

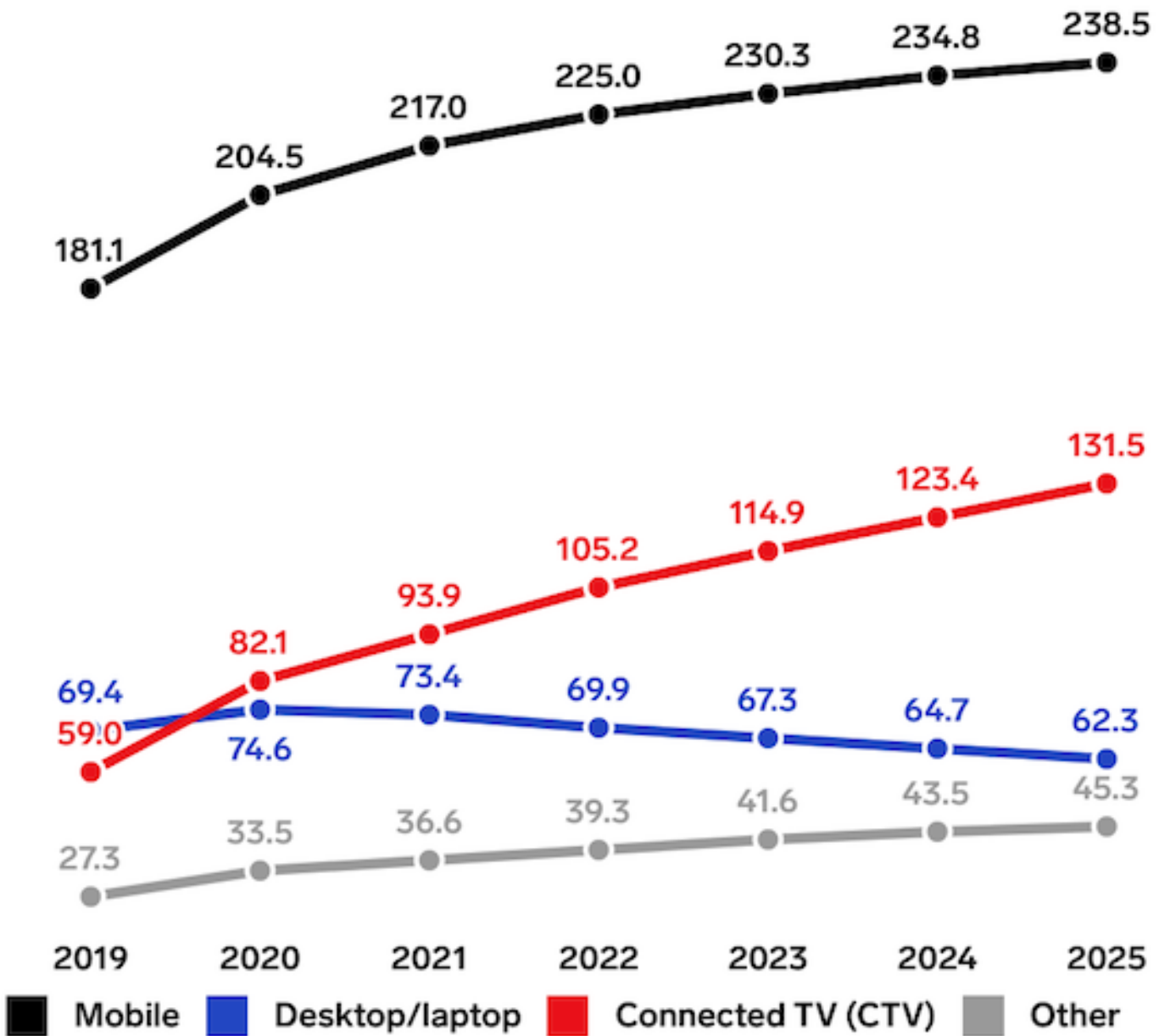
# Connected TV viewing cuts into mobile's dominance over US screen time

Article

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## Mobile Remains Dominant but CTV Narrows the Gap

# minutes per day on connected devices



Note: ages 18+; includes all time spent with internet activities on mobile devices (smartphones, feature phones, and tablets), desktop/laptop computers, CTV devices (e.g., such as Apple TV, Xfinity Flex, connected Blu-ray devices, connected game consoles, Google Chromecast, Roku, and smart TVs), and other internet-connected devices (e.g., smart speakers, smartwatches, smart appliances, and connected vehicles); connected game consoles are in the "other" category for gaming, but within CTV for all other activities

Source: eMarketer, June 2023

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eMarketer | InsiderIntelligence.com

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**Key stat:** US adults will spend an average of 230.3 minutes per day on mobile in 2023, according to our forecast. While they will spend less time with connected TV (CTV), at 114.9 minutes per day, the gap between CTV and mobile is shrinking.

**Beyond the chart:**

- Mobile will represent 50.7% of time spent with digital this year, and its share will slip below 50% by 2025, per our projections.
- As CTV time continues to increase, time spent on desktop/laptop will drop to a 14.8% share in 2023, losing 6 percentage points from 2019.

**Use this chart:**

- Target consumers where they are spending most of their time.
- Align advertising dollars with the scale of CTV.

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- [3 ways to improve the relationship between ad clicks and conversions](#)
- [What's driving CTV's advertising growth?](#)
- [Time Spent With Connected Devices 2023](#) (Insider Intelligence subscription required)

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