

## **Global Consumer Media Usage Up 2.1% to 50.9 Hours Weekly in 2018, Powered by Surge in Consumption of Mobile Audio, OTT Video, Digital Games, eBooks/News by 12-39 Demos**

*Consumer media usage & exposure is set to grow 2.1% to 50.9 hours per week in 2018, driven by increased use of digital audio, video, books, news and games worldwide, according to a closely watched annual time spent with media study just released by PQ Media.*

STAMFORD, Conn. ([PRWEB](#)) October 11, 2018 -- Global consumer media usage & exposure, including all digital and traditional media combined, is on pace to grow 2.1% to an average of 50.9 hours per week (HPW) in 2018, powered by digital audio, video, books, news and games, as well as the growing middle class in emerging markets demanding more digital content in their native languages, according to a closely watched annual study just released by [PQ Media](#).

Consumer time spent with media worldwide is projected to increase at a slower 1.5% in 2019, due to the absence of even-year stimulation from major sporting and political events, according to [PQ Media's Global Consumer Media Usage & Exposure Forecast 2018-22](#).

Driven by continued strong growth in mobile media channels, overall digital media usage is expected to rise an estimated 8.8% to 12.7 HPW in 2018, accounting for 25% of all global media usage, up from only 15.2% just six years ago. Among the high-octane digital media fueling growth this year are mobile audio, video and books – the three fastest-growing digital channels – each of which is growing by more than 20% compared with their 2017 rates.

In some major markets, however, mobile media usage growth is decelerating due to declines in smartphone and tablet sales, particularly in key international markets where wireless device penetration is either nearing saturation, like in South Korea, or reporting declines in mobile phone subscribers because of economic instability, such as in South Africa.

Time spent accessing content on digital devices rose 9.7% in 2017 to 11.7 HPW. However, with consumers using mobile devices more often to access content, global internet media usage increased only 0.3% last year, and is expected to decline in 2018. Other digital media, including over-the-top (OTT) video, digital out-of-home (DOOH) media and satellite radio, among others, posted a strong 12.8% increase in 2017, and PQ Media pacing data indicates this category is growing at an accelerated rate this year due to the growth of OTT video services, driven by huge investments in original productions and native language programming.

PQ Media analysts noted the continued shift of consumer time spent with media to wireless devices and mobile media has distinct generational overtones. Although i-Gens (born 1981-1996) use media much less than older generations – slightly over 27 HPW in 2018 – almost 40% of their media consumption is done via digital devices. In comparison, the Great Generation (born pre-1945) use media the most at nearly 83 HPW in 2018, though only 19% of their media consumption occurs on digital devices.

With the release of the new study, PQ Media has become the first-ever market researcher to track consumer time spent with media among the world's newest generation, a group identified as "m-Gens," or those born starting in 2013.

“The m-Gens are being exposed to media almost immediately, with parents playing digital music to sooth them or reading e-books to enhance intellectual development. By the time the child is five years old, he/she is consciously asking to watch, listen or play a range of entertainment and educational media content via multiple digital and traditional devices,” said [PQ Media CEO Patrick Quinn](#). "In fact, time spent with media among m-Gens is expected to grow 21.5% this year to more than 13 HPW, compared to less than 2 HPW in 2013."

Meanwhile, traditional media usage is expected to be flat this year at 38.2 HPW, after closing out 2017 with the first-ever worldwide decline. Aside from typical even-year boosts from sports and politics, traditional media was bolstered this year by atypical political events, such as print book readership growth related to new titles about the Trump Administration and increased radio listenership boosted by talk show debates about US-China tariff disputes and global leader summits. Nevertheless, live TV viewing will decline for the sixth consecutive year in 2018, as prime-time audiences continue to shift their viewing to laptops, smartphones, tablets and VOD, particularly Millennials and i-Gens.

“Consumer media usage reached a milestone in 2017, which marked the first time over half of all media consumption occurred outside the home, fueled by more TV viewing and videogame playing on smartphones; reading of newspapers, magazines and books via tablets; and exposure to real-time information on DOOH media screens at various indoor and outdoor locations, such as transit stations, gyms and doctor’s offices,” Quinn said.

Among the 20 largest media markets, Japan will post the highest usage in 2018 at 77.7 HPW, while Russia will boast the fastest growth with 4.4%, and Australia leads the world with the highest digital media share of total media usage at 41.3%. In the US, consumer time spent with media is projected to increase 1.3% to 70.7 HPW, as OTT video and mobile audio growth will drive up digital’s share of total media consumption to 38.2%.

About the Forecast:

[PQ Media’s Global Consumer Media Usage & Exposure Forecast 2018-22](#) delivers the most comprehensive and actionable media consumption intelligence available anywhere, covering all 4 global regions; the 20 largest media markets; 3 broad digital media platforms; 22 digital media channels; 8 traditional media platforms; 11 hybrid (digital + traditional) media silos; 6 consumer generations and both genders.

The new Forecast includes a Core PDF Report providing 440 PowerPoint slides and 600 exclusive datagraphs, as well as a Companion Excel Databook providing drill-down datasets with over 250,000 data points drilling down into the top 20 countries by media platform, channel, consumer generation and gender. Download FREE Executive Summary and Sample Datasets by clicking this link: <https://www.pqmedia.com/product/global-consumer-media-usage-exposure-forecast-2018-22/>

About PQ Media:

[PQ Media](#) delivers intelligent data and analysis to the world’s leading media and technology organizations via syndicated market intelligence reports, custom drill-down research and on-demand strategic consulting. PQ Media publishes the annual [Global Media & Technology Forecast Series](#), a three-report bundle delivering the only holistic view of the changing media landscape with each report focusing on one of three key performance



indicators: advertising & marketing spending; consumer media usage & exposure; and consumer spending on media & technology.



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