**Media Companies Climb List Of Vital Brands**

Instagram, Spotify and TikTok joined Amazon, Google, Disney, Hulu, Microsoft, Netflix and Samsung in Opinium's 2022 list of the 100 brands US residents would have the hardest time doing without. Media companies make up almost 20% of the entire list.

***MediaPost Communications (free registration) 12.12.22***

[*https://www.mediapost.com/publications/article/380574/media-now-represent-a-fifth-of-americans-most-ind.html*](https://www.mediapost.com/publications/article/380574/media-now-represent-a-fifth-of-americans-most-ind.html)

*Image credit:*

[*https://www.bing.com/images/search?view=detailV2&ccid=r%2bhmOw8G&id=DA8B83DEC60C371B24CCD2954174E147D0D8F37A&thid=OIP.r-hmOw8GSopzkM1Fz7jOkQHaE7&mediaurl=https%3a%2f%2fstatic.independent.co.uk%2fs3fs-public%2fstyles%2farticle\_small%2fpublic%2fthumbnails%2fimage%2f2017%2f02%2f10%2f11%2fphone-addiction.jpg&cdnurl=https%3a%2f%2fth.bing.com%2fth%2fid%2fR.afe8663b0f064a8a7390cd45cfb8ce91%3frik%3devPY0EfhdEGV0g%26pid%3dImgRaw%26r%3d0&exph=413&expw=620&q=PEOPLE+USING+MEDIA&simid=607999183031395631&FORM=IRPRST&ck=9CC0F09C0069A751FFBBFE5E1B133BEC&selectedIndex=33&ajaxhist=0&ajaxserp=0*](https://www.bing.com/images/search?view=detailV2&ccid=r%2bhmOw8G&id=DA8B83DEC60C371B24CCD2954174E147D0D8F37A&thid=OIP.r-hmOw8GSopzkM1Fz7jOkQHaE7&mediaurl=https%3a%2f%2fstatic.independent.co.uk%2fs3fs-public%2fstyles%2farticle_small%2fpublic%2fthumbnails%2fimage%2f2017%2f02%2f10%2f11%2fphone-addiction.jpg&cdnurl=https%3a%2f%2fth.bing.com%2fth%2fid%2fR.afe8663b0f064a8a7390cd45cfb8ce91%3frik%3devPY0EfhdEGV0g%26pid%3dImgRaw%26r%3d0&exph=413&expw=620&q=PEOPLE+USING+MEDIA&simid=607999183031395631&FORM=IRPRST&ck=9CC0F09C0069A751FFBBFE5E1B133BEC&selectedIndex=33&ajaxhist=0&ajaxserp=0)