

How US media use will change in 2021, virtual co-viewing, and video games replacing music

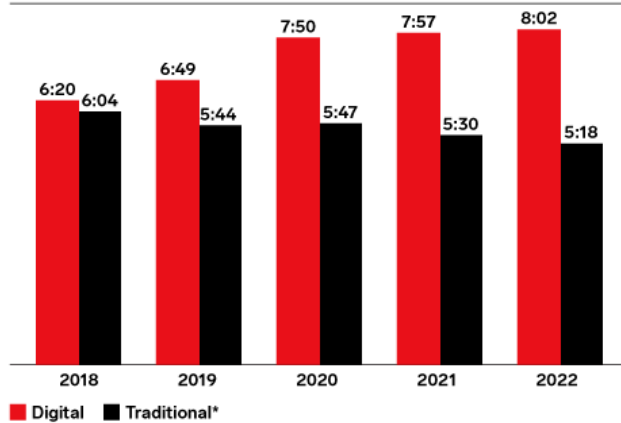
AUDIO |

Zach Goldner, and Oscar Orozco

eMarketer junior forecasting analyst Zach Goldner and senior forecasting analyst at Insider Intelligence Oscar Orozco discuss how US media use will change in 2021: Are fewer Americans watching TV, which digital devices are being used more, and how much time is spent with TikTok and Disney+? They then talk about how much people are willing to pay for TV streaming, virtually co-viewing digital content, and whether video games have replaced music as the most important aspect of youth culture.

Traditional* vs. Digital Media: Average Time Spent in the US, 2018-2022

hrs:mins per day among population



■ Digital ■ Traditional*

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, Jan 2021

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