**US Adults Added 1 Hour of Digital Time in 2020**

“Time spent with almost all digital devices experienced an uptick in 2020,” said eMarketer forecasting analyst at Insider Intelligence Zach Goldner. “Connected TVs and video game consoles are the main beneficiaries of the cord-cutting trend due to increases in the number of subscription OTT and ad-free video-on-demand users and content offerings.”

***eMarketer 1.26.21***

[*https://www.emarketer.com/content/us-adults-added-1-hour-of-digital-time-2020?ecid=NL1001*](https://www.emarketer.com/content/us-adults-added-1-hour-of-digital-time-2020?ecid=NL1001)

*Image credit:*

[*https://www.lifeofpix.com/wp-content/uploads/2018/08/308-name5492-jj-322x460.jpg*](https://www.lifeofpix.com/wp-content/uploads/2018/08/308-name5492-jj-322x460.jpg)