

Where Americans Stream Audio, TV's Optimistic H2 and What More Voice Assistants Means

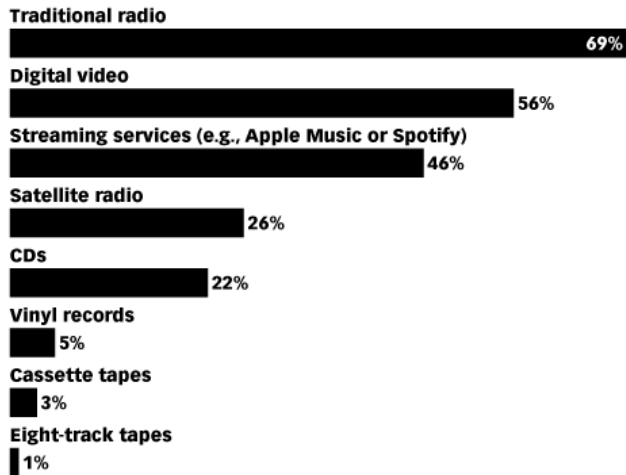
AUDIO |

eMarketer Editors

eMarketer senior corporate account director Michael Civins, forecasting analyst Peter Vahle and vice president of content studio at Insider Intelligence Paul Verna discuss which music platforms Americans use and the growing significance of podcast listening. They then talk about whether TV networks are being too optimistic about H2, how many more voice assistants there are and movies going from theaters to digital platforms much faster.

How Do US Adults Listen to Music?

% of respondents, Jan 2020



Note: ages 18+; listen "about once per week" or more
Source: Morning Consult and The Hollywood Reporter, "National Tracking Poll #200199"; eMarketer calculations, Jan 21, 2020

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