**Mobile Advertising Declines Due to COVID-19, Despite Increased Time Spent**

A March 19-22 survey by InMobi found that 70% of US consumers in areas under lockdown are spending more time on their phones. The increase in time spent, however, is not easily monetized for app and mobile web publishers. First, much of this increased time is on platforms that aren’t heavily monetized by advertising.

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<https://www.emarketer.com/content/mobile-advertising-declines-due-to-covid-19-despite-increased-time-spent?ecid=NL1001>

Image credit:

<https://i.dailymail.co.uk/1s/2020/03/27/14/26490326-8160067-image-m-3_1585320298532.jpg>