

A slight increase in minutes per day with media, thanks to another boost for digital

Article

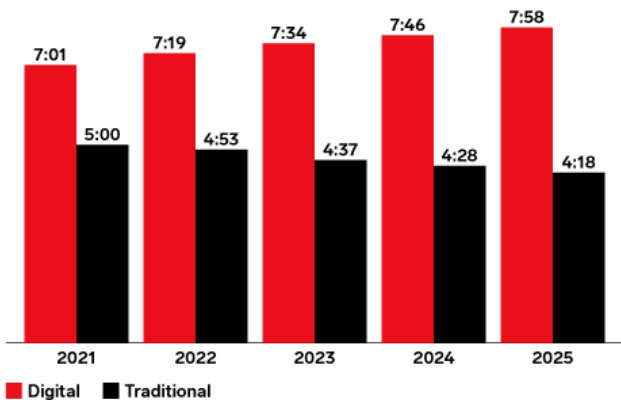
US adults will spend 12:39 per day with all media in 2024, 0.9% more than last year. This increase will derive from a 15-minute boost in daily time spent with digital media, which will

offset a 9-minute decline in time spent with traditional media.

At the top line, long-running trends will sustain

- **Growth in time spent with digital is slowing, but it is still enough to make up for traditional media's losses.** In the immediate post-pandemic era, we expected [time spent with total media](#) to decline, as US consumers returned to a more social- and outdoors-oriented lifestyle. This never came to pass, thanks to the enduring allure of [digital media](#) in all its forms. However, growth in time with total media is now extremely low (up 0.9% this year and 0.5% next year).

Average Time Spent per Day With Digital vs. Traditional Media by US Adults, 2021-2025
hrs:min



Note: ages 18+; digital includes all time spent with internet activities on any device; traditional includes linear TV, radio, newspapers, magazines, printed catalogs, direct mail, cinema, and out-of-home
Source: eMarketer, June 2023

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- **Time spent with traditional media is still declining, although not to the same extent as in previous years.** The fall of [traditional media](#) is so far along that its annual time spent losses are starting to moderate. It will lose 9 minutes per day this year and the same amount again next year. In the 2010s, by contrast, traditional media's declines were almost always around 10–20 minutes or more.

Read the full report, [US Time Spent With Media Forecast 2024](#).

Report by Ethan Cramer-Flood Mar 21, 2024

US Time Spent With Media Forecast 2024

