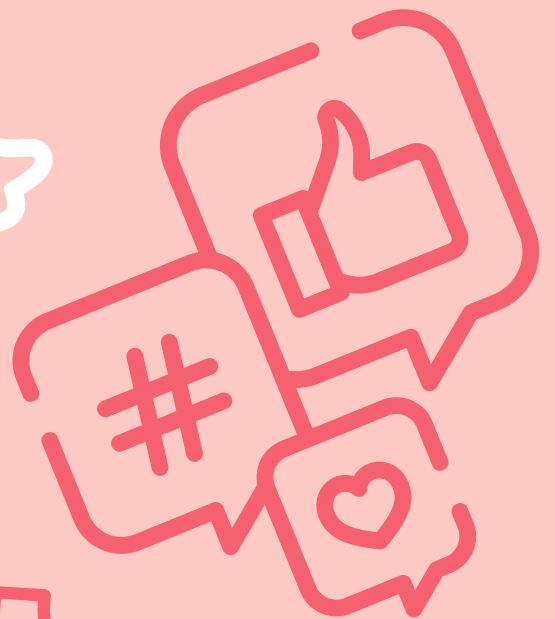
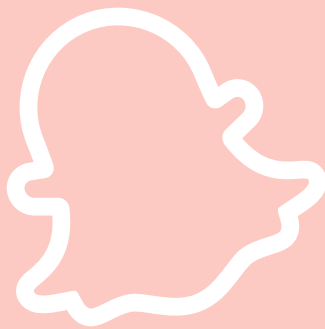


2024

US media consumption report

TV, audio, print, digital,
and social media trends



Introduction

Planning your media strategy for the year ahead? Wondering where you'll find your audience? Attest's Media consumption report aims to give you answers, providing three years of data across social media, TV, audio, print and digital media.

We highlight the trends you need to know, looking at year-on-year consumption across different demographics. From which social media platform is the best place to find Gen Z, to who's watching the most TV, you'll get insight that will help you decide where to spend your advertising budget.

Sample

The data in this report comes from a tracker survey conducted in March/April annually on the Attest platform. The sample includes 1,000 nationally representative US working age consumers.

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TV trends

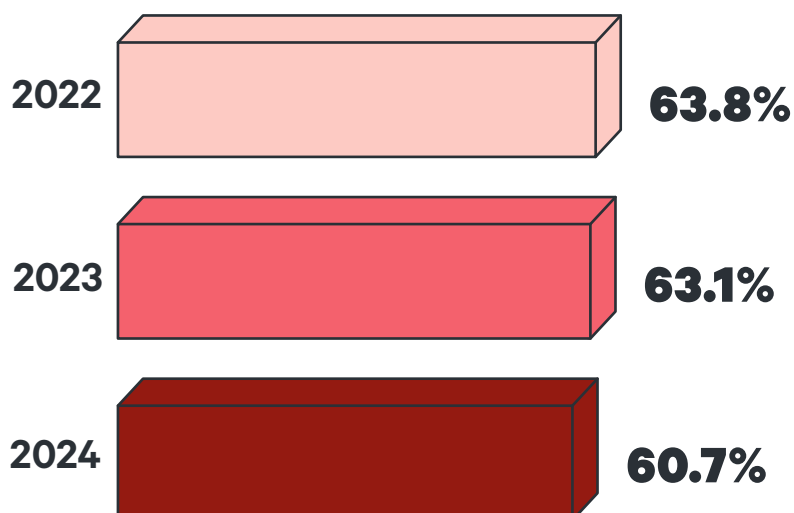
(Most) consumers are spending less time watching TV

The amount of TV that Americans watch is declining. Since 2022, the percentage of people watching TV of any type for more than three hours a day has dropped by -3.1 percentage points to 60.7%. All age groups have cut back on long daily viewing sessions of 5+ hours apart from consumers aged 25-34 who have increased them by +7.3 percentage points to 29.6%.

Extra insight

Consumers aged 55-64 watch the most TV: a third watch more than five hours per day, although this is a decline of -6.8pp on last year.

US consumers watching TV for 3+ hours per day



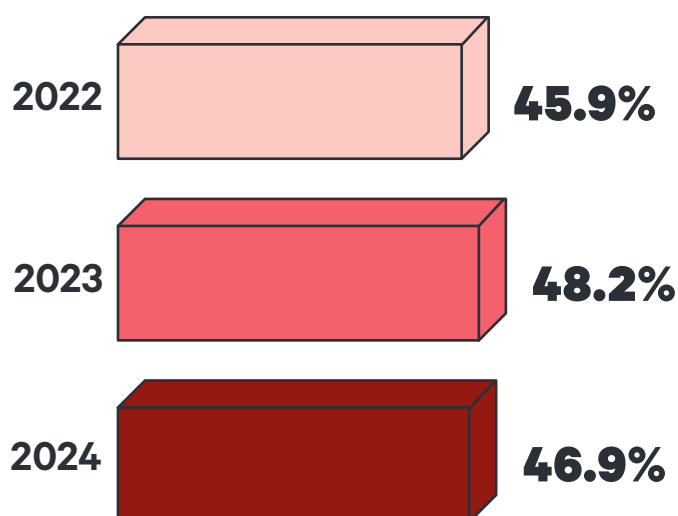
Live TV bounceback was short lived

Consumers have been drifting away from live TV for a while, with growing percentages not watching any at all. And while last year bucked the trend, this year, the number of Americans who don't watch live TV has risen by +4.1 percentage points to 24.3%. Consumers aged 35-44 are most likely to have abandoned live TV: a quarter don't watch any, which is an increase of +14.5 pp.

Extra insight

Consumers aged 25-34 watch live TV for twice as long as their younger counterparts: 25.5% watch 2+ hours a day, versus 11.9% of those aged 18-24.

US consumers watching live TV for 1+ hour per day



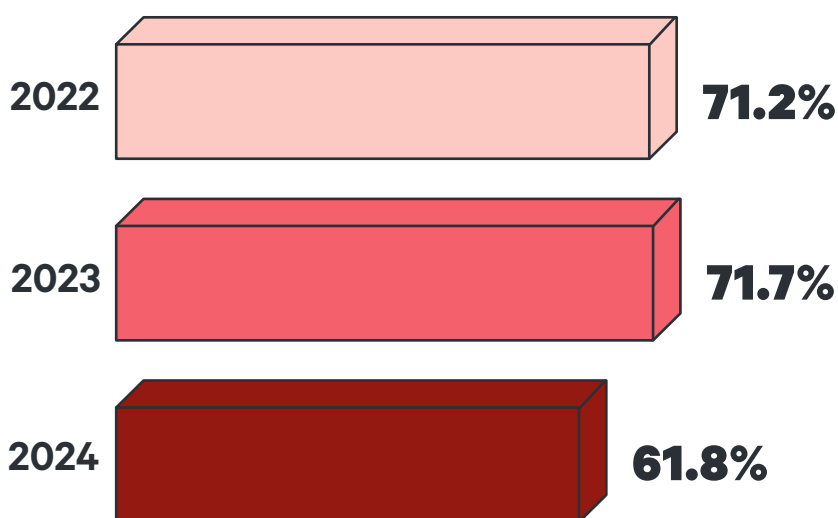
Crack down on password sharing dents Netflix viewer numbers

Since Netflix got tough on password sharing and scrapped its Basic ad-free tier fewer Americans are regularly accessing the platform. The number of consumers who watch Netflix at least once a week has declined by -9.9 percentage points to 61.8%. This loss has occurred across all age groups, with the deepest loss felt in the 35-44 age group (-13.3 pp to 64.0%).

Extra insight

Consumers aged under 35 are Netflix's biggest user group: around 75% use the streaming platform weekly.

US consumers watching Netflix at least once a week



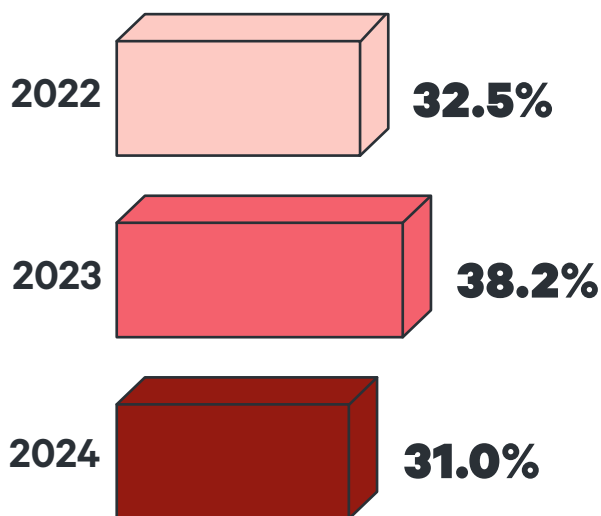
Millennials defect from Disney+

Disney+ hiked the cost of its ad-free plan by \$3 in October 2023. The move appears to have led to a loss of viewers, with a -7.2 percentage point decline in Americans accessing the platform at least once a week (to 31.0%). Similar to the losses seen at Netflix, it's Millennials who have defected: the percentage of consumers aged 28-43 who watch Disney+ has dropped by -13.5pp to 38.5%.

Extra insight

Disney+ remains America's fourth most popular TV streamer, behind Netflix, Hulu and Amazon Prime.

US consumers watching Disney+ at least once a week



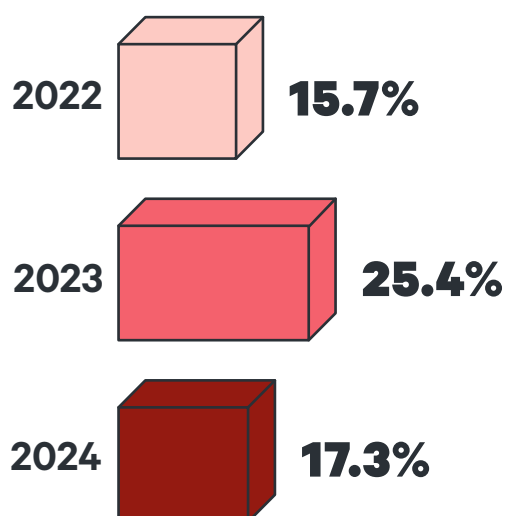
Fewer Americans are tuning in to YouTube TV

YouTube TV enjoyed a boost in users last year, but in 2024, viewer numbers have slipped back down. The percentage of consumers using the live TV streaming service weekly has declined by -8.1 percentage points to 17.3%. It remains most popular with a Millennial audience, despite the losses occurring in this demographic.

Extra insight

In line with the downward trend in live TV viewing, fellow 'cord cutting' service Sling also suffered a -7.9pp loss to 4.1%.

US consumers watching YouTube TV at least once a week



Audio trends

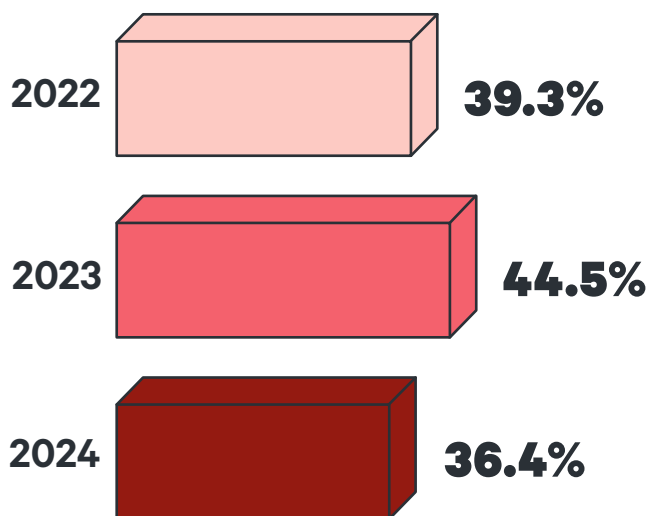
Americans aren't streaming music as frequently

Music streaming has been on an upward trajectory since we started tracking it, but this year it's taken a dip. The percentage of US consumers who listen to streamed music daily has decreased by -8.1 percentage points to 36.4%. Meanwhile, the percentage who say they never listen to streamed music has increased by +6 percentage points to 18.9%.

Extra insight

Americans under the age of 35 are more likely to listen to streamed music on a daily basis than they are to the radio.

US consumers streaming music daily



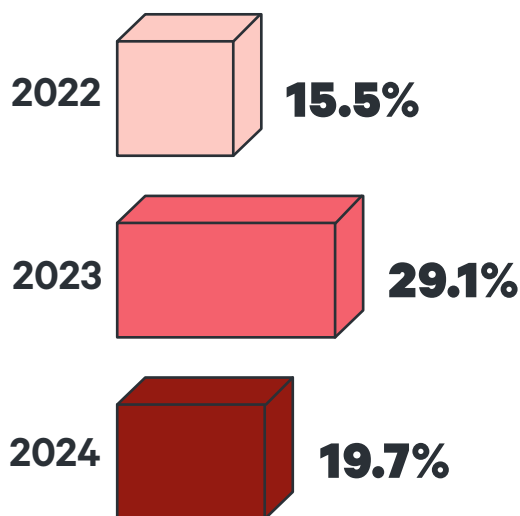
Apple Music sees decline in regular users

Apple Music is feeling the sting from the downward trend in streaming music. Just as it was starting to make gains, the platform has suffered a -9.4 percentage point decline in regular users to 19.7%. It's the biggest loss among a slew of losses for music streamers, and puts Apple Music back behind Amazon Music (22.6%). YouTube Music and Spotify remain neck-and-neck at the top.

Extra insight

Apple Music's core 18-24-year-old demographic remains loyal, with no change in the 34.7% who use it regularly.

US consumers regularly using Apple Music



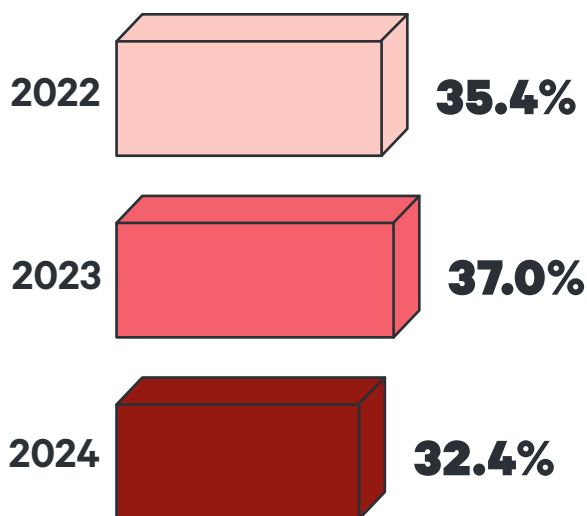
Radio listening is becoming less popular

Radio has held its own during the rise of the music streamers but could its star finally be on the wane? In 2024, daily radio listening has declined by -4.6pp to 32.4%. While the medium is still going strong with older demographics, a quarter of consumers aged 18-24 say they never listen to the radio and only 16.3% listen daily.

Extra insight

Americans aged 45-54 are the biggest radio fans: 43.1% listen daily and 26.3% listen several times a week.

US consumers listening to the radio daily



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