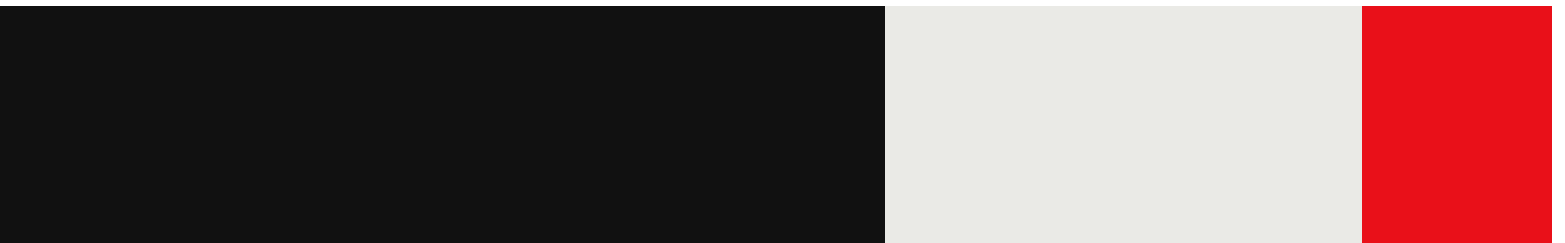


# New data: Linear TV fell below 50% viewing share in July for the first time

## Article



**Key stat:** Share of viewing time between cable and broadcast TV in the US fell to a combined 49.6% last month, according to Nielsen.

- Cable TV accounted for 29.6%, while broadcast made up 20.0%.
- That's a month-over-month decline from 51.4% linear TV viewing share in June 2023.

- And it's down even further YoY, from 56.0% in July 2022.

**Where has the time gone?** To streaming, mainly.

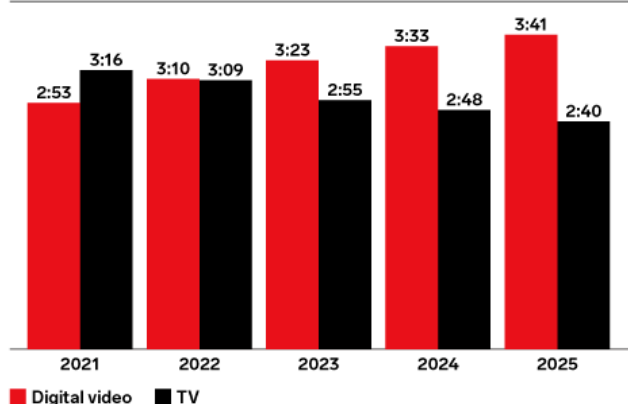
- Streaming made up a 38.7% share of time spent across all TV viewing, according to Nielsen.
- Viewers spend the most time with YouTube (9.2%) and Netflix (8.5%).

US time spent with digital video—which includes streaming, as well as mobile, desktop, and laptop—surpassed linear TV last year by 1 minute, according to our forecast.

- By 2025, US adults will spend over an hour longer watching digital video over traditional TV.
- Time spent with connected TV (CTV) is growing at a faster clip than mobile and desktop/laptop.

**Average Time Spent per Day With Digital Video vs. TV by US Adults, 2021-2025**

hrs:mins



Note: ages 18+; digital video includes all time spent with online video activities; includes viewing via any device; includes time spent with video via social networks; TV includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); includes all time spent watching TV  
Source: eMarketer, June 2023

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**Should advertisers update their budgets? They already have.**

- US adults will spend 23.9% of their media time watching linear TV this year, but advertisers are allocating just 17.3% of their budgets to TV, per our forecast.
- Non-linear TV passing the 50% mark likely won't necessitate a change in strategy for advertisers, who have been investing in digital media's better targeting and tracking capabilities for years.

**But advertisers should take note of where digital time is being spent.** YouTube and Netflix, where streaming viewers spend the most time, have both been making ad improvements.

- **Netflix cut its cheapest ad-free plan**, pushing cost-conscious viewers toward its ad tier.
- **Netflix also restructured its Microsoft ad partnership** and is lowering ad prices.
- **YouTube has made several moves to limit ad blockers.**

**Keep in mind, things could change.** With the boost of fall sports, linear TV could see a month-over-month rise in September. An end to the Hollywood writers and actors strikes may have a similar effect. But those are small factors within a greater trend: Viewers are going digital, meeting advertisers where they already are.

*This was originally featured in the eMarketer Daily newsletter. For more marketing insights, statistics, and trends, subscribe [here](#).*