**Time Spent with Subscription OTT Video Content in the US Will Surpass an Hour**

The average time spent with subscription OTT video content in the US will surpass 62 minutes per day this year, up 23.0% from 2019, according to our latest estimates. That's an acceleration from 2019, when it grew by 15.0% year over year.

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<https://www.emarketer.com/content/time-spent-with-subscription-ott-video-content-us-will-surpass-hour-first-time-this-year?ecid=NL1001>

Image credit:

<http://www.channelpostmea.com/wp-content/uploads/2017/07/movieott.png>