

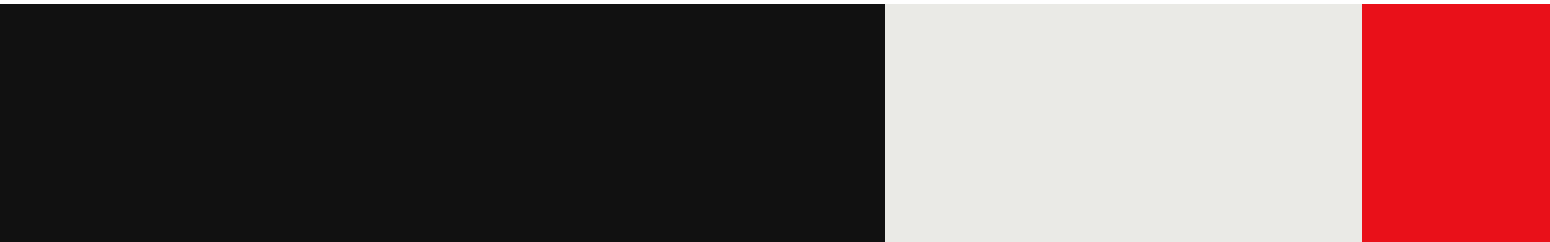
YouTube is no longer a mostly mobile platform

Article



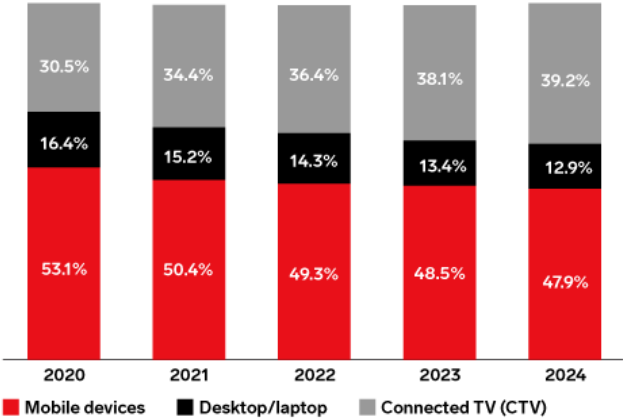
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US adults are spending more time watching **YouTube** on connected TVs and less time watching it on mobile devices. This year, for the first time since we began our forecast, **less than half** of time spent with YouTube will be on mobile, as viewers pivot to watching these videos on the same screen as their TV programming, separate from their **TikToks** and **Instagram Reels**.



Beyond the chart: YouTube viewing is still increasing on mobile, but growth is much faster on other connected devices like smart TVs and game consoles. In the coming years, the **Google-**owned platform will make up an increasing share of total time spent with TV and video, while its share of digital video time will stagnate. This reflects YouTube’s play to take over TV, with both **YouTube TV** and ad-supported shows.

US Share of Average Time Spent per Day with YouTube, by Device, 2020-2024
% of total time spent with YouTube



Note: ages 18+; includes YouTube TV; mobile devices include smartphones, feature phones, and tablets; CTV devices include Apple TV, connected Blu-ray devices, connected game consoles, Google Chromecast, Roku, smart TVs, Xfinity Flex, and other internet-connected devices
Source: eMarketer, May 2022
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