

The Evolution of DIGITAL ADVERTISING

MEDIA INTERACTION

COVID-19 has caused unprecedented changes to our daily lives and this includes the way we interact with media. Here are three ways companies can adapt advertising budgets to the changing landscape.



Focus media dollars on digital to reach customers.



Connect with users throughout their day with mobile display and digital video.



Use digital audio to engage users aged 16 to 37.

**MEDIA
CONSUMPTION**
is projected to increase by
1 hour

Forty of those minutes are from COVID-19 activity. The pandemic has not changed the trajectory of trends, but it has sped up their increase.

- 55% of the time spent with media will be digital.
- Mobile will make up almost 60% of digital time spent.
- Digital video will reach 32% of digital time spent.
- Time spent with digital Audio is expected to hold steady in 2020. Radio time spent is expected to decline.

Average Time Spent with Media in the US, 2018-2022
hrs:mins per day among population

	2018	2019	2020	2021	2022
Digital	6:20	6:43	7:31	7:32	7:38
—Mobile (nonvoice)	3:36	3:54	4:18	4:22	4:26
—Audio	1:08	1:15	1:15	1:20	1:22
—Social networks	0:45	0:47	0:53	0:53	0:53
—Video*	0:38	0:42	0:47	0:49	0:51
—Other	1:06	1:09	1:23	1:20	1:19
—Desktop/laptop**	1:57	1:54	2:00	1:54	1:52
—Video*	0:23	0:23	0:24	0:24	0:23
—Audio	0:07	0:07	0:07	0:07	0:07
—Social networks	0:08	0:06	0:06	0:06	0:05
—Other	1:19	1:18	1:23	1:18	1:17
—Other connected devices	0:47	0:56	1:13	1:16	1:20
TV***	3:42	3:30	3:49	3:36	3:24
Radio***	1:41	1:39	1:35	1:36	1:35
Print***	0:21	0:20	0:17	0:18	0:17
—Newspapers	0:12	0:11	0:09	0:10	0:09
—Magazines	0:09	0:09	0:08	0:08	0:08
Other traditional media	0:20	0:19	0:22	0:21	0:20
Total	12:24	12:30	13:35	13:23	13:15

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; *excludes time spent with video via social networks; **includes all internet activities on desktop and laptop computers; ***excludes digital
Source: eMarketer, April 2020

GENERATIONAL Media Consumption

Users are leaning on digital for education, entertainment, and shopping.

- Podcasts and Music-streaming have surpassed radio usage for Gen Z and Millennials.
- Online videos and Online TV/streaming have surpassed Broadcast TV for Gen Z, Millennials, and Gen X.
- Online press has surpassed Physical press across all generations.

Source: visualcapitalist.com

