**Young Adults Spend Nearly Half Their Time on Digital Media Platforms**

Young adults aged 18-34 in the US spend 43% of their time interacting with media on digital platforms, a new Nielsen report has found. The report also noted that young adults spend the most time (29%) of any generation using apps/web on their smartphones, while their TV-connected device usage is double that of adults, with the average young adult spending one hour and 15 minutes with a TV-connected device daily.

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[***http://thehill.com/homenews/media/399819-adults-spend-more-than-11-hours-per-day-interacting-with-media-report***](http://thehill.com/homenews/media/399819-adults-spend-more-than-11-hours-per-day-interacting-with-media-report)

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