

## Copilot

In 2021, U.S. adults' media consumption was indeed estimated to be around **666 minutes per day**, which is approximately **11.1 hours**. This marked a significant increase from previous years, reflecting the growing trend in digital media usage. Specifically, digital media consumption averaged about **421 minutes per day**. The total media consumption in the U.S. reached a staggering **3.5 zettabytes**, averaging **33 gigabytes** per consumer per day. It's interesting to see how media consumption patterns have evolved with the advancement of technology and the increasing availability of digital content.