


# Digital audio takes up an increasing share of US digital media time

## Article

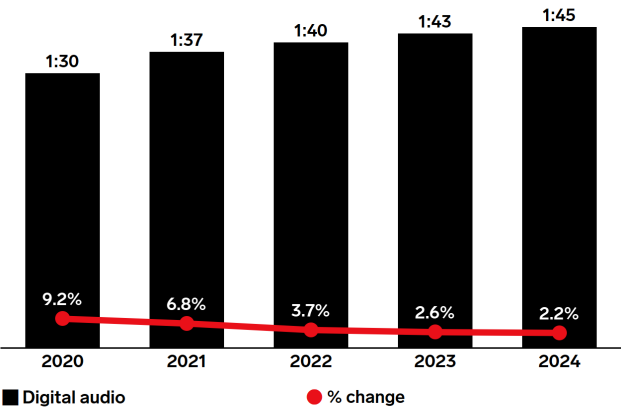


Digital audio has been taking up more than an hour per day of US adults' time since 2016, and 2022 will be another year of solid growth. They will consume an additional 3 minutes per day of digital audio this year, to reach 1:40. Among active digital audio listeners, the daily figure will be a robust 2:17.

**Digital audio will account for 12.7% of overall media time among US adults.** Within digital media time, audio’s share will be 20.3%—a high figure compared with many alternative digital options. Adults will spend more time each day listening to digital audio (1:40) than they will watching sub OTT services (1:27), using social networks (1:15), using tablets (1:09), or watching videos on their smartphones (0:40). Listening to digital audio is among the most popular digital activities that we track, not least because it is so easy to consume while multitasking.

**Digital Audio: Average Time Spent in the US, 2020-2024**

*hrs:mins per day among population and % change*



*Note: ages 18+; includes all time spent listening to digital audio via any device. Digital audio includes music/other audio content delivered within a website or app (e.g., AM/FM online streams), podcasts (streamed or downloaded), online radio stations and streaming services; excludes other downloaded audio files (e.g., music MP3s) and digital terrestrial/satellite radio services that are delivered over the air*  
 Source: eMarketer, April 2022

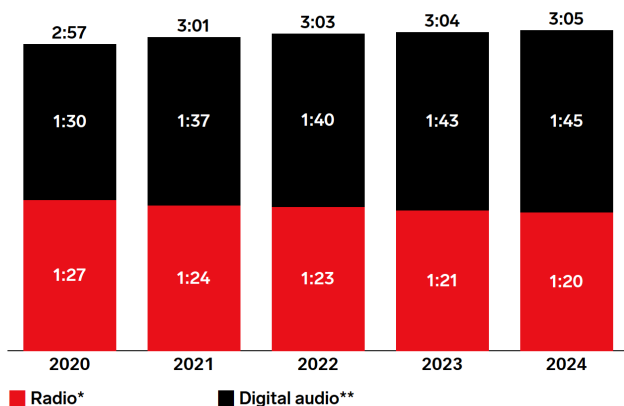
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**Listening to digital audio is also more popular than listening to the radio, although radio retains a significant share of audio time spent.** This year, nearly 55% of total audio time will be spent on digital platforms (1:40), while the remaining 45% (1:23) will be spent with traditional radio. Digital first exceeded radio in 2020 and has only grown its share since. This trend will continue.

**Radio will still account for 10.5% of all media time among US adults in 2022—not a small figure.**

## Radio\* vs. Digital Audio\*\*: Average Time Spent in the US, 2020-2024

hrs:mins per day among population



Note: ages 18+; includes all time spent with each medium, regardless of multitasking; \*excludes digital radio; \*\*includes listening on desktop/laptop computers and mobile devices to radio stations with editors or DJs, professional or amateur, who curate the playlists; streaming services that generate playlists based on the user's preference of artist, track, or genre; other automated playlists (i.e., those not set by editors or DJs); personally configured playlists (i.e., those set by the listener); music or other audio content delivered within a website or app (e.g., AM/FM radio broadcasts streamed online); and audio podcasts (streamed or downloaded); excludes other downloaded audio files (e.g., music MP3s), as well as digital terrestrial and satellite radio services that are delivered over the air

Source: eMarketer, April 2022

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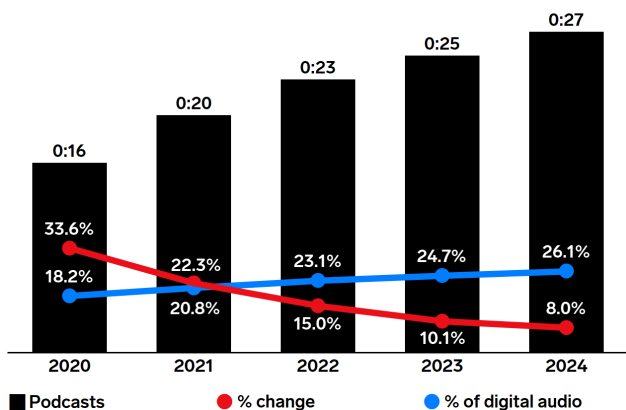
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**Within digital audio, podcast listening remains the standout subcategory in terms of growth.** Digital audio includes music, digital radio, audiobooks, seminars, and even a new format called “audio-mentaries,” but podcasts continue to be the hottest item. US adult time spent with podcasts will expand by 15.0% this year, reaching just over 23 minutes per day. That amounts to 23.1% of total digital audio time. Five years ago, podcasts only accounted for 9.1% of digital audio time.

**Among podcast listeners, the figures are much higher.** Only 37.4% of the US population will be podcast listeners this year, but within this cohort, time spent with podcasts will reach nearly 53 minutes per day.

## Podcasts: Average Time Spent in the US, 2020-2024

hrs:mins per day among population, % change, and % of total time spent with digital audio



Note: ages 18+; includes all time spent listening to podcasts via digital stream or direct download on any device; podcasts are audio-first serialized episodes; includes listening to podcasts via video platforms such as YouTube  
Source: eMarketer, April 2022

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Read the full report.

Report by Ethan Cramer-Flood Jun 15, 2022

## US Time Spent with Media 2022

