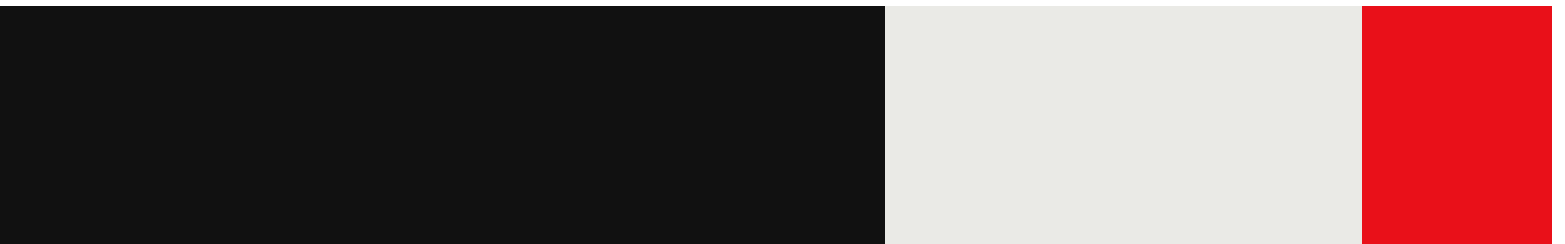


The Most Important Trends in Media: Smart products, multinetworking, and voice search

Audio



On today's episode, we discuss the most important trends in media, including what is happening with the rise of smart products, how concerning the plateauing of social media use is, and how people are using voice assistants in different ways. Tune in to the discussion with chief research officer at GlobalWebIndex Jason Mander and eMarketer principal analyst at Insider Intelligence Karin von Abrams.

Device Ownership in the US, H1 2020 & H1 2021

% of internet users

	H1 2020	H1 2021
Smartphone	94.9%	95.3%
Desktop/laptop	76.6%	71.6%
Smart TV	46.2%	51.5%
Tablet	49.4%	48.0%
Game console	38.8%	37.3%
TV streaming stick/device	34.9%	35.6%
Smartwatch	15.2%	21.4%
Smart home device	18.9%	20.5%
Smart wristband	10.8%	11.5%
VR headset/device	4.9%	6.4%
Feature phone	4.2%	4.8%

Note: ages 16-64; respondents were asked, "Which of the following devices do you own?"

Source: GWI, August 2021

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