

# Consumers and Screens: TV, Smartphones, Tablets and Computers - US - 2023

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- Sales trends of screen devices, what's driving the market and key brands across device segments
- How often consumers multi-screen, why, and what activities are conducted on primary and secondary screens
- The top features that screen device shoppers look for on store shelves
- Why advertisers need to adapt to deal with both fuzzy ad targeting and tech overload
- Attitudes toward screen use and how parents feel about their children's screen habits

Americans are estimated to average about 7 hours of screen time per day and everyone multi-screens. 52% of consumers look up information online via a second screen, which is the most common reason for multi-screening; 35% engage with another screen for something to do between lags in content. This is a double-edged sword for entertainers and advertisers, muddying the waters of targeting and engagement, but it could present opportunities for mixed media and augmented reality to shine.

Technology continues to evolve, and consumers have a multitude of screens in various shapes and sizes assaulting their eyes and dominating their lives. Multi-screening is here to stay and use of a secondary screen can be both a distraction from boring content on primary screens or a way to enhance engagement. Knowing that viewers of primary screen content often have another screen at hand, content providers can offer viewers of one-way content (eg TV programming) ways to interact with the program via as polls, quizzes or games to use multi-screening to enhance engagement.



"Screen device technologies are constantly evolving, but content and use cases that take advantage of these capabilities often lag behind. Businesses need to stay up to date to remain competitive and to avoid overextending themselves chasing fleeting gimmicks."

- **Brian Benway, Gaming and Entertainment Analyst**

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