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People Now Spend More Time Watching Their Phones Than Watching TV



JIM EDWARDS



AUG. 15, 2012, 9:09 AM

15,357

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Could this be the moment that television officially lost its spot as America's favorite medium? A survey by [InMobi](#), a [mobile ad company](#), of 1,055 people asked how much time they spend interacting with all forms of media.

Users responded that they watched TV for 141 minutes a day. But they spent 144 minutes a day—26% of the nine hours they used various media—with their phones.

And, of course, they turned it into an infographic:

*cited in Minority Television Project, Inc. v. F.C.C.
No. 11-55016 archived on December 11, 2013*

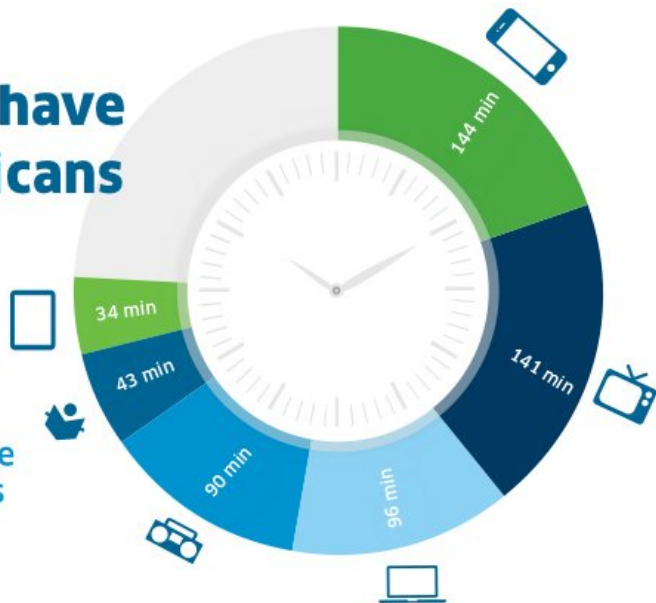


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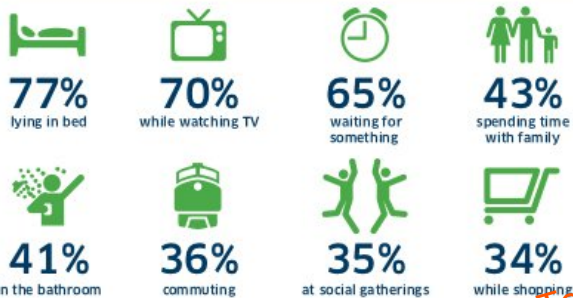
5 ways mobile devices have changed the way Americans consume media

1 | Mobile devices are the #1 channel for media

US mobile web users consume an average of 9 hours of media daily. Mobile devices represent 26% of this time.



2 | Mobile device usage is throughout the day

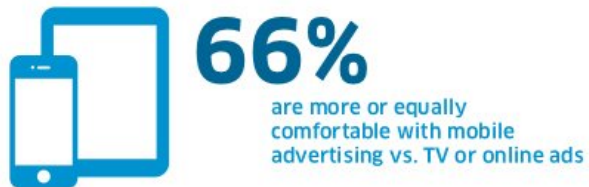


3 | Mobile media activities



4 | Comfort with mobile advertising is already greater than TV or online advertising and impacts purchase decisions

Which forms of media most impact your purchasing decisions?



5 | Mobile impacts consumer behaviors throughout the purchase path



INMOBI

www.inmobi.com / insights@inmobi.com / @InMobi

Research Partner: **ondevice** RESEARCH

Source: InMobi & On Device Research, Mobile Media Consumption Research, Q2 2012
Sample size : 1,055



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