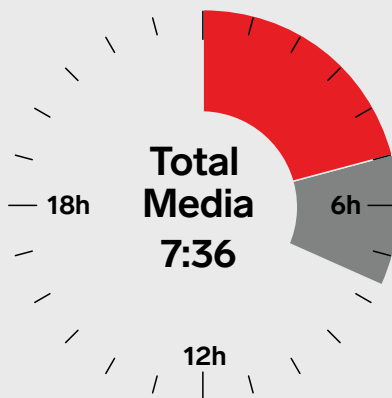
Traditional** 2:41

 **TV** 2:26

 **Print** 0:05

** traditional includes all activities on TV, print, and radio

2022



Digital 5:01

 **Mobile** 4:14

 **Digital video** 2:14

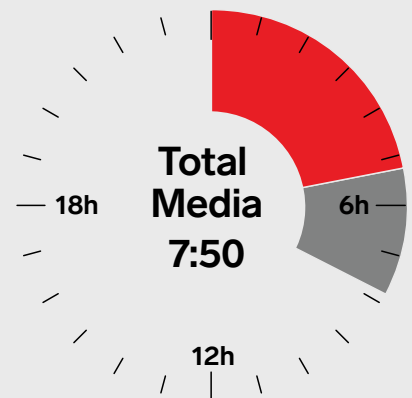
 **Desktop/laptop** 0:25

Traditional 2:35

 **TV** 2:20

 **Print** 0:04

2023



Digital 5:17

 **Mobile** 4:29

 **Digital video** 2:27

 **Desktop/laptop** 0:25

Traditional 2:34

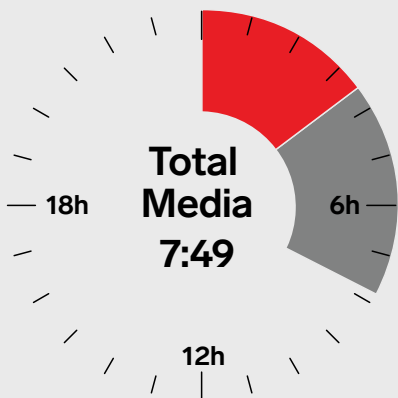
 **TV** 2:19

 **Print** 0:04

Japan

Japan's adult population will spend over 8 hours on media each day by 2023. While time spent on traditional media will remain the majority through 2023, digital media time spent will grow each year to reach over 46% share of total time spent. This year, digital activities will take up 3 hours and 33 minutes (3:33) per day. Digital video will be the main driving factor for overall digital time and will be 24% of digital time each day by 2023.

2021



Digital 3:33

Mobile 2:17

Digital video 0:49

Desktop/laptop 1:15

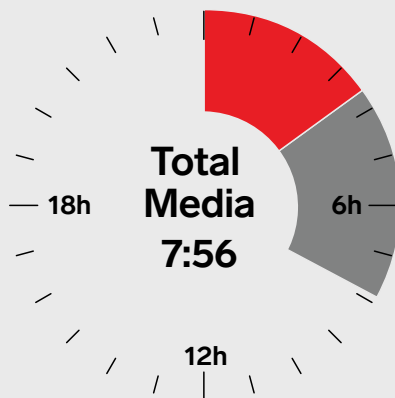
Traditional 4:16**

TV 3:28

Print 0:22

** traditional includes all activities on TV, print, and radio

2022



Digital 3:39

Mobile 2:22

Digital video 0:51

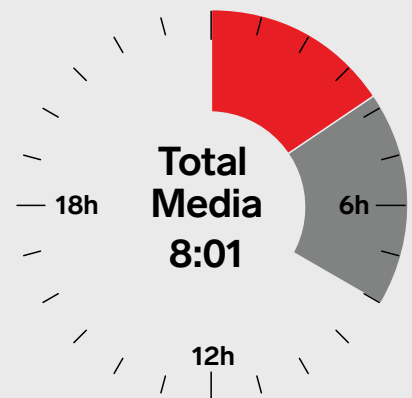
Desktop/laptop 1:17

Traditional 4:16

TV 3:29

Print 0:21

2023



Digital 3:45

Mobile 2:27

Digital video 0:53

Desktop/laptop 1:18

Traditional 4:17

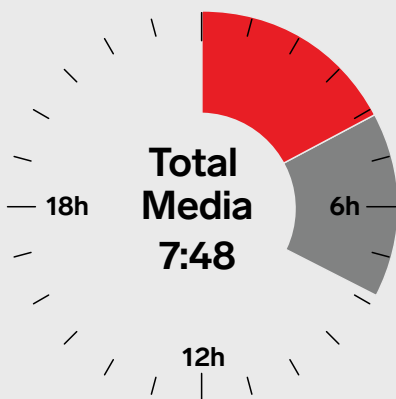
TV 3:29

Print 0:21

South Korea

By 2023, adults in South Korea will spend almost 55% of total media time spent per day on digital media, equating to 4 hours and 24 minutes (4:24) a day. This is driven by growing time spent on social networks and watching digital video—the latter will take up more than 41% of digital time by 2023. This year, those in South Korea will spend over 7:48 hours on media each day, slightly up from the pandemic year 2020 owing to the increase in digital time spent.

2021



Digital 4:09

Mobile 3:04

Digital video 1:32

Desktop/laptop 1:05

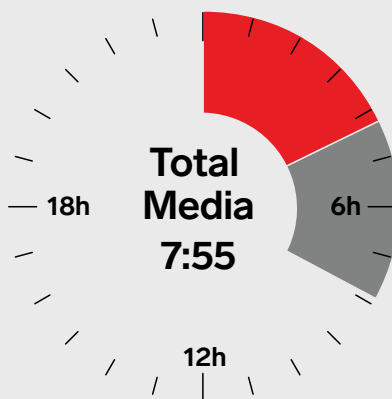
Traditional 3:39**

TV 3:12

Print 0:09

** traditional includes all activities on TV, print, and radio

2022



Digital 4:17

Mobile 3:11

Digital video 1:41

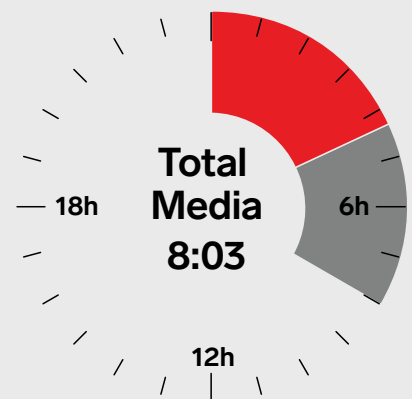
Desktop/laptop 1:06

Traditional 3:39

TV 3:12

Print 0:08

2023



Digital 4:24

Mobile 3:17

Digital video 1:49

Desktop/laptop 1:07

Traditional 3:39

TV 3:13

Print 0:08



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