

Working and Studying from Home Shines a Light on Digital Usage

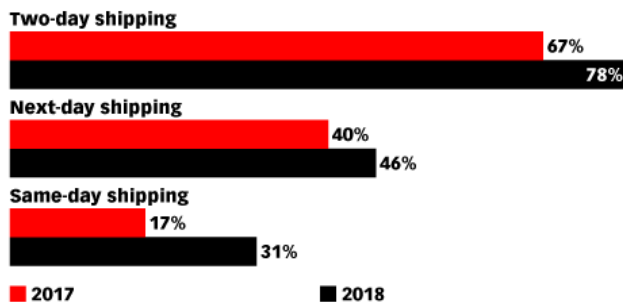
AUDIO |

eMarketer Editors

eMarketer principal analyst Mark Dolliver and senior forecasting analyst Oscar Orozco discuss how digital adoption has made it possible—or not—for people to work, study and entertain themselves from home during the COVID-19 outbreak. Who doesn't use the internet? Do people spend more time watching Netflix or YouTube? And which platforms get the most social media attention? They then talk about Spotify Kids, faster same-day delivery and Sling TV losing customers.

US Digital Buyers' Usage of Select Fast Shipping Options for Digital Purchases, 2017 & 2018

% of respondents



Note: ages 18+

Source: Activate Inc., "Technology & Media Outlook 2020," Oct 23, 2019

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