**Are You "average" In Your Mobile Viewing Habits?**

Americans' surge in using mobile devices during the pandemic is exemplified by spending an average 42 minutes watching videos each day on mobile devices for the year ending February 2021, reports GWS' "The Pandemic Year in Mobile Apps." Generation Z lead the growth, spending 44% more time on mobile video apps, and the app categories that had the biggest gains in viewership include finance/trading (63%), social media (25%), video (22%) and lifestyle (19%).

***Advanced Television (free registration) 3.24.21***

[***https://advanced-television.com/2021/03/24/report-americans-watch-42min-of-mobile-video-per-day/***](https://advanced-television.com/2021/03/24/report-americans-watch-42min-of-mobile-video-per-day/)

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