

Podcast: How the World Uses Digital Media, Devices and Emerging Technologies

AUDIO |

eMarketer Editors

eMarketer principal analyst Karin von Abrams and GlobalWebIndex (GWI) chief research officer Jason Mander discuss eMarketer's ninth annual Global Media Intelligence report, a comprehensive review of traditional and digital media usage in 41 countries, based on GWI data. Focus areas include the growth of digital video, the shifting device landscape and the latest on voice assistants and smart-home devices.

Digital Video Viewers Worldwide, by Region, 2019-2023

millions

	2019	2020	2021	2022	2023
Asia-Pacific	1,431.9	1,541.3	1,642.0	1,736.5	1,812.1
Latin America	289.2	298.2	305.9	312.0	317.9
North America	260.2	265.9	271.0	275.8	280.3
Western Europe	254.1	260.0	264.9	269.0	272.8
Central & Eastern Europe	226.6	233.5	239.1	245.5	250.3
Middle East & Africa	170.3	182.7	192.6	200.7	207.8
Worldwide	2,632.2	2,781.6	2,915.5	3,039.5	3,141.2

Note: internet users of any age who watch streaming or downloaded video content via any device at least once per month

Source: eMarketer, September 2019

T10538

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Spotify](#) or [Stitcher](#).