

Global Media Consumption Grows at Accelerated 2.7% in 2022, after Sharp Slowdown in Media Usage Growth in 2021; Pre-Pandemic Secular Trends Re-Emerge

Global consumer media usage, including all digital and traditional media channels, grew at an accelerated rate of 2.7% to an average of 55.8 hours per week (HPW) in 2022, following a sharp deceleration in time spent with media growth in 2021, according to a new market intelligence report from PQ Media.

STAMFORD, Conn. ([PRWEB](#)) April 07, 2023 -- Global consumer media usage, including all digital and traditional media channels, grew at an accelerated rate of 2.7% to an average of 55.81 hours per week (HPW) in 2022, following a sharp deceleration in time spent with media growth to 1.7% in 2021, which came on the heels of the fastest increase in media consumption in 15 years in 2020 with a pandemic-fueled surge of 3.3%, according to research released today by [PQ Media](#), the world's leading provider of media econometrics.

Consumer media usage grew at a faster pace in 2022, fueled by new, more compelling original content releases, various international sporting events and federal elections in several of the top 20 global media markets. Foremost among the sporting events were the FIFA World Cup coverage from Qatar (almost 3.5 billion viewers in 2022); the Winter Olympics from China; and hockey's World Championships in Finland. In addition, the US featured a number of hotly contested federal elections late in the year, according to PQ Media's 10th annual [Global Consumer Media Usage Forecast 2023-2027](#).

The accelerated gain in 2022 was slightly higher than anticipated and more in line with pre-pandemic levels for an even year. In some major markets, such as China, COVID restrictions had to be tightened due to sporadic breakouts that required some consumers to stay home again.

However, select media also exhibited a slowdown in use in the second half of 2022 as the global and US economies lost momentum due to myriad macroeconomic challenges, including high inflation, continuing inventory and supply chain issues, energy supply shortages, increased interest rates and the emergence of recession fears. This led middle- and lower-income consumers to cut discretionary spending on media and entertainment, from books to streaming media and other digital devices and related content.

Among the major trends and drivers that emerged from during this year's analysis is that media usage is reverting back to pre-pandemic trends that included a benchmark point when traditional and digital device penetration would reach saturation. That was interrupted by pandemic lockdown measures that shook up the global media economy in 2020 in such a way that secular trends driving down media usage growth in key segments were reversed, as executives built their home offices and students were not able to socialize with friends outside the home.

With the advent of vaccines being administered, many executives have returned to their corporate offices and students to their classroom buildings, that includes extra-curricular activities. As such, in most mature markets, such as the United States, Germany and Japan, will register declining media usage in odd years when there are only a handful of international sporting events and political campaigns to drive media consumption.

“As early as 2018, we began to see trends emerging that portended a looming saturation point, at which time

the device purchase, data plan fees, content usage trends, longer upgrade cycles, etc., baked into our forecasts for several years were now coalescing into strong secular shift, and our econometric intelligence is currently indicating market conditions, growth opportunities and headwinds, key economic variables, among other data, we're now very close to what PQ Media projected three years ago. In that the macroeconomic trends further support that this key market driver has reached fruition," said [PQ Media CEO Patrick Quinn](#). "Among the anchors slowing down media consumption is a drop in digital device shipments, leading to mobile media consumption rising at a mere single-digit rate in 2023 – the first time this has ever happened."

Among other key findings from the report:

- The average global consumer spent 7.97 hours per day with media in 2022, up from 7.14 hours in 2017 (in some markets, like Japan, daily media usage exceeded 12 hours per day);
- Digital media has been gaining approximately a 2% share annually in total usage over the past five years, with consumers spending 35.3% of their time with digital media in 2022, up from 25.5% share in 2017 (in four markets, like South Korea, digital usage exceeded 50% in 2022);
- Ad-supported media accounted for 53.7% of time spent in 2022, down from a 58.5% share in 2017, with global consumer-driven media usage to exceed 50% for the first time in 2027 (in the U.S., this reflection point was reached in 2018);
- The Greatest Generation (born before 1945), use media the most, averaging 90.08 hours per week in 2022, while Millennials (1983-1996) use digital media the most, at 23.49 hours per week, and i-Gens' (1997-2012) digital usage exceeds 50% (51.1%) (in most mature markets, Millennials also use digital media more than 50% of the time);
- Television (including live, digital, streaming and over-the-top (OTT) video) remains the most used of the 11 media platforms that PQ Media tracks, reaching 27.78 hours per week in 2022, while film & home video posted the fastest growth, up 11.5% (fueled by consumers returning to movie theaters and more blockbuster hits being released);
- Mobile video posted the highest gain of the 22 digital channels that PQ Media monitors, up 18.6% in 2022, while OTT video is the most used digital channel at 7.27 hours per week (but only six digital media channels exceeded a 10% growth during the year);
- Traditional media usage was flat in 2022, with only print books, over-the-air (OTA) radio, and print newspapers posting growth during the year, some of which was fueled by coverage of the Ukraine conflict (but overall traditional media usage will begin to decline in 2023 and is not expected to post positive growth ever again);

"As consumers continue to cut discretionary spending in 2023 amid current consumer sentiment and other key macroeconomic conditions, media companies have had to readjust profit projections and act accordingly. For example, streaming video services reported in 1Q23 that they're cutting back production schedules of original content, other than live sports, as the average consumer is dropping to only four subscription OTT services from six last year, shaving off excess content subs that were added during the apex of the pandemic in 2020-21," said PQ Media's Quinn. "As the gold rush to cash in on what appeared to be a sweeping secular shift to streaming video, audio, news, entertainment and sports was, ultimately, a non-recurring, short-term, cyclical event with resulting blowback implications on the broader economy."

About the Forecast:

[PQ Media's 10th annual Global Consumer Media Usage Forecast 2023-2027](#) delivers the world's most comprehensive and actionable media consumption intelligence covering the 2015-2025 period; the Top 20



Global Markets and the Rest of the Countries in each of the 4 major global regions; 25 digital media platforms & channels; 11 traditional media platforms; 11 hybrid (digital + traditional) media silos; 6 consumer generations; and both genders. The new edition includes in-depth econometric data and market insights delivered through a Report & Analysis providing 450 slides of analysis and 600 datagraphs; and a Deep-Dive Excel Databook delivering 250,000 data points examining all media platforms, channels, and markets worldwide. Click the link above to download free report samples and to purchase a copy of the report.

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. which includes three reports that cover the industry's KPIs: advertising & marketing spending; consumer media usage; and consumer spending on media. Click the link above to download free report samples and for details regarding our Special Three-Report Bundle License.



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