**3 Key Trends Shaping the Media Landscape This Year**

Many significant shifts are taking place, though—in device ownership, take-up of digital entertainment options, and time spent with various media, for example. Below are some of the key trends shaping the media landscape this year. Smartphones are consolidating their position as the primary digital device worldwide, and as a result, larger-screen devices may appear destined for a secondary role.

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[*https://www.emarketer.com/content/3-key-trends-shaping-media-landscape-this-year?ecid=NL1009*](https://www.emarketer.com/content/3-key-trends-shaping-media-landscape-this-year?ecid=NL1009)

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