

Adults in India Spend 3 Hours, 52 Minutes a Day Consuming Media

This year, they will spend more than half of their media day watching TV

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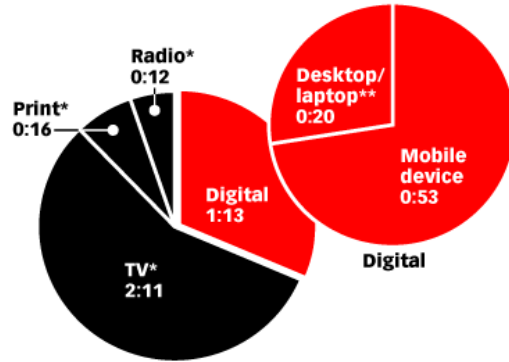
eMarketer Editors

A dults in India will average 3 hours, 52 minutes per day consuming major media in 2017, eMarketer estimates—11 minutes more than in 2016. Time spent with digital, especially via mobile phones, will drive increases over the next few years.

These are the latest estimates from eMarketer's new report, "Time Spent with Media and Ad Spending in India: eMarketer's Estimates and Forecast." (eMarketer PRO subscribers can access the [full report here](#). Nonsubscribers can [learn more here](#).)

Average Time Spent per Day with Major Media by Adults in India, 2017

hrs:mins



Total per day=3 hours 52 minutes

*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; numbers may not add up to total due to rounding; *excludes digital; **includes all internet activities on nonmobile devices*

Source: eMarketer, Nov 2017

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TV remains an important part of adults' media day in India, with time spent expected to total 2 hours, 11 minutes this year. Though growth will be relatively flat over the forecast period, no other format will come close to challenging TV's dominance in daily time.

Adults in India will spend 1 hour, 13 minutes each day with digital media (desktop/laptop and nonvoice mobile) in 2017, an increase of 14.3% over 2016—nearly triple the 4.9% growth rate of total media time. Much of this rise will come from nonvoice mobile use, which will reach 53 minutes.

Total media ad spending in India will hit \$7.94 billion this year, a 12.0% increase vs. 2016. Double-digit gains in TV and digital outlays will largely be responsible for this growth. Mobile advertising will be a small factor, but its spend will more than triple from \$460.1 million in 2017 to \$1.73 billion in 2021, driving digital growth.