

Consumer Time Spent With Media Growth to Slow Sharply After 2020, Due to Mobile Media Slowdown, Young Demos Avoiding Traditional Media, Lack Of Dynamic New Media Emerging

Global consumer media usage and exposure, including all digital and traditional media combined, grew at a decelerated 1.3% to 51.6 hours per week (HPW) in 2019, the slowest growth in a decade, according to new research by PQ Media, which also projects a sharp slowdown in the growth of time spent with media after 2020.

STAMFORD, Conn. ([PRWEB](#)) January 21, 2020 -- Global consumer media usage and exposure, including all digital and traditional media combined, grew at a decelerated 1.3% to 51.6 hours per week (HPW) in 2019, the slowest growth in a decade, according to new research released today by [PQ Media](#). Although consumer time spent with media is expected to grow at a faster rate this year, strong headwinds portend a steady deceleration in media consumption growth through 2023, according to PQ Media's annual [Global Consumer Media Usage & Exposure Forecast 2019-23](#).

Driven by strong growth in mobile media channels, global digital media usage increased 7.9% to 13.8 HPW in 2019, accounting for nearly 27% of all consumer media usage worldwide, up 10 share points in just six years. Among the high-octane digital media fueling growth this year are mobile audio and video – the two fastest-growing digital channels – each of which grew by more than 20% in 2019. Mobile games and mobile extensions of print media, such as newspapers, magazines and books, also rose at double-digit rates last year, according to PQ Media.

Time spent with traditional media decreased 0.9% in 2019 to 37.8 HPW, the third consecutive year-to-year decline, due primarily to the absence of even-year boosts from global sporting and political events in most markets. Additional factors that impacted the decline were plummeting sales of home entertainment content, such as DVDs and CDs, as consumers shift to streaming subscription services for movies and music. These services are also impacting live TV viewership and terrestrial radio listenership to some extent, though terrestrial radio tied with print books for fastest-growing traditional media, as both increased 1.7% in 2019. Live TV also remained the most used medium worldwide, with consumers averaging 21.3 HPW.

Worldwide consumer media usage and exposure is projected to increase at an accelerated 2.1% in 2020, fueled by higher consumer engagement with OTT video, mobile video, mobile audio and mobile games, all of which rank among the most used and fastest-growing media channels, as well as the cyclical surge in consumption due to major quadrennial U.S. elections and global sporting events, including the World Cup and Summer Olympics.

However, the next three years will see a progressive deceleration in the growth of overall time spent with media. PQ Media analysts predict that global consumer media usage will increase only 1.4% on a compound annual basis in the 2019-23 period, compared with 2.4% in the 2014-18 timeframe.

“This is an historically significant slowdown attributable to several key factors, including the decelerating mobile media juggernaut, younger demographics’ aversion to traditional media, and the lack of dynamic new media on the horizon,” said PQ Media President Patrick Quinn. “Our pacing data indicates OTT video will grow at an accelerated rate in 2020 due to the surge in subscriptions to new streaming video services, such as

Disney+, and huge investments in original productions, like those of Netflix, but overall media consumption growth in many of the top 20 global markets is either nearing or dipping below 1% going forward as the growth of various online, mobile and social media usage continues to slow or decline.”

Mobile media usage growth is decelerating in several major markets due to declines in smartphone and tablet sales, particularly in key international markets where wireless device penetration is either nearing saturation, such as Canada, or showing declines in mobile subscribers due to economic instability, like Brazil. Mobile subscriptions declined in several developed countries in 2019, indicating top 20 markets are nearing saturation, including the United States, United Kingdom, South Korea, Japan, Canada, Australia, France, Taiwan, and The Netherlands. New mobile subscriptions slowed considerably in other previously hot markets, such as India, China and South Africa.

While PQ Media analysts noted that the “tipping point” for consumer time spent with media – the point at which consumer media usage stops growing – has not yet been reached, the new report indicates that many of the world’s 20 largest media markets, including the U.S., will be the closest they’ve ever been to this point by the end of 2023. Nevertheless, PQ Media says there is potential for new technology, like 5G, AI and IoT, to drive up usage of existing digital media or to generate entirely new and unforeseen media platforms.

As global internet media usage declined for the second consecutive year in 2019, the continued shift of consumer time spent with media to wireless devices and mobile media is showing distinct generational overtones. Although i-Gens (born 1981-1996) use media much less than older generations – almost 28 HPW in 2019 – approximately 42.5% of their media consumption is done via digital devices. In comparison, the Great Generation (born pre-1945) use media the most at nearly 85 HPW in 2019, though only 20% of their media consumption occurs on digital devices, according to the [Global Consumer Media Usage & Exposure Forecast 2019-23](#).

Among the 20 largest media markets, Japan posted the highest usage in 2019 at 77.7 HPW, while Russia will boasted the fastest growth with 2.3%, and Australia led the world with the highest digital media share (43.4%) of total consumer media usage. In the U.S., consumer time spent with media grew an estimated 0.6% to 70.9 HPW in 2019, as OTT video and mobile audio growth drove up digital’s share of overall media consumption to 40.2%.

About the Forecast:

PQ Media’s 7th annual [Global Consumer Media Usage & Exposure Forecast 2019-23](#) 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 report includes a 440-slide core report with 600 exclusive datagraphs and a deep-dive Excel Databook delivering 250,000 datasets and datapoints covering all top 20 countries by media platform, channel, and generation and gender. Click the link above to download Free Executive Summary, Sample Datasets and Table of Contents.

About PQ Media:

[PQ Media](#) delivers intelligent data and analysis to the world’s leading media 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, which includes the new editions of the Global Consumer Media Usage & Exposure Forecast 2019-23; the [Global Advertising & Marketing Revenue Forecast 2019-23](#); and the [Global Consumer Spending on Media & Technology Forecast 2019-23](#). Click the links above for more details on each report's content, pricing, and our special three-report bundle license.



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