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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, 2019

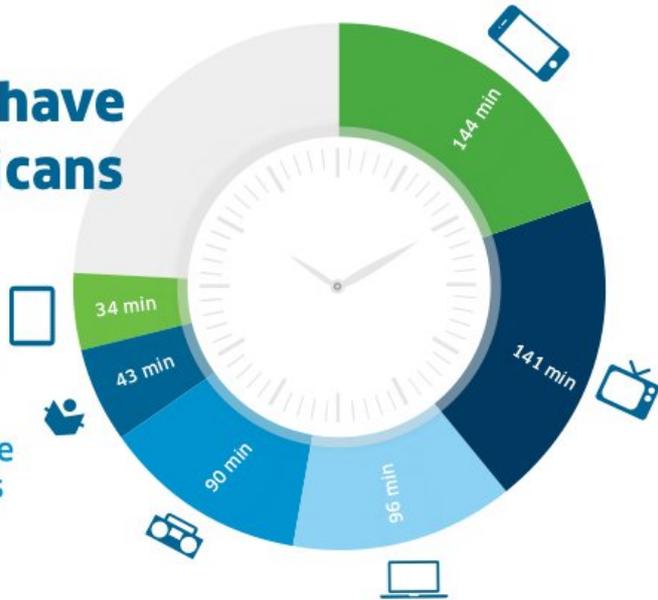


United States

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



77% lying in bed



70% while watching TV



65% waiting for something



43% spending time with family



41% in the bathroom



36% commuting



35% at social gatherings



34% while shopping



84% General Info & Search



84% Social Media



83% Games



77% Entertainment



76% E-Mail



69% Local Search



55% Shopping



37% Bill Payment/ Mobile Banking

cited in Minority Television Project, Inc. v. F.C.C. No. 14-55016 archived on December 11, 2013

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?



59%



57%



34%



66%

are more or equally comfortable with mobile advertising vs. TV or online ads

5 | Mobile impacts consumer behaviors throughout the purchase path



53% Introduced you to something new



Saved you time or money 43%



50% Helped you find something nearby



Been relevant to who you are/what you are doing 28%



Influenced you to buy via your mobile 21%



Influenced your in-store purchase 24%



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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