

New PQ Media Report: Consumer Digital Media Use Up 11.8% in 2013 on Global Surge in Online & Mobile Video, Social, Games; BRICs Lead Growth; iGen Digital Use to Pass TV

Consumer digital media usage worldwide will grow 11.8% in 2013 to an average of 6.0 hours per week, driven by double-digit gains in time spent with online and mobile video, social media and games, as well as over-the-top video, according to a new report by PQ Media. The Global Consumer Usage of Digital Media Forecast 2013-17 is the second report in a three-part research series in which PQ Media examines the global transition of consumers, media operators and brand marketers to digital media by country, medium and generation in the 2007-17 period.

Stamford, CT ([PRWEB](#)) August 12, 2013 -- Consumer digital media usage worldwide is on pace to grow 11.8% in 2013, driven by double-digit gains in time spent with 14 of the 21 online, mobile and other digital media channels analyzed in a new report by [PQ Media](#). Surging global demand from iGens, Millennials and GenXers for online and mobile video, social media and games, as well as over-the-top (OTT) video will boost consumer digital media usage this year to an average of 6.0 hours per week, according to the [PQ Media Global Consumer Usage of Digital Media Forecast 2013-17](#).

This report is the second in a three-part research series examining the global transition of consumers, media operators and brand marketers to digital media by country, medium and generation in the 2007-17 period. For this report, [PQ Media](#) segmented consumer digital media usage by three overall platforms (internet, mobile, other digital media) and 21 specific channels, such as online video, mobile social media, OTT video and digital out-of-home (DOOH) media.

Consumer internet media usage is trending up 10.7% in 2013 to a weekly average of 2.8 hours worldwide, accounting for 46.7% of all time spent with digital media. Key growth drivers are technology and network upgrades in emerging BRIC markets providing end users with faster access to dynamic content. Mobile media consumption worldwide is pacing for 17.9% growth to an average of 1.3 hours, a 21.7% share of digital media usage, according to the [PQ Media Global Consumer Usage of Digital Media Forecast 2013-17](#). Consumers in several of the world's 15 leading markets are accelerating the transition to smartphones, while US demand for computer tablets is growing. Consumer time spent with other digital media, including OTT video, DOOH media and console videogames, is on track for a 9.4% increase to 1.8 hours this year.

While global digital media usage continues to rise at double-digit rates, traditional media consumption is pacing for decelerated 1.3% growth in 2013, due to live TV trending flat. Accordingly, consumer media usage trends are mirroring those of global media operator revenue. Digital media revenues are on track for 13.6% growth worldwide this year compared with only a 2.2% increase in traditional media revenues, according to the first report in PQ Media's series, the [Global Digital & Alternative Media Revenue Forecast 2013-17](#). In this report, PQ Media found that global digital media revenues surpassed TV revenues for the first time in 2010, snaring \$3 billion more in revenues. By year-end 2012, digital media revenues exceeded TV by \$33 billion, and PQ Media expects digital media revenues to grow at double-digit rates through 2017.

Traditional media garnered the vast majority of overall time spent on media in 2012, averaging 37.9 hours per week, or 87.6% of total media consumption. Nevertheless, the consumer transition to digital media, particularly

among younger generations, is gaining momentum. Consumer digital media usage accounted for 12.4% of global time spent with media in 2012, nearly double its share in 2007, while digital media's share of total media revenues almost doubled to 22.9%, PQ Media found.

"The ability of digital media to effectively target and engage on-the-go consumers is the key driver behind the gains in share of total media usage and revenues," said [Patrick Quinn, CEO, PQ Media](#). "While traditional media still accounts for the lion's share of media consumption, the amount of time post-Boomer generations spend on digital media is increasing at double-digit rates, hastening the shift of advertising and marketing dollars."

PQ Media found that GenX led all other age groups with a global average of 6.6 hours of digital media consumption in 2012, followed by Baby Boomers at 5.9 hours. However, the ranking is skewed by BRIC countries, where older, wealthier consumers are more able to afford expensive digital devices. Even so, digital media accounts for the largest share of overall time spent with media among all three post-Boomer generations in developed markets. GenX or Millennials rank first or second in digital media consumption in the US, the UK, Australia and South Korea. iGen, the youngest group, leads the world with the highest digital media share of total media usage at 19.1%.

Consumers in four of the world's 15 largest media economies averaged more than 15 hours per week using digital media in 2012, led by Australia at 15.8 hours, South Korea (15.7 hours), the UK (15.2 hours) and Japan (15.0 hours), according to [PQ Media Global Consumer Usage of Digital Media Forecast 2013-17](#). US digital media usage increased 6.6% to an average of 13.8 hours weekly, placing it fifth globally. Several commonalities exist among these markets, including high broadband and smartphone penetration; growing demand for tablets; young men who are avid videogamers; and various choices of OTT video services.

But low penetration rates in emerging markets have resulted in their governments and telecommunications operators investing to improve technology and systems, driving the world's highest growth rates for digital media usage, led by Russia at 19.4% in 2012, India (16.4%), Brazil (16.3%) and China (15.5%). South Korea leads the world in digital media share of total media usage at 28.0%, followed by Australia (25.5%), the UK (22.8%) and the US (21.7%), according to [PQ Media](#).

Consumer digital media usage is forecast to grow at a 10.7% CAGR worldwide in the 2012-17 period, reaching 8.9 hours per week in 2017. Digital media is projected to account for 18.1% of all media consumption worldwide in 2017, a three-fold share increase since 2007. Emerging markets skew this figure down, as developed countries, such as the UK, Australia and South Korea, will achieve digital media shares of 30% or greater. While GenX will remain the largest users of digital media in 2017, iGens will use digital media more than live TV and all traditional media combined in five countries.

About the Report

The [PQ Media Global Consumer Usage of Digital Media Forecast 2013-17](#) is the second of three reports in PQ Media's synergistic Global Digital Media & Technology Research Series. This report delivers the first holistic, cross-media view of the accelerating consumer shift to digital media usage. Data covers 15 leading countries, 3 major platforms, 21 key channels and 5 generation segments, with 8 traditional media platforms included for comparisons.

The new report provides 186 PowerPoint slides with 96 tables and charts, as well as a companion Excel



workbook with 99 datasets and 165,000 datapoints. To download a free executive summary, table of contents, methodology and sample datasets, click through the report link above.

About PQ Media

[PQ Media](#) is a leading provider of econometric-based strategic intelligence to global media, entertainment and technology companies. PQ Media uses a proprietary econometric methodology to provide clients with actionable business intelligence to achieve their growth objectives. PQ Media's research system utilizes our databases, algorithmic models and industry leader panels to track, analyze and forecast media operator revenues, consumer media usage and consumer spending on media & technology in over 100 digital, alternative and traditional media channels.



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