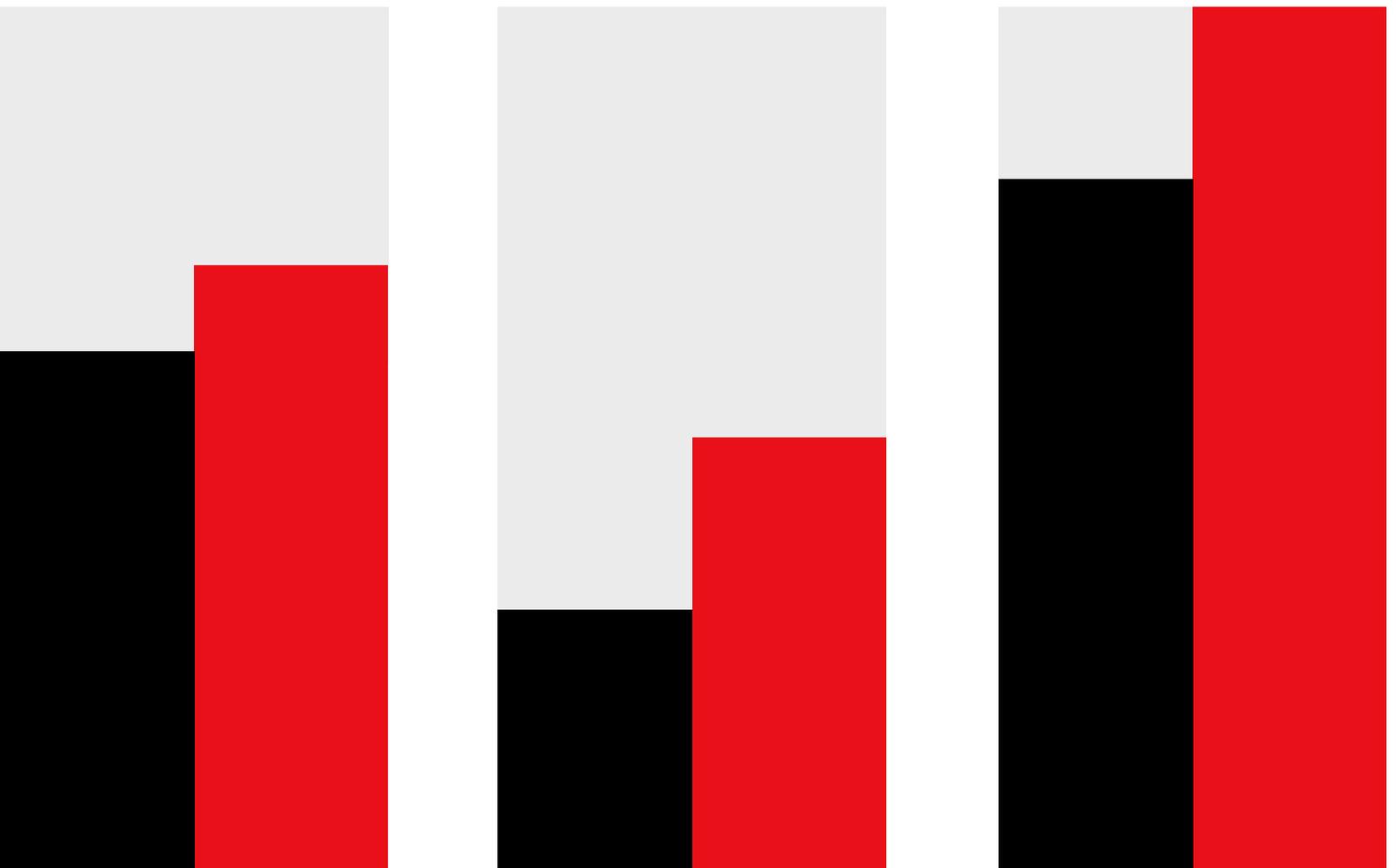


US Time Spent with Media 2022

TV's Latest Plunge, Social Media's Stagnation, and Digital Video's Coming Heyday

Contributors: Debra Aho Williamson, Paul Briggs, Zach Goldner, Oscar Orozco



US Time Spent with Media 2022: TV's Latest Plunge, Social Media's Stagnation, and Digital Video's Coming Heyday

US adults will spend 13 hours and 11 minutes (13:11) per day with media in 2022, slightly less than last year (13:13). The net loss will mostly come from a decline in TV time, while a variety of digital activities will experience modest increases.

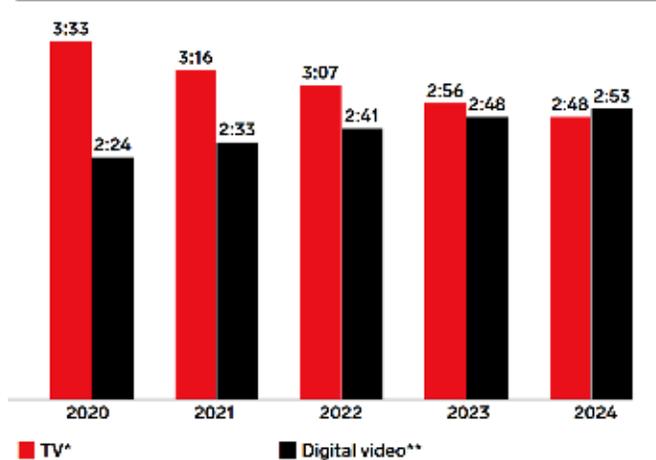
3 KEY QUESTIONS THIS REPORT WILL ANSWER

- 1 How much time will US adults spend consuming media each day in 2022, and how will that figure be divided among devices, platforms, and activities?
- 2 Which types of media are gaining daily time the quickest and which are losing time?
- 3 What is the outlook for traditional versus digital media, particularly in terms of TV versus digital video and radio versus digital audio?

WHAT'S IN THIS REPORT? Our latest forecast for US adult time spent with media per day in 2022 and beyond. Featured forecasts include time spent with digital media, smartphones, desktops/laptops, social networks, digital video, digital audio, subscription OTT (sub OTT), YouTube, TV, and radio.

TV* vs. Digital Video**: Average Time Spent in the US, 2020-2024

hrs:mins per day among population



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; *includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); **includes viewing via desktop/laptop computers, mobile (smartphones and tablets), and other connected devices (game consoles, connected TVs, and OTT devices)
Source: eMarketer, April 2022

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KEY STAT: This year, US adults will spend 53.7% (or 3:07) of their daily video time with traditional linear TV, and the remaining 46.3% (or 2:41) with digital. This will be the slimmest lead for TV yet.

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US Time Spent with Media 2022

TV's Latest Plunge, Social Media's Stagnation, and Digital Video's Coming Heyday

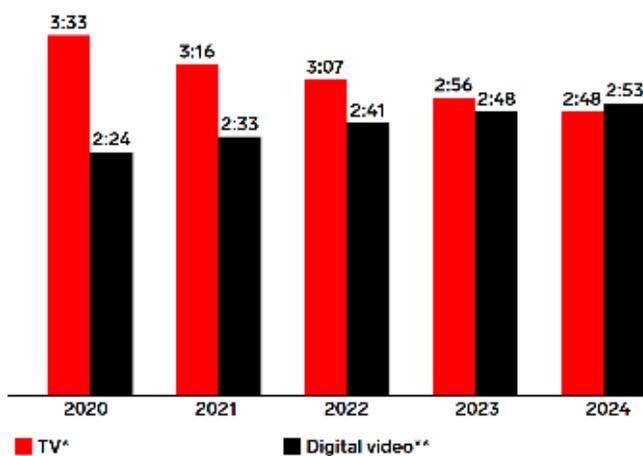
The onset of the pandemic created huge increases in the amount of time Americans spend with media. Two years later, most of these gains are staying in place. We expect daily media time to be 13 hours and 11 minutes—just 2 minutes less than last year. Time spent with digital video, subscription OTT services, and smartphones are the big winners, while TV takes the brunt of the fall in total time spent.

Key Stat

For the first time ever, US adults will spend more time per day with their smartphones (3:19) than watching TV (3:07).

TV* vs. Digital Video**: Average Time Spent in the US, 2020-2024

hrs:mins per day among population



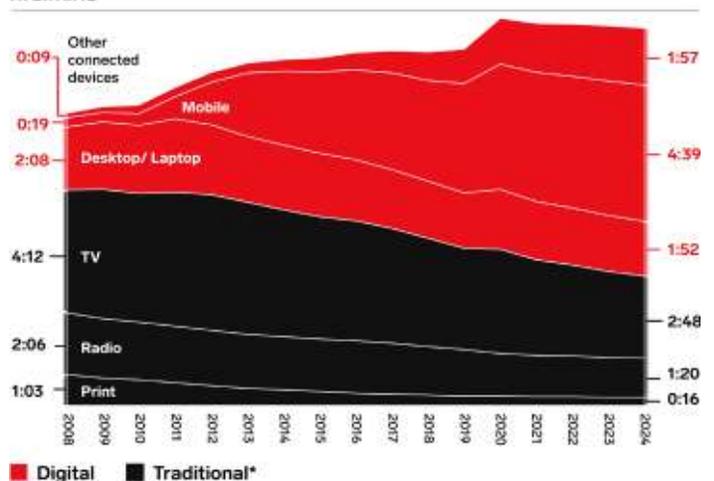
Our Findings

US time spent with media is set to decline slightly in 2022, but digital media will mostly hold its pandemic-era gains.

- **Smartphones and connected TVs (CTVs) continue to draw increasing consumer time.** While tablets, desktop/laptops, linear TV, and radio are on the decline.
- **Social media is reaching a saturation point.** Total time spent with social networks will no longer increase in the US, although individual platforms, like TikTok, will still see growth.
- **Digital video's gains will not make up for TV's losses.** Total time spent with video (TV-plus-digital video) will drop slightly in 2022 for the second year in a row.

Average Time Spent per Day with Media by Adults in the US, 2008-2024

hrs:mins



Your Opportunity

Some digital media categories are reaching their saturation points, but growth can still be found.

- **CTVs are changing consumption patterns.** Platforms that mesh well with CTVs—like sub OTT services, YouTube, and digital audio—will grow their time spent more quickly than others.
- **Digital video's gain correlates to sub OTT's gain.** More than half of daily digital video consumption will take place via sub OTT, and both metrics are growing steadily.
- **Within digital audio, podcast listening remains the growth driver.** Podcast listeners will increase their time spent by 9.5% this year, reaching 53 minutes per day.

Also in this report: [Time spent with traditional media](#) | [Time spent with digital devices](#) | [Time spent with audio](#)

Key Points

- **US time spent with media is set to decline slightly in 2022 and in the coming years, after peaking at 13:24 in 2020.** Most digital media categories will still see modest gains despite the net decline this year, although some activities, like social media, appear to be reaching their saturation point. TV will take the brunt of the fall in total time, and other traditional media will continue to deteriorate across the board.
- **Digital video is becoming more popular every year, but its gains will not make up for TV's losses.** Total time spent with video (including TV and digital video) by US adults will drop slightly in 2022 for the second year in a row, and we forecast small declines to follow. Time spent with digital video will still grow steadily, but other nonvideo activities, like digital audio, will claim some of the time lost from TV, as will time spent away from media entirely.
- **Connected TVs (CTVs) are changing media consumption patterns.** US adults love the big digital screens in their living rooms and are increasingly spending more of their daily media time watching them. Digital platforms and apps that mesh well with CTVs—including sub OTT services, YouTube, and digital audio—will grow their time spent relatively more quickly than others this year.

What's Inside

This report contains our latest forecasts for time spent with media in the US through 2024. It includes our estimates for the following areas:

- Total Media
- Digital Media
- Mobile versus Desktop/Laptop versus Other Connected Devices
- Digital Video
- TV
- Digital Audio
- Radio
- Social Media
- Print

Behind the Numbers

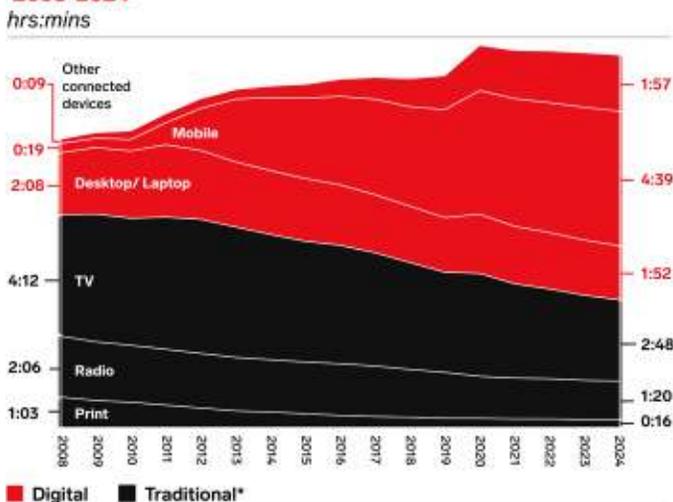
Our time spent with media estimates for the US are based on an analysis of 4,826 metrics from 189 sources. Our methodology involves the collection of third-party data—primarily survey data—from adult respondents who were asked about their media use habits. Data is also sourced from online and mobile activity tracking services, government data, and interviews with industry experts.

Using a bottom-up analysis, we assess and analyze reported time spent with each device and media activity across various sources. Where definitions differ, the data is normalized and interpreted in terms of our definitions. We then aggregate the data with the time contributions from each device and media type to arrive at an estimate for average time spent with media per day.

To arrive at forecasts for growth rates by media and by device, we follow up this analysis with extensive assessments of historical and expected future growth patterns with regard to device adoption, multiple and overlapping device usage, population and demographic factors, and competitors to existing devices and activities.

Our complete estimates for US Time Spent with Media can be found in this report's [accompanying spreadsheet](#).

Average Time Spent per Day with Media by Adults in the US, 2008-2024



Note: ages 18+; includes digital (desktop/laptop, mobile, voice, and other devices such as connected TVs), print (magazines and newspapers), radio, TV, and other; includes all time spent with each medium, regardless of multitasking; *excludes digital
Source: eMarketer, April 2022

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Glossary

Digital time spent: Includes all activities on desktop/laptop, mobile, and other nonmobile devices, such as streaming video through OTT services, regardless of whether the devices are internet-connected.

Internet time spent: Includes all internet activities on desktop/laptop, mobile, and other nonmobile devices.

Desktop/laptop time spent: Includes all internet activities on desktop and laptop computers. (Outside the US and UK, this definition also includes such activities on other nonmobile devices.)

Mobile time spent: Includes all internet and non-internet activities* on all mobile devices except for voice calls on the cellular network. Calls through Voice over Internet Protocol (VoIP) or video chat apps, such as Skype, are included.

Smartphone time spent: Includes all internet and non-internet activities* on smartphones except for voice calls on the cellular network. Calls through VoIP or video chat apps, such as Skype, are included.

Tablet time spent: Includes all internet and non-internet activities* on tablets.

Print time spent: Includes offline magazines and newspapers.

Radio time spent: Excludes digital radio.

TV time spent: Includes live TV, DVR, and other prerecorded video such as TV programming downloaded locally from the internet. Excludes digital.

Digital audio time spent: Includes listening on desktop/laptop computers and mobile devices to radio stations with editors or DJs, professional or amateur, who curate the playlists; streaming services that generate playlists based on the user's preference of artist, track, or genre; other automated playlists (i.e., those not set by editors or DJs); personally configured playlists (i.e., those set by the listener); music or other audio content delivered within a website or app (e.g., AM/FM radio broadcasts streamed online); and audio podcasts (streamed or downloaded). Excludes other downloaded audio files (e.g., music MP3s), as well as digital terrestrial and satellite radio services that are delivered over the air.

Digital video time spent: Includes all video content viewed on desktop/laptop computers, mobile devices, and CTVs, such as video streamed through OTT services. Excludes video streamed through social networks.

Social network time spent: Includes all activities on social networks via desktop/laptop computers and mobile devices, such as smartphones and tablets; includes watching video streamed through social networks.

**"Non-internet activities" refers to activities that do not require an internet connection, such as playing games offline, reading or listening to content that was downloaded beforehand, or viewing locally saved photos.*

How Our Forecasts Account for Multitasking

An important note on how we account for multitasking in our estimates of time spent with media: If someone spends an hour watching TV, for example, and uses a smartphone to surf the web during the same hour, we count this as an hour of usage for each medium, and hence as 2 hours of total media time.

A Note on Our Forecast Estimates

Our time spent forecasts take two different approaches. The first is creating forecasts that estimate average time spent among users of each media format that we study, meaning those who actually spend time with the medium. The second approach is forecasting average time spent with media among all adults in the population, regardless of whether they use a particular medium. Averaging time spent across the adult population allows us to compare media usage trends (including across different media activities), while estimating time spent among users shows how engagement with various media changes over time.

With this dual approach, the numbers in our forecasts can—and do—vary depending on which estimates we highlight. In this report, we discuss the most relevant and significant stories, drawing from both our estimates for time spent with media among the adult population, as well as among users of a given medium. We explain this distinction as it occurs.

How US Adults Fill More than 13 Hours of Media Time Per Day

In 2022, for the second year in a row, the total amount of time that US adults spend consuming media each day will decline. However, that decline, like last year's, will be minimal (just 2 minutes). The pandemic led to an enormous increase in time spent with media in the US, and two years on, most of those gains will remain in place.

In 2020, US adults added a whopping 1 hour, 2 minutes to their already world-leading amount of time with media. That gain brought the total to a peak of 13:24 per day. The figure dropped by 11 minutes last year, and it'll experience another fractional decline this year, leaving US time spent with media at a still-staggering average of 13:11 daily.

In many of the countries we track, consumers are steadily shifting back toward pre-pandemic total time with media, but not in the US. We forecast that US time spent declines will remain extremely minimal for the next several years: just a 0.6% contraction (4 minutes) in 2023 and another 4-minute reduction in 2024.

Average Time Spent with Media in the US, by Media, 2020-2024

hrs:mins per day among population

	2020	2021	2022	2023	2024
Digital	7:54	8:05	8:14	8:23	8:28
— Mobile (nonvoice)	4:16	4:24	4:30	4:36	4:39
— Audio	1:10	1:17	1:20	1:22	1:25
— Social networks	1:03	1:07	1:08	1:09	1:09
— Video*	0:49	0:52	0:54	0:56	0:57
— Other	1:13	1:08	1:08	1:09	1:08
— Desktop/laptop**	2:03	2:00	1:57	1:54	1:52
— Video*	0:26	0:26	0:26	0:25	0:25
— Audio	0:20	0:20	0:20	0:20	0:20
— Social networks	0:07	0:07	0:07	0:06	0:06
— Other	1:09	1:07	1:05	1:03	1:02
— Other connected devices	1:35	1:41	1:47	1:53	1:57
Traditional media	5:30	5:08	4:58	4:44	4:34
— TV***	3:33	3:16	3:07	2:56	2:48
— Radio***	1:27	1:24	1:23	1:21	1:20
— Print***	0:19	0:18	0:18	0:17	0:16
— Newspapers	0:10	0:10	0:09	0:09	0:09
— Magazines	0:09	0:08	0:08	0:08	0:08
— Other traditional media	0:11	0:10	0:10	0:10	0:10
Total	13:24	13:13	13:11	13:07	13:03

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; numbers may not add up to total due to rounding; *excludes time spent with video via social networks; **includes all internet activities on desktop and laptop computers; ***excludes digital

Source: eMarketer, April 2022

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As has been the case for many years, digital media—via mobile devices in particular—will account for the bulk of US adults' daily media time. Digital and mobile both surged in 2020 and continue to make significant gains, albeit at a slower pace.

Within the mobile category, time spent with smartphones is in line for a major milestone this year.

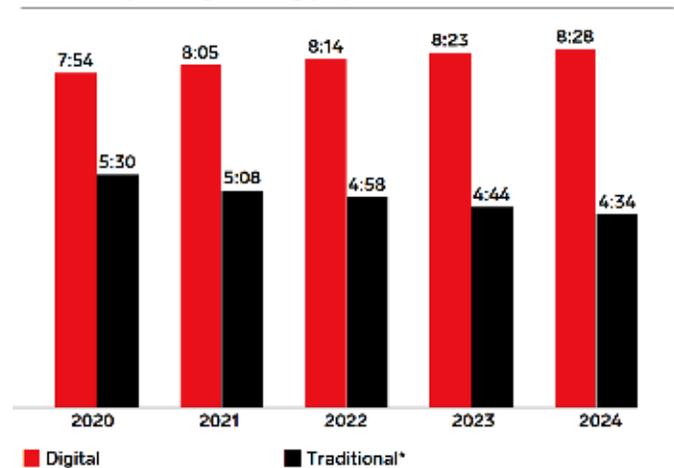
For the first time, US adults will spend more time per day with their smartphones (3:19) than watching TV (3:07). This transition point was inevitable, and over time smartphones will continue to widen their lead. By 2024, adults will be spending 4.3 more minutes per day on smartphones than with TVs.

(Certainly, much of this time overlaps, as the vast majority of US adults frequently use their smartphones while watching TV.)

The net negative in overall daily time spent with media will mainly be attributable to traditional media. TV, which experienced a brief renaissance in 2020 and held some of those time spent gains in 2021, will drop further below pre-pandemic levels this year. TV will lose 9 minutes of average time per day among adults in 2022, which will account for nearly all of traditional media's 10-minute decline.

Traditional* vs. Digital Media: Average Time Spent in the US, 2020-2024

hrs:mins per day among population



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 a mobile device while watching TV is counted as 1 hour for TV and 1 hour for mobile; *includes time spent on TV, newspapers, magazines, and radio

Source: eMarketer, April 2022

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Digital media will have a 62.4% share of the daily media consumption pie this year, its highest since we began forecasting this metric in 2008. Digital's share has gone up every single year during that time, and we expect it will continue to, although its annual gains will slow. By 2024, digital will command 64.9% of daily media time, compared with traditional media's 35.1%.

Traditional media will continue to lose ground. Time spent with radio continues to decline marginally every year, as does time spent with print. TV is showing no sign of abating its losses, either. All these patterns are expected to continue.

Share of Average Time Spent with Media in the US, by Media, 2020-2024

% of total

	2020	2021	2022	2023	2024
Digital	58.9%	61.1%	62.4%	63.9%	64.9%
— Mobile (nonvoice)	31.8%	33.3%	34.1%	35.0%	35.6%
— Audio	8.7%	9.7%	10.1%	10.5%	10.8%
— Social networks	7.9%	8.5%	8.6%	8.7%	8.9%
— Video*	6.1%	6.5%	6.8%	7.1%	7.3%
— Other	9.1%	8.6%	8.6%	8.8%	8.7%
— Desktop/laptop**	15.3%	15.1%	14.8%	14.5%	14.4%
— Video*	3.3%	3.3%	3.2%	3.2%	3.2%
— Audio	2.5%	2.5%	2.5%	2.6%	2.6%
— Social networks	0.9%	0.9%	0.8%	0.8%	0.7%
— Other	8.6%	8.4%	8.2%	8.0%	7.9%
— Other connected devices	11.8%	12.7%	13.5%	14.3%	15.0%
Traditional media	41.1%	38.9%	37.6%	36.1%	35.1%
— TV***	26.5%	24.7%	23.6%	22.3%	21.5%
— Radio***	10.8%	10.6%	10.5%	10.3%	10.2%
— Print***	2.4%	2.3%	2.2%	2.2%	2.1%
— Newspapers	1.3%	1.2%	1.2%	1.1%	1.1%
— Magazines	1.1%	1.1%	1.0%	1.0%	1.0%
— Other traditional media	1.4%	1.3%	1.3%	1.3%	1.3%
Total	13:24	13:13	13:11	13:07	13:03

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; numbers may not add up to 100% due to rounding; *excludes time spent with video via social networks; **includes all internet activities on desktop and laptop computers; ***excludes digital
Source: eMarketer, April 2022

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More than a quarter (25.2%) of US adults' daily media consumption will come via smartphones this year, another milestone for the device. For many years now, smartphones have demonstrated the largest annual gains in share among devices and activities, and that trend will continue this year. If we include tablets, the total share for mobile devices will reach 34.1% this year.

Digital video, other connected devices (primarily CTVs), and **digital audio** are three other categories that will achieve meaningful time spent share grabs this year.

For a comprehensive look at our time spent with connected devices forecast, see our new report: [“US Time Spent with Connected Devices 2022.”](#)

The devices and media platforms gaining share are also growing the fastest in time spent. CTVs will continue to demonstrate outside gains in 2022, as reflected by the 6.2% growth in time spent with other connected devices this year. Relatedly, time spent with sub OTT video will increase by 6.8% (adding 6 minutes, to reach 1:27), one of the fastest increases among any of our categories.

Growth in Average Time Spent with Media in the US, 2020-2024

% change among population

	2020	2021	2022	2023	2024
Digital	16.1%	2.3%	1.9%	1.8%	1.1%
— Mobile (nonvoice)	13.7%	3.1%	2.3%	2.1%	1.2%
— Audio	4.7%	9.3%	4.3%	3.0%	2.6%
— Video*	18.1%	5.0%	3.7%	3.6%	2.2%
— Social network	22.0%	6.8%	1.4%	0.3%	0.9%
— Other	13.4%	-7.4%	0.0%	1.7%	-1.1%
— Desktop/laptop**	8.9%	-2.7%	-2.6%	-2.1%	-1.7%
— Audio	28.1%	-1.8%	1.1%	1.1%	0.7%
— Video*	16.6%	-0.6%	-2.1%	-2.0%	-1.1%
— Social network	6.1%	-1.0%	-9.3%	-8.9%	-9.7%
— Other	2.2%	-4.0%	-3.2%	2.4%	1.9%
— Other connected devices	35.4%	6.6%	6.2%	5.2%	3.8%
Traditional media	-0.9%	-6.6%	-3.4%	-4.4%	-3.5%
— Radio***	-9.0%	-3.3%	-0.6%	-2.3%	-1.8%
— Print***	1.3%	-4.8%	-3.7%	-3.4%	-3.0%
— Magazines	-1.6%	-2.6%	-3.2%	-2.8%	-2.8%
— Newspapers	3.9%	-6.6%	-4.1%	-3.8%	-3.3%
— TV***	2.8%	-8.1%	-4.8%	-5.7%	-4.5%
— Other traditional media	-4.4%	-7.8%	0.1%	-1.4%	-1.2%
Total	8.4%	-1.4%	-0.2%	-0.6%	-0.6%
Total (hrs:mins)	13:24	13:13	13:11	13:07	13:03

Note: ages 18+; includes digital via any device (excludes mobile voice), print (magazines and newspapers), radio, TV, and other; *excludes video streamed through social networks; **includes all internet activities on desktop and laptop computers; ***excludes digital
Source: eMarketer, April 2022

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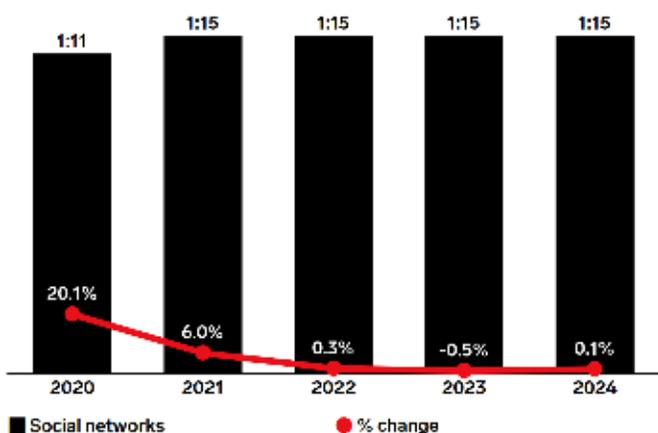
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Going forward, most forms of digital media consumption we track will continue to see gains in time spent, but not all. Some major categories, like time spent with social media, are heading for stagnation; others, like time spent on desktops/laptops and tablets, will see outright declines. Desktop/laptop and [tablet time spent](#) were both flat or negative in the years immediately preceding the pandemic, so these declines represent a return to form rather than a new trend.

Time spent with social media hasn't declined on an annual basis since we began tracking it in 2008, but we forecast it'll drop by 0.5% in 2023 before gaining back a mere 0.1% in 2024. When time spent with social goes negative for the first time ever next year, it will be a consequential psychological moment for the industry. But the details of the stagnation are important.

Social Networks: Average Time Spent in the US, 2020-2024

hrs:mins per day among population and % change



Note: ages 18+; includes all time spent on social network platforms; includes usage via any device
Source: eMarketer, April 2022

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The entirety of the loss will derive from one platform: **Facebook**. Several other social media apps will still see growth in time spent next year and into the future. However, in 2023, Facebook's time spent decline (1.5 minutes) will be greater than every other platform's gain put together. At that point, the adult population will be spending 17.8 minutes per day on Facebook, the least amount of time since 2012.

For a comprehensive look at our US time spent with social media forecast, inclusive of estimates for Facebook, Instagram, TikTok, Twitter, Snapchat, and more, see our forthcoming report, "US Social Media Usage 2022."

TV Loses Most of Its Pandemic-Era Gains, Mainly to Digital Video

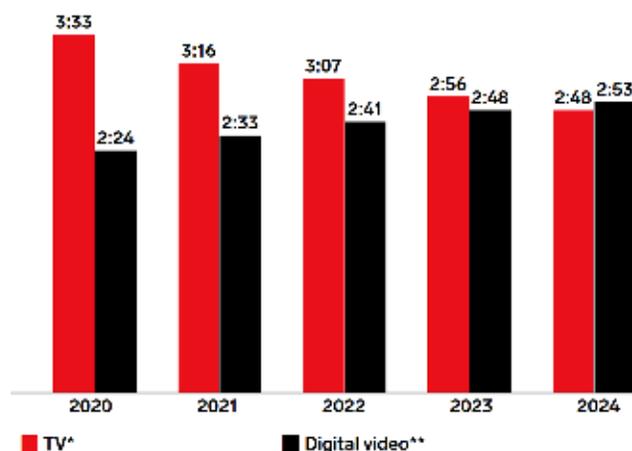
Cord-cutting is back in full effect. Although time spent with TV unexpectedly increased in 2020 for the first time in eight years, those gains were wiped away last year, and TV will reach a new low this year: just 3:07 per day among the overall adult population.

As more viewers stop watching TV entirely, those who remain are proving to be a somewhat more devoted cohort. Among those adults who have not cut the cord, time spent with TV will be 4:15 per day this year, a figure that still slightly surpasses pre-pandemic levels (4:08 in 2019). Nonetheless, time spent among this group will slowly decline as well, dropping to 4:06 next year and 3:58 in 2024.

Digital video appears to be the overwhelming beneficiary of this deterioration. TV's 9-minute-per-day decline will almost mirror digital video's 8-minute gain this year. A major milestone is also approaching: In 2024, digital video will account for more than 50% of total video viewing (including TV and digital) for the first time.

TV* vs. Digital Video**: Average Time Spent in the US, 2020-2024

hrs:mins per day among population



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; *includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); **includes viewing via desktop/laptop computers, mobile (smartphones and tablets), and other connected devices (game consoles, connected TVs, and OTT devices)
Source: eMarketer, April 2022

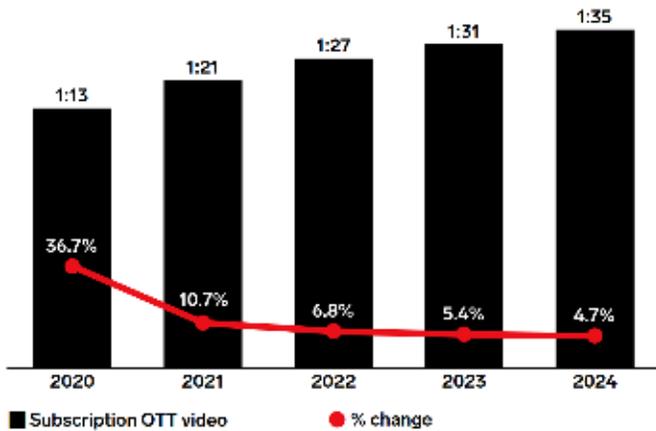
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Notably, digital video's increasing popularity isn't making up for TV's decline. The combined metric of TV-plus-digital video will decline for the second consecutive year in 2022 (to 5:47) and continue to drop by a few minutes per year going forward. Other activities, including time spent away from media, are eroding US adults' time spent with video overall.

Digital video's gain correlates to sub OTT's gain. More than half of daily digital video consumption (2:41) will take place via sub OTT (1:27), and both metrics are growing steadily. By next year, US adults will be spending more than an hour and a half per day with various sub OTT services.

Subscription OTT Video: Average Time Spent in the US, 2020-2024

hrs:mins per day among population and % change



Note: ages 18+; includes all time watching video on subscription OTT platforms via any device

Source: eMarketer, April 2022

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For a detailed look at how US sub OTT time spent is playing out between [Netflix](#), [Hulu](#), [Amazon Prime Video](#), and [Disney+](#), please click through to our platform-level forecasts.

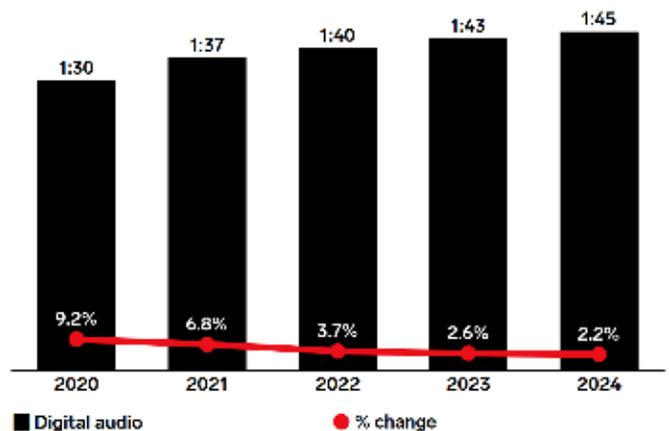
Digital Audio Will Command More than 20% of Digital Media Time

Digital audio has been taking up more than an hour per day of US adults' time since 2016, and 2022 will be another year of solid growth. They will consume an additional 3 minutes per day of digital audio this year, to reach 1:40. Among active digital audio listeners, the daily figure will be a robust 2:17.

Digital audio will account for 12.7% of overall media time among US adults. Within digital media time, audio's share will be 20.3%—a high figure compared with many alternative digital options. Adults will spend more time each day listening to digital audio (1:40) than they will watching sub OTT services (1:27), using social networks (1:15), using tablets (1:09), or watching videos on their smartphones (0:40). Listening to digital audio is among the most popular digital activities that we track, not least because it is so easy to consume while multitasking.

Digital Audio: Average Time Spent in the US, 2020-2024

hrs:mins per day among population and % change



Note: ages 18+; includes all time spent listening to digital audio via any device. Digital audio includes music/other audio content delivered within a website or app (e.g., AM/FM online streams), podcasts (streamed or downloaded), online radio stations and streaming services; excludes other downloaded audio files (e.g., music MP3s) and digital terrestrial/satellite radio services that are delivered over the air

Source: eMarketer, April 2022

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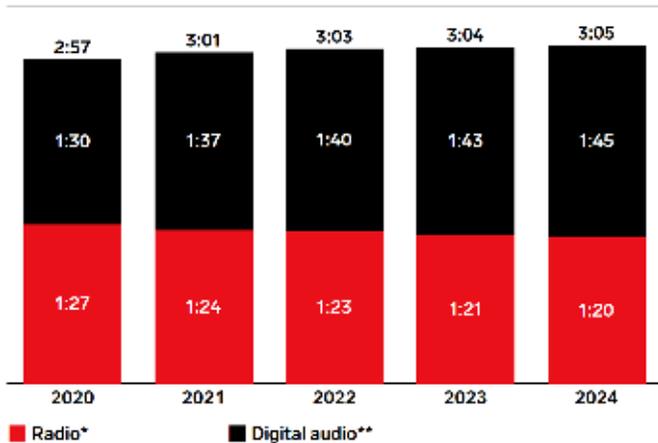
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Listening to digital audio is also more popular than listening to the radio, although radio retains a significant share of audio time spent. This year, nearly 55% of total audio time will be spent on digital platforms (1:40), while the remaining 45% (1:23) will be spent with traditional radio. Digital first exceeded radio in 2020 and has only grown its share since. This trend will continue.

Radio will still account for 10.5% of all media time among US adults in 2022—not a small figure.

Radio* vs. Digital Audio**: Average Time Spent in the US, 2020-2024

hrs:mins per day among population



Note: ages 18+; includes all time spent with each medium, regardless of multitasking; *excludes digital radio; **includes listening on desktop/laptop computers and mobile devices to radio stations with editors or DJs, professional or amateur, who curate the playlists; streaming services that generate playlists based on the user's preference of artist, track, or genre; other automated playlists (i.e., those not set by editors or DJs); personally configured playlists (i.e., those set by the listener); music or other audio content delivered within a website or app (e.g., AM/FM radio broadcasts streamed online); and audio podcasts (streamed or downloaded); excludes other downloaded audio files (e.g., music MP3s), as well as digital terrestrial and satellite radio services that are delivered over the air

Source: eMarketer, April 2022

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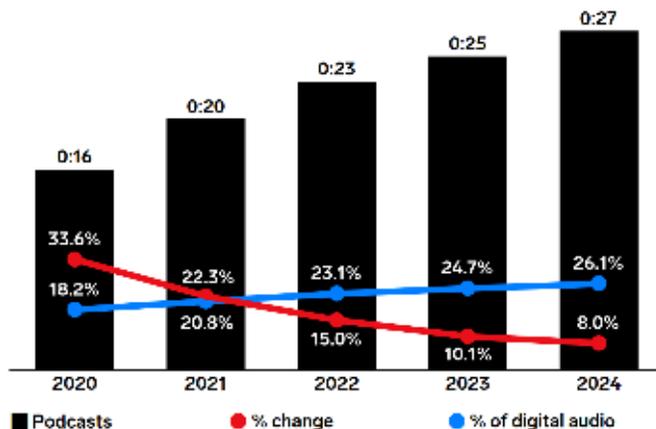
Within digital audio, podcast listening remains the standout subcategory in terms of growth. Digital audio includes music, digital radio, audiobooks, seminars, and even a new format called “audio-mentaries,” but podcasts continue to be the hottest item. US adult time spent with podcasts will expand by 15.0% this year, reaching just over 23 minutes per day. That amounts to 23.1% of total digital audio time. Five years ago, podcasts only accounted for 9.1% of digital audio time.

Among podcast listeners, the figures are much higher.

Only 37.4% of the US population will be podcast listeners this year, but within this cohort, time spent with podcasts will reach nearly 53 minutes per day.

Podcasts: Average Time Spent in the US, 2020-2024

hrs:mins per day among population, % change, and % of total time spent with digital audio



Note: ages 18+; includes all time spent listening to podcasts via digital stream or direct download on any device; podcasts are audio-first serialized episodes; includes listening to podcasts via video platforms such as YouTube
Source: eMarketer, April 2022

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For a closer look at how time spent with audio is playing out for [Spotify](#), [Pandora](#), and [traditional radio](#), please click through to our forecast pages.

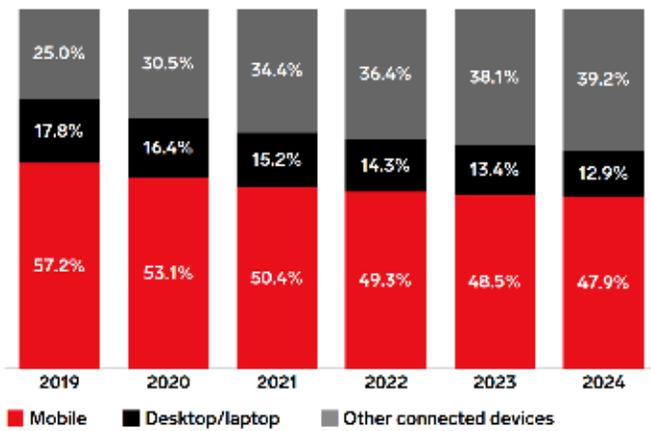
Spotlight on YouTube: Time Spent on the Country's Most Popular Video Platform Is Shifting Away From Mobile

YouTube viewership is going back to its roots: bigger screens. After many years of primarily spending time with YouTube on smartphones and tablets, US adults will spend less than half (49.3%) of their YouTube viewing time on mobile devices in 2022.

YouTube predates the iPhone by more than two years (2005 versus 2007), so we know that YouTube was initially viewed almost entirely on desktops and laptops. At some point, as smartphones rose to dominance, YouTube viewing became a mobile-first activity. Now, however, the tide is turning once again, thanks mainly to CTVs.

Share of Time Spent per Day with YouTube in the US, by Device, 2019-2024

% of total



Note: ages 18+; includes all time watching video on YouTube via any device; includes YouTube TV
Source: eMarketer, April 2022

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Total time spent with YouTube this year will be just over 31 minutes per day among US adults. Of this, about 15.5 minutes will come via mobile devices. Another 11.4 will come via other connected devices (primarily CTVs), and roughly 4.5 will come from desktops/laptops. All told, the larger, nonmobile screens will account for more time than mobile devices.

There are a range of reasons for this shift back to larger screens, all of them centered on CTVs:

- 1 Google has ensured the YouTube app is available on most CTV systems, like Roku, Amazon Fire, Apple TV, and others. The Google TV and Android TV operating systems are also common CTV platforms (all Sony CTVs run on a Google OS, for instance), and the YouTube app can be easily used on any Google system.
- 2 The ability to cast a YouTube video from a mobile device to a CTV has proven popular among consumers. Viewing sessions that begin on mobile now often transition to nonmobile.
- 3 Users of YouTube TV (Google's vMVPD)—although limited in number compared with YouTube's total base of viewers—help bring up the time spent average since their usage is akin to TV viewing. Our assumption is that YouTube TV users are more likely to use the service on their CTVs than on their mobile devices.

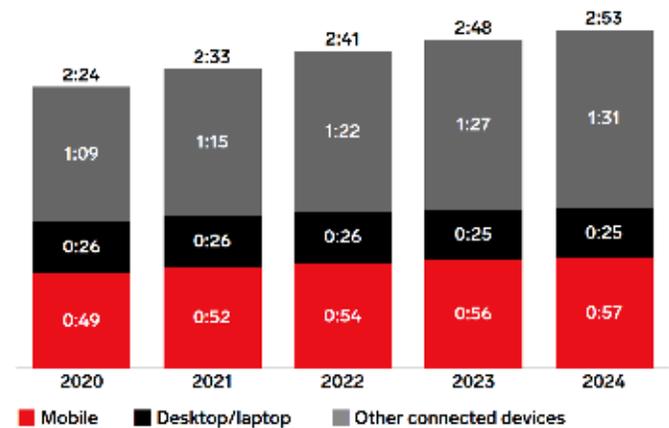
- 4 Perhaps most importantly, consumers clearly like watching videos on larger screens if they can easily do so. Google has been working to make it easy for YouTube viewers to do exactly that.

The trend away from mobile YouTube is expected to continue. By 2024, other connected devices will account for 39.2% of YouTube time. At that point, adults will be spending nearly 13 minutes a day on YouTube via those other devices, almost as much as the 15.6 minutes they'll be spending via their mobile devices. Desktop/laptop time will account for the rest, at just over 4 minutes a day.

This pattern mirrors the US population's general trends with digital video. The other connected devices category is surging, while digital video time spent with mobile devices is growing much more slowly.

Digital Video: Average Time Spent in the US, by Device, 2020-2024

hrs:mins per day among population



Note: ages 18+; includes all time spent with digital video activities, regardless of multitasking; includes viewing via desktop/laptop computers, mobile (smartphones and tablets), and other connected devices (game consoles, connected TVs, or OTT devices); excludes video streamed through social networks; numbers may not add up to total due to rounding
Source: eMarketer, April 2022

T11990

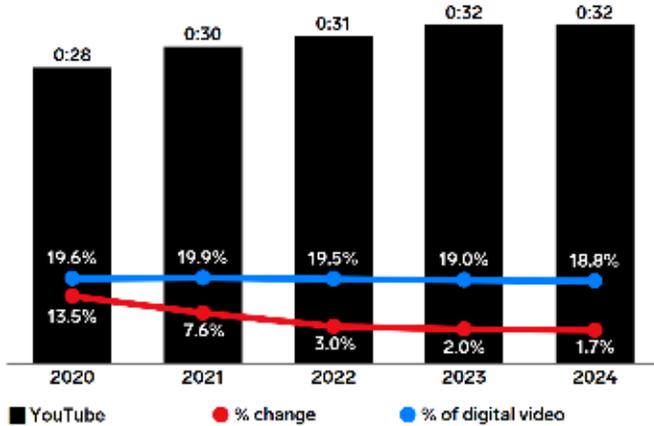
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Overall, YouTube is one of the most time-consuming ways that US adults view digital video. Only Netflix's 33 minutes per day will exceed YouTube's 31 minutes. And YouTube remains far out in front of TikTok (13 minutes) among the general population.

Among active users of YouTube and TikTok, however, the numbers will reach parity, at 46 minutes per day.

YouTube: Average Time Spent in the US, 2020-2024

hrs:mins per day among population, % change, and % of time spent with digital video



Note: ages 18+; includes all time watching video on YouTube via any device; includes YouTube TV

Source: eMarketer, April 2022

T11988

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YouTube's daily figures of 31 minutes among all adults and 46 minutes among users will tick up very slowly going forward. YouTube will soon confront the same growth slowdown plaguing a range of other media. For many of these services and activities, a time spent saturation point is not far off.

What Do These Forecasts Mean for Marketers?

Many of the time spent with media estimates featured in this report represent a continuation of already identified trends. The difference this year, and in the coming years, is that growth rates for nearly every activity and device are slowing, and notable changes will be fewer over time. Digital was expected to conquer, and conquer it has. Time spent with media was expected to grow enormously, and that happened too. Saturation points are approaching, and in some cases have already arrived.

In the future, significant changes in time spent will likely take much longer to play out. Marketers should begin considering the possibility that the media environment is entering a period of greater stability than they're used to. Save for the emergence of unexpected new players—like a TikTok, for example—the general trend lines appear to be set, and they're only shifting very slowly now.

Here are a few additional takeaways:

TV Is Losing Relevance Once Again, but Its Importance Remains Enormous for Loyal Viewers

Although time spent with TV among adults is on a fast track to drop below 3 hours per day by 2023, for those who have chosen not to cut the cord, TV time remains almost unparalleled.

- The 73.1% of US adults who continue to watch TV will spend 4:15 per day with the medium this year, a huge chunk of time. For comparison, US smartphone users will spend just 3:52 per day with their smartphones—considerably less screen time.
- Through certain lenses and for certain cohorts, TV is still unmatched. Marketers shouldn't forget that 192.4 million US adults will still spend more than 4 hours per day with traditional TV services this year.

Time Spent with Digital Video Will Climb Inexorably, but Less of It Will Be Accessible to Marketers than the TV Time It's Replacing

Time spent with digital video continues to grow year over year, which bodes well for marketers focused on advertising-accessible platforms like YouTube, TikTok, ad-supported video-on-demand (AVOD), virtual multichannel video programming distributors (vMVPDs), and the like. But it also bodes well for inaccessible services, like most sub OTT platforms—currently the biggest fish in the digital video pond.

- Time spent with sub OTT is set to increase to 1:27 per day this year, the biggest individual chunk of time in the digital video pie. Most of the prominent sub OTT services, like Netflix, Disney+, and Amazon Prime Video, remain largely inaccessible to advertisers.

- As digital video takes time away from traditional TV, potential marketing time is lost as well. Unless the ad-free major sub OTT platforms begin to offer ad-supported options (as some are currently exploring), the number of available video minutes accessible to advertisers per day will likely continue to shrink.

Big-Screen CTVs Will Take More and More Digital Media Time

US adults are shifting the way they interact with digital media, thanks to the prevalence and popularity of big-screen CTVs in their living rooms. Time spent with other connected devices is outperforming other categories in a range of ways that marketers need to monitor.

- Time spent with digital video in general will grow by 5.0% this year, but time spent with digital video via other connected devices (mainly CTVs) will grow by 8.4%.
- Time spent with YouTube in general will grow by 3.0% this year, but time spent with YouTube via other connected devices will grow by 9.0%.
- Marketers should be prepared for a future where TV-sized ads are once again the norm, rather than the smartphone-optimized video ads that have dominated for so long.

Read Next

[US Time Spent with Connected Devices 2022: A Return to Pre-Pandemic Growth](#)

[Canada Time Spent with Media 2022: Digital Video, Audio, and Social Media Are Gaining Ground](#)

[UK Time Spent with Media 2022: Digital Dominates the Mix as UK Consumers Flock to Social Video](#)

Editorial and Production Contributors

Anam Baig	Director, Report Editing
Rahul Chadha	Director, Report Editing
Jason Clinkscales	Senior Report Editor
Matthew Corkins	Copy Editor
Justin DeVoursney	Graphic Designer
Joanne DiCamillo	Senior Production Artist
Magenta Fox	Senior Chart Editor
Donte Gibson	Senior Chart Editor
Katie Hamblin	Director, Charts
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