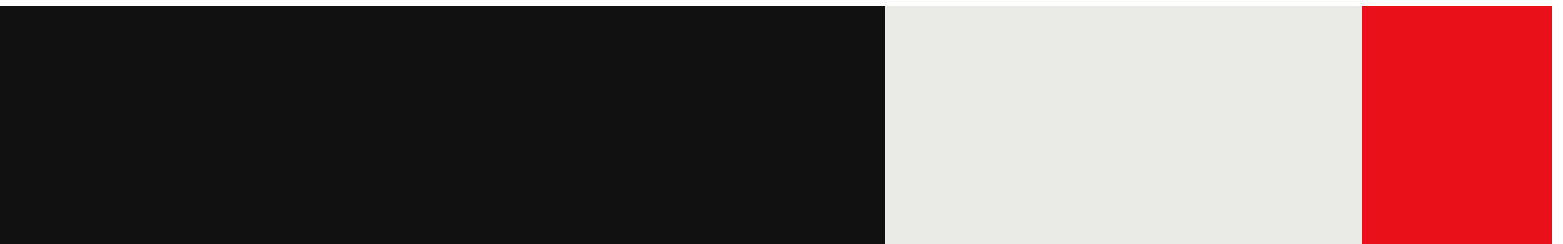


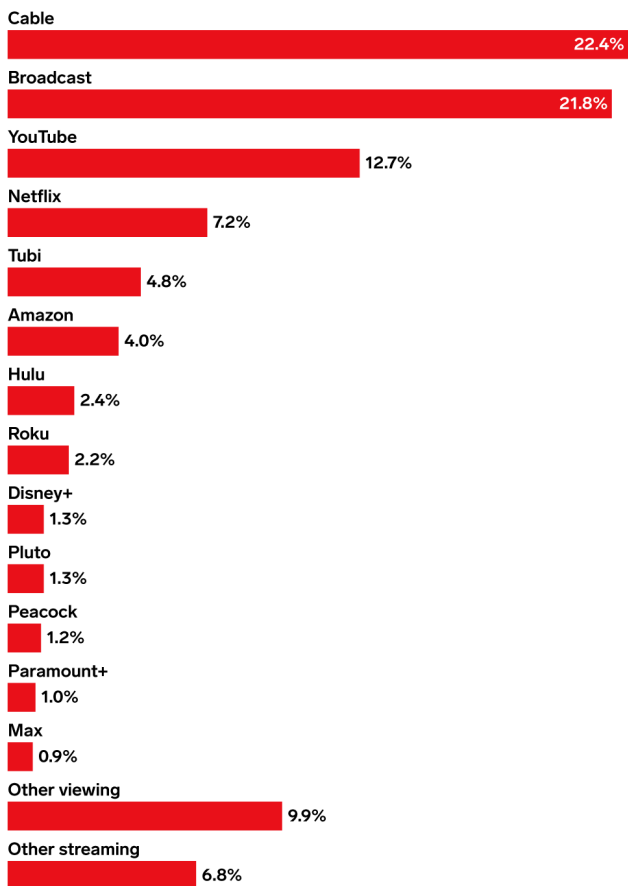
# Cable leads US Black adults' TV time

Article



## TV Platforms Viewed by US Black Adults, July 2024

% of total TV time



Note: numbers may not add up to 100% due to rounding

Source: Nielsen, "Engaging Black Audiences: How Brands Impact, Grow and Win With Inclusion," Jan 29, 2025

289274

EM | EMARKETER

**Key stat:** US Black adults spend the greatest share of their total TV time watching cable (22.4%), followed by broadcast (21.8%), according to a 2025 Nielsen report.

### Beyond the chart:

- [Linear TV](#) generates about six times as many ad impressions as [connected \(CTV\)](#), according to a November 2024 EMARKETER forecast.
- US adults watched an average of 106 minutes per day of live TV in August 2024, up from 92 minutes in August 2023, according to an Ipsos survey.

**Use this chart:** [Marketers](#) can use this chart to understand where their target audiences are spending their watch time, and develop an omnichannel strategy that mirrors those consumption habits.

## Related EMARKETER reports:

- [US TV and Connected TV Ad Spending Forecasts H2 2024](#) (EMARKETER subscription required)
- [Digital Video Forecast and Trends Q1 2025](#) (EMARKETER subscription required)

*Methodology: Data is from the January 2025 Nielsen report titled "Engaging Black Audiences: How Brands Impact, Grow and Win With Inclusion." The information in the report is based from multiple Nielsen measurement platforms including Nielsen National TV Ratings (which is based on a sample of over 42,000 homes and over 100,000 real people that are selected based on area probability sampling), Nielsen Streaming Content Ratings, Nielsen Streaming Platform Ratings, Nielsen Scarborough, Nielsen Ad Intel, Nielsen Brand Impact, Nielsen Fan Insights, and Nielsen Media Impact.*