**Americans’ TV Time Will Grow for First Time Since 2012**

In 2020, the number of traditional TV viewers will grow by 8.3 million to 287.3 million, the first time viewership has seen positive growth since 2011. While older TV viewers are driving most of the increase, all age groups posted some growth. Total viewership will fall again in 2021.

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<https://www.emarketer.com/content/americans-tv-time-will-grow-for-first-time-since-2012?ecid=NL1009>

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<https://www.orensteinsolutions.com/wp-content/uploads/2019/04/OSMovieNight.jpg>