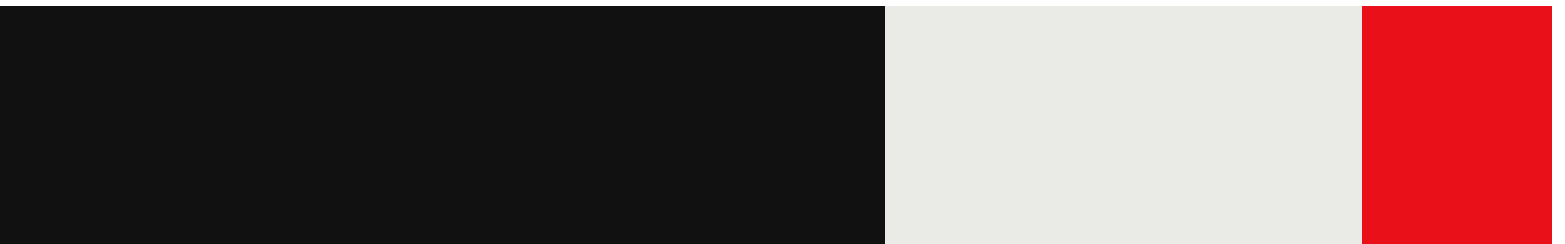


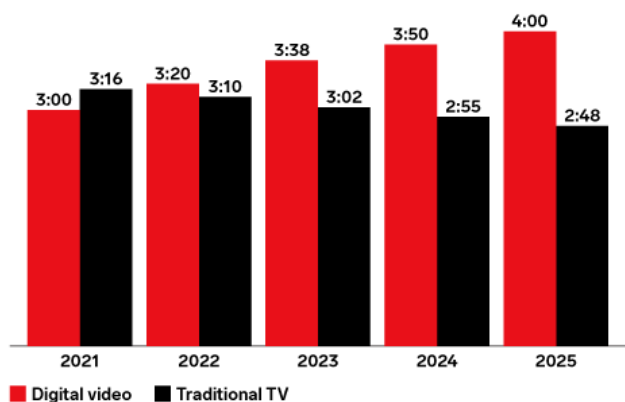
US adults are spending more time with digital video and less time with traditional TV

Article



Average Time Spent per Day With Digital Video vs. Traditional TV by US Adults, 2021-2025

hrs:mins



Note: ages 18+; digital video includes all time spent with online video activities; includes viewing via any device; includes time spent with video via social networks; traditional TV includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); includes all time spent watching TV
Source: Insider Intelligence | eMarketer Forecast, Feb 2024

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Insider Intelligence | eMarketer

Key stat: US adults will spend 55 minutes more per day with digital video than with traditional TV in 2024, per our February 2024 forecast.

Beyond the chart:

- TV's decline in time spent will be more moderate than we previously expected, even as time spent with digital video climbs.
- Growth in time spent with digital media is slowing, but it's still increasing faster than time spent with traditional media is declining.
- US time spent with **mobile** phones will be 50 minutes higher than time spent with **connected TV** this year, per our forecast.

Use this chart:

- Allocate digital video ad spend.

More like this:

- [5 charts to help marketers evaluate Amazon Prime Video ads](#)
- [People are watching longer TikToks. What does that mean for competition with YouTube?](#)
- [What media planners need to know about where people are watching TV](#)

- **Combined CTV and linear TV ad spend will near \$100 billion in 2027**

Note: Time spent with each medium includes multitasking; for example, 1 hour of multitasking on a mobile phone while watching TV is counted as 1 hour for mobile phone and 1 hour for TV. Figures are rounded to the nearest minute. Estimates of average time spent with media are based on the total US adult population according to the US Census Bureau 2010 release, not the number of users of each medium.

Methodology: Estimates are based on the analysis of estimates from other research firms, consumer media consumption trends, device adoption trends, company reports, primary research, and interviews.