**Americans' UGC Consumption Nears Traditional Media**

User-generated content comprises 39% of media consumption among Americans ages 13 and older, compared to traditional media's 61% share, according to research by YouGov and the Consumer Technology Association. In addition, 16% of weekly media consumption is via user-generated video, edging close to TV's 18% and possibly tied given the survey's margin of error. Those ages 13 to 17 spend 56% of their media consumption with UGC.

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[*https://www.mediapost.com/publications/article/369958/*](https://www.mediapost.com/publications/article/369958/)

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