



Americans spend more time on mobile devices than TV



Express Report

U.S. adults this year will spend more time using their mobile devices than they'll spend watching TV, per a forecast that eMarketer shared with Mobile Marketer. The researcher estimated that the average time spent on mobile devices will grow 3.7% this year to 3 hours and 43 minutes a day, surpassing the 3 hours and 35 minutes spent watching TV.

According to the report, 70% of that mobile time will be spent on smartphones, or 2 hours and 33 minutes a day. That's an increase of nine minutes — 7.3% — from 2018, but that annual growth will slow to 3.4% by 2021.

American adults spend about 40% of their daily digital video viewing time on mobile devices, reaching about 40 minutes a day. Video is the third-biggest driver of growth in mobile app engagement behind listening to digital audio (53 minutes daily) and social networking (43 minutes). TV time will drop nine minutes this year, while digital video time will increase by eight minutes,

eMarketer forecasts.

Meanwhile, according to the report, millions of cord-cutting consumers have canceled their pay-TV subscriptions in favor of streaming services like Netflix and Hulu that not only provide on-demand video to connected TVs at home, but also to their mobile devices while they're on the go.

Research shows that mobile video ads are a key driver of digital media spending. U.S. mobile advertising grew 40% to \$69.9 billion last year, making up 65% of total digital ad revenue, per an annual report by the Interactive Advertising Bureau and PwC. Digital video ads on mobile expanded 65% to \$10.2 billion, outpacing the 37% growth for digital video in all formats, including personal computers. Mobile video ads are forecast to grow as high-speed 5G mobile networks expand nationwide over the next few years.