

The Media Landscape - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on the media landscape and consumers' content consumption
- How key demographic groups consume content and their preferred media types
- Where and why different media is consumed
- Influences on consumers' media choices and plans for future consumption

Americans are voracious users of all types of media and a substantial share expect to increase the time they spend consuming content in the next six months. Currently, nearly all adults consume video and audio entertainment content and eight in 10 engage with print media and use social media. While the trend toward digital media was accelerated by the pandemic, more traditional forms of media, such as cable television or AM/FM radio remain widely used, especially among older consumers.

Rising COVID-19 caseloads due to the Delta variant have driven some consumers to revert to lockdown behaviors, which drives at-home media consumption. However, even as the country cautiously continues to fully re-open, digital media habits adopted during the pandemic are unlikely to fade. Increasingly connected consumers, adoption of 5G mobile services and tech devices built to handle streaming entertainment will keep these services relevant.



"Whether they are watching, listening or reading, American adults love media. The pandemic accelerated the use of digital media. While ad-free streaming services can make reaching target audiences challenging with traditional advertisements, there is opportunity innovative campaigns that reach consumers across channels and generate positive word of mouth."

– Kristen Boesel, Snr Analyst

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