

People opting for digital media over TV

By Elise Hu, NPR

It's finally happening, folks. This year, the average time Americans spend with digital media each day will surpass traditional TV viewing time. That's according to eMarketer's latest estimates of media consumption among adults.

The average adult will spend more than five hours per day online and on non-voice mobile activities (read: texting, apps, games). That's compared to an average four hours and 31 minutes each day of TV watching.

Daily TV time will actually be down slightly this year, while digital media consumption will be up nearly 16 percent. If you were curious, Netflix and Hulu viewing is considered digital media consumption, so all that binge watching of "Mad Men on Netflix is clearly pumping up the digital media averages. But that doesn't mean traditional TV is dead.

Read the whole story