

March 2017

US DIGITAL MEDIA USAGE: A SNAPSHOT OF 2017

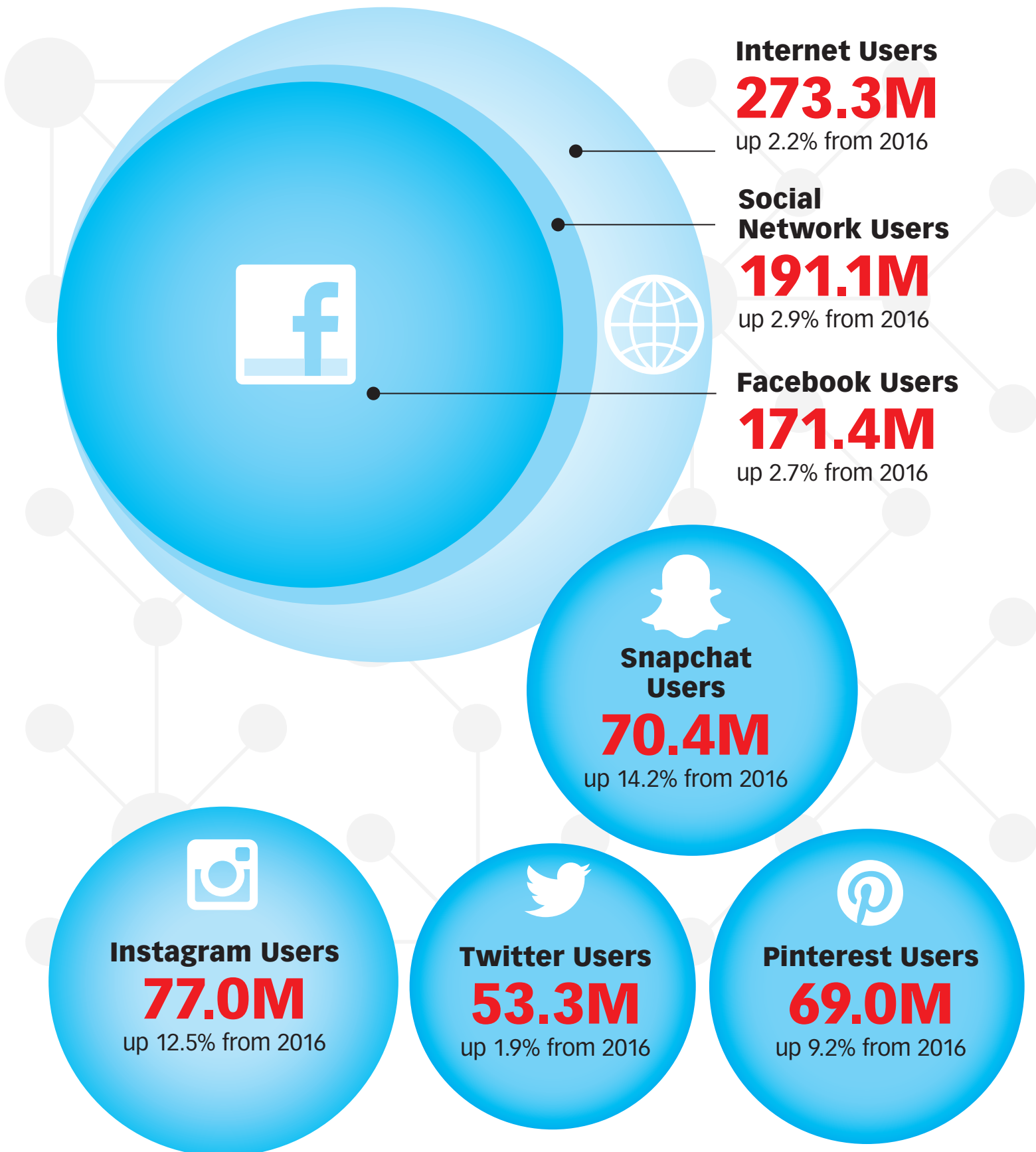
This Snapshot provides insight into digital media usage trends this year and how they will be different from last year's patterns. We include infographics illustrating social media, video viewing, smartphone and wearables usage figures—critical for marketers to understand as they develop campaigns to target the growing online and mobile populations.

presented by



2017 US Digital Media Usage*

Growth continues to be flat for overall internet consumption, and the largest social networks are also relatively mature. Instagram and Snapchat are still attracting double-digit increases in users, however.



* At least once per month

Social Is Now Mobile

On mobile, growth is faster, but has dropped into single-digit rates for the basics like mobile internet and mobile social network usage. Mobile phone Instagram and Snapchat usage is increasing somewhat faster.

**Mobile Phone
Instagram Users**

76.2M

up 12.5% from 2016



Snapchat Users

70.4M

up 14.2% from 2016



**Mobile Phone
Internet Users**

223.0M

up 6.0% from 2016

**Mobile Social
Network Users**

169.7M

up 5.0% from 2016

**Mobile Phone
Facebook Users**

150.8M

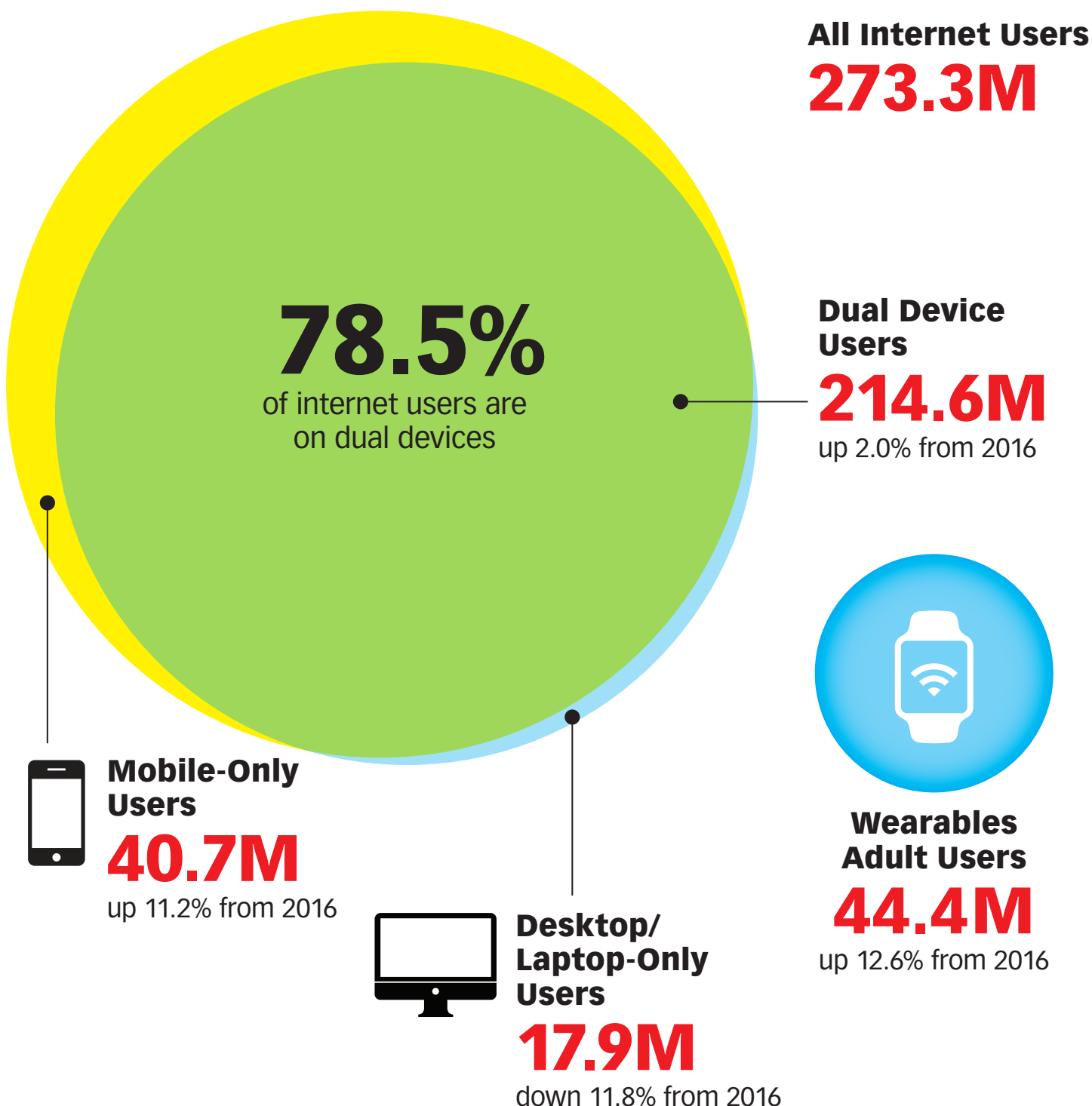
up 5.1% from 2016



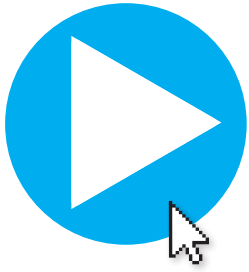
Mobile Device Internet Usage

More people are using mobile devices to access the internet. This year, the number of mobile-only internet users* will more than double the number of desktop/laptop-only users. As mobile-only and multiscreen internet uptake continues to increase, the penetration rate of desktop/laptop-only internet users will steadily decline.

Meanwhile, new devices like wearables are generating more excitement. Although the wearable user base has not yet reached the critical mass needed for advertisers to begin major spending efforts that will change in the next couple years.



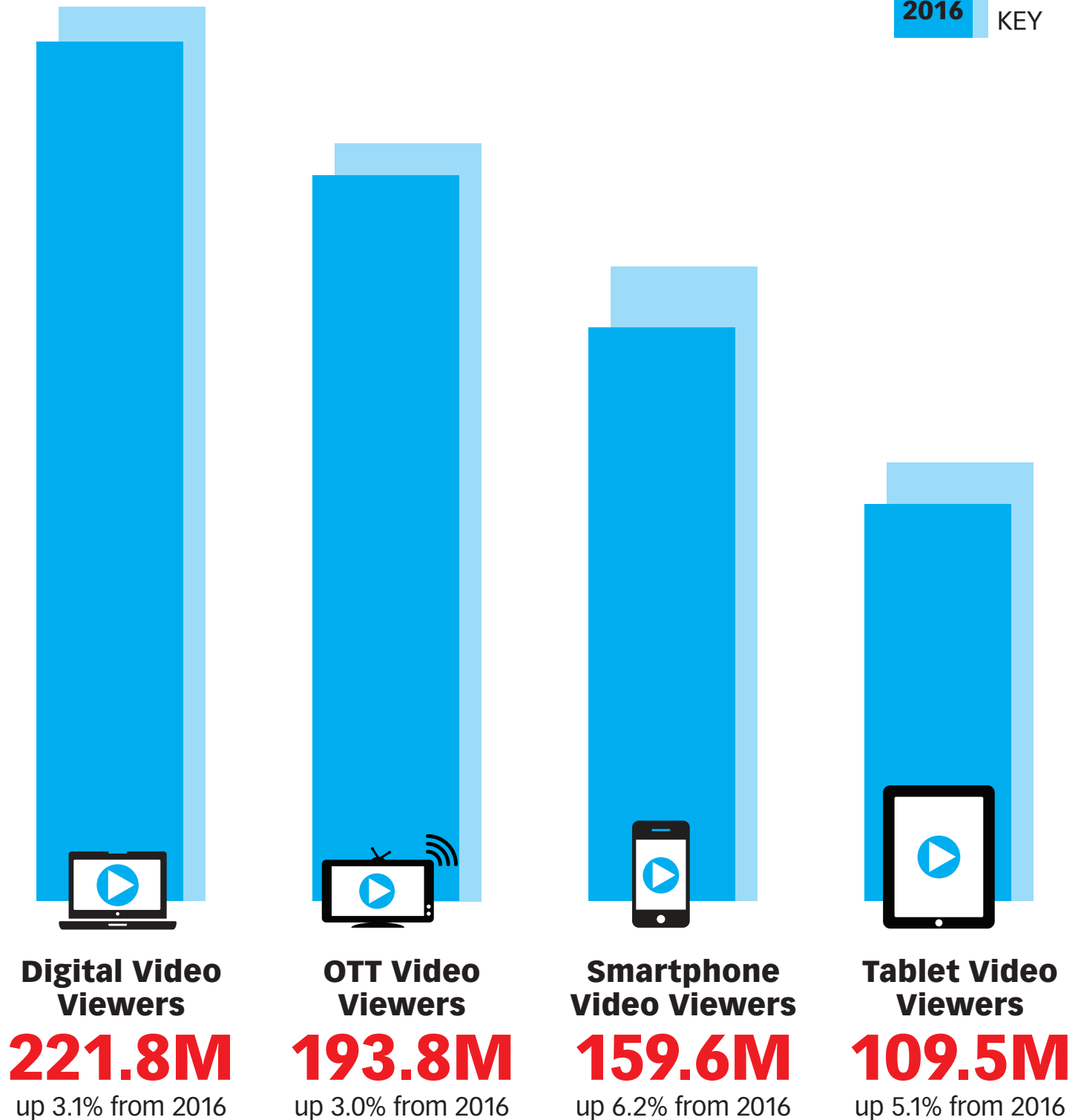
* Includes anyone who exclusively uses either a smartphone, tablet or feature phone for their connectivity

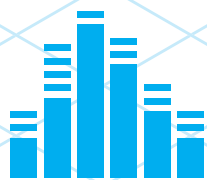


Digital Video Viewers

There is little change in the overall base of digital video viewers, though mobile access methods are increasing notably in popularity. Over-the-top (OTT) video services are already popular with seven in 10 internet users and nearly nine in 10 digital video viewers.

2017
2016 KEY





Digital Audio Listeners* and Gamers

This year, 185.5 million people, or more than two-thirds of internet users will listen to digital audio at least monthly. By 2021, this number will increase to 200.1 million.



Mobile Phone Audio Listeners

121.3M

up 8.0% from 2016



Tablet Audio Listeners

83.0M

up 4.2% from 2016

Nearly 42% of internet users and 35.0% of the US population will play digital games casually through a web browser on a desktop or laptop computer at least once per month in 2017. Yet, the popularity of mobile gaming continues to climb.



Tablet Gamers

122.8M

up 4.5% from 2016



Mobile Phone Gamers

191.2M

up 6.5% from 2016

* Includes listeners of music or audio content (i.e., podcasts) via live streaming on a device or direct download on mobile devices at least one per month.

2016 Email Marketing Metrics Benchmark Study

To build a world-class marketing program, it's crucial to compare yourself to the best performers. Discover how you measure up across 25 open, click-through, list churn and mobile metrics – broken out by industry and geography – and get related tips.

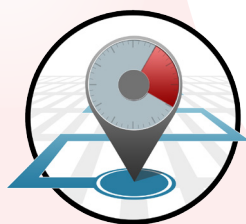


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