**Consumers to Spend More Time Online than Watching TV**

In 2019, consumers are expected to spend more time online than they do watching linear television, spending an average of 170.6 minutes each day on sites such as YouTube, Facebook and Amazon, a Zenith study has found. Brands are following the trend and are expected to spend $60 billion more on digital advertising than on television campaigns in 2019.

***Recode 6/8/18***

<https://www.recode.net/2018/6/8/17441288/internet-time-spent-tv-zenith-data-media>

Image credit:

<http://www.iroy.in/wp-content/uploads/2015/06/Reading-News-Online.jpg>