



# ACTIVATE CONSULTING TECHNOLOGY & MEDIA OUTLOOK 2025 **CONSUMER TIME & ATTENTION**

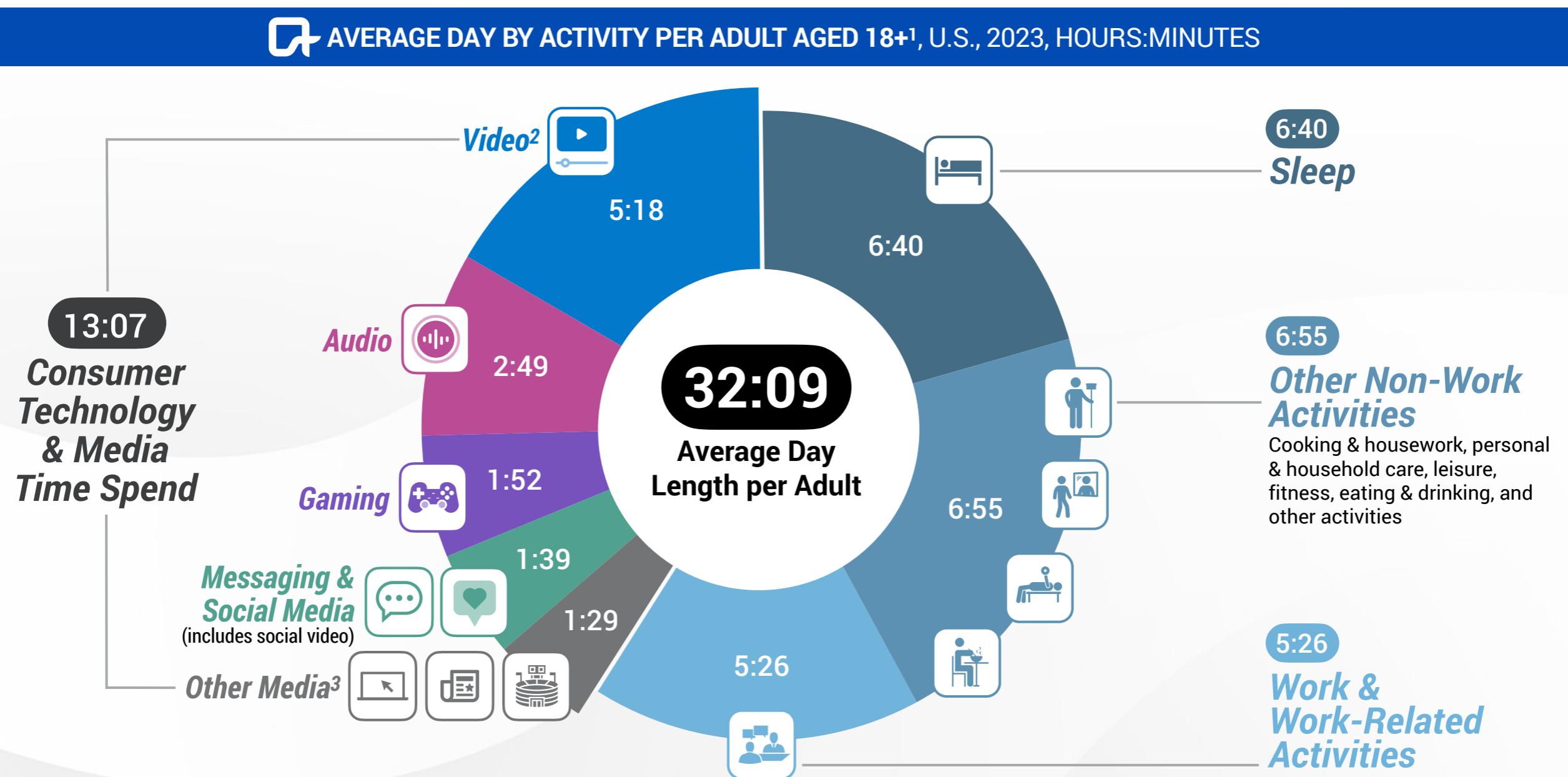
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# Activate's Attention Clock: Our analysis of consumer technology and media activity shows that multi-tasking leads to a 32-hour day for the average American, with over 13 hours spent using technology and media



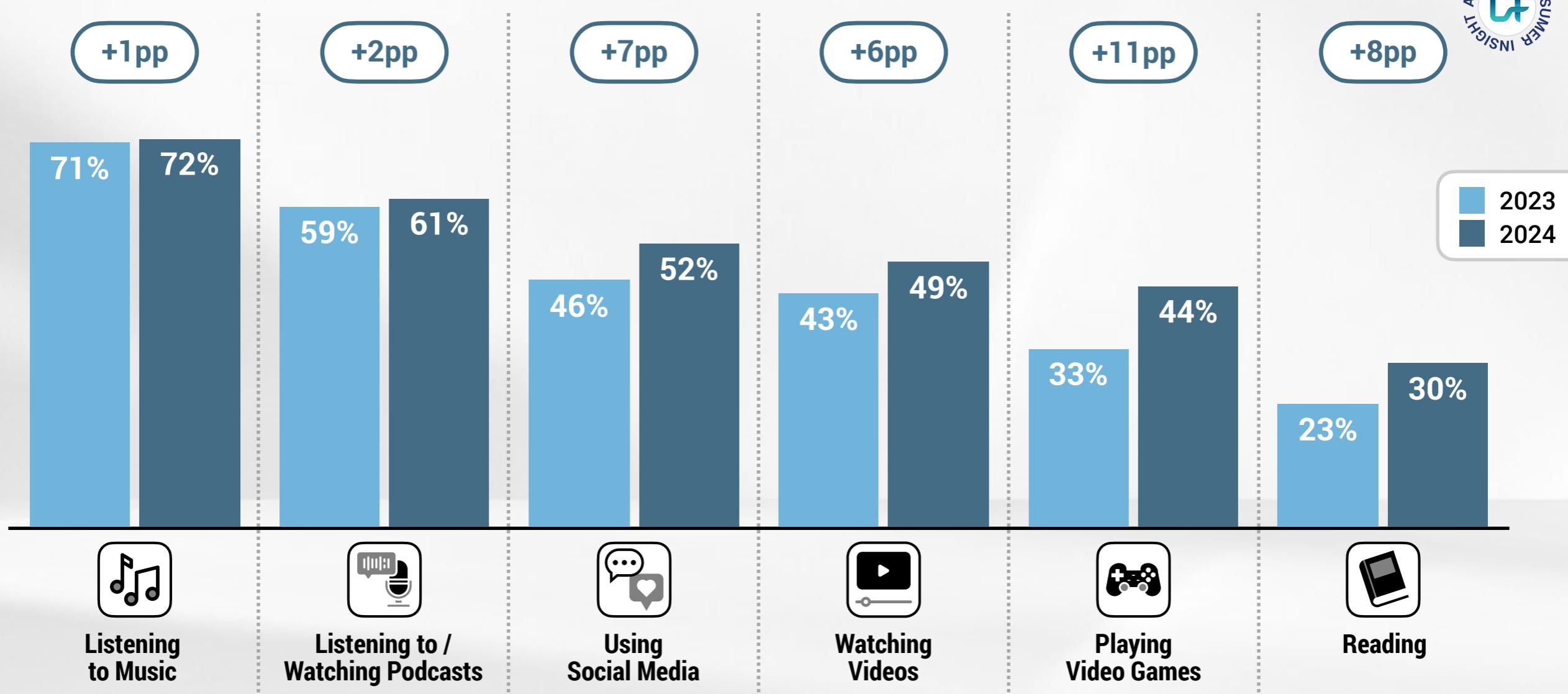
1. Behaviors averaged over seven days. Figures do not sum due to rounding. 2. "Video" includes YouTube. 3. "Other Media" includes media activities outside of the listed categories, such as browsing websites, reading, and attending live events.

Sources: Activate analysis, Activate 2024 Consumer Technology & Media Research Study (n = 4,004), Company filings, Comscore, Conviva, data.ai, eMarketer, Gallup, GWI, Interactive Advertising Bureau, Music Biz, National Sleep Foundation, Newzoo, Nielsen, NPD Group, Omdia, Pew Research Center, PricewaterhouseCoopers, U.S. Bureau of Labor Statistics, YouGov

# People are multi-tasking more than ever

MULTI-TASKING<sup>1</sup> BEHAVIOR BY ACTIVITY<sup>2</sup>, U.S., 2023 VS. 2024, % ADULTS AGED 18+ WHO ENGAGE IN EACH ACTIVITY

*Consumers who multi-task<sup>1</sup> all, almost all, or most of the time when...*



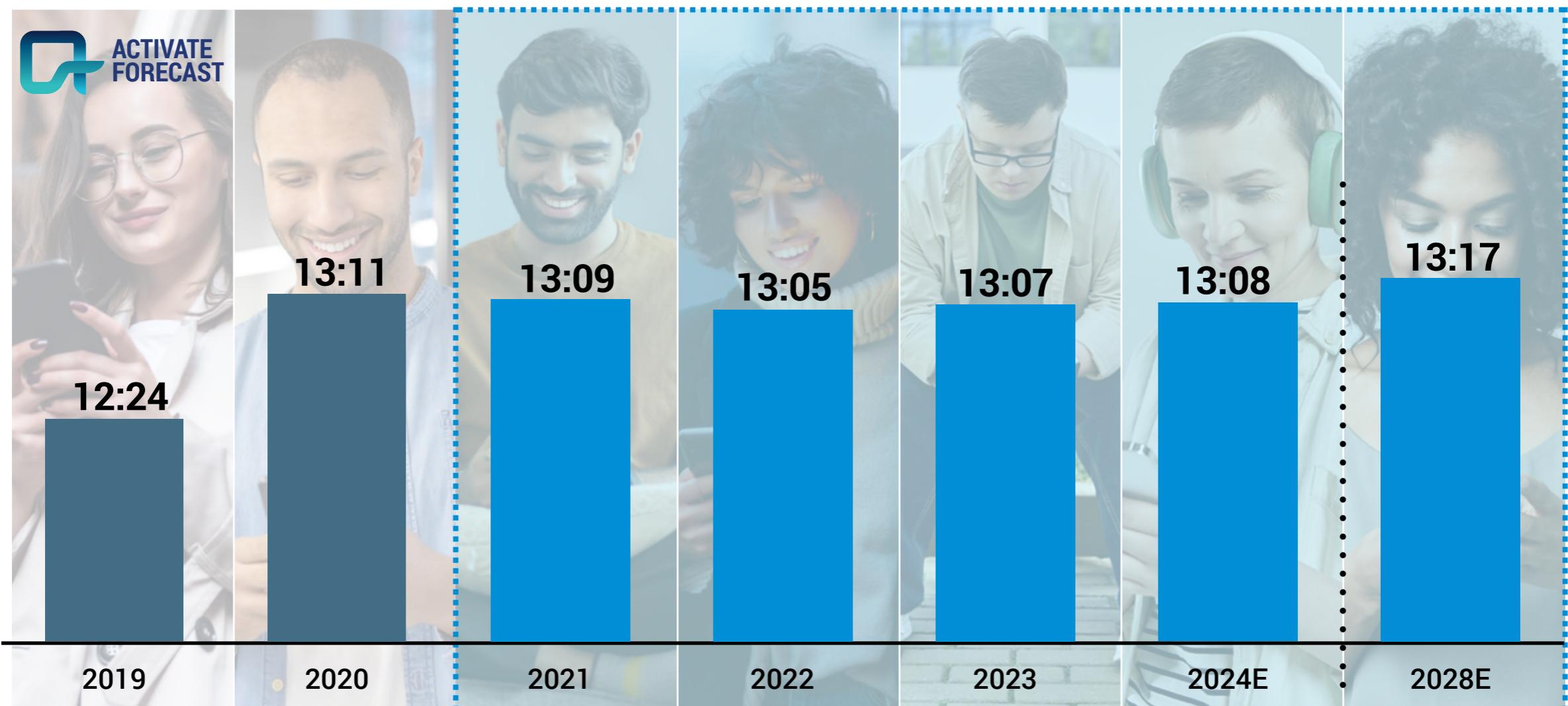
1. "Multi-tasking" is defined as simultaneously doing another activity, such as working, cleaning, cooking, or exercising. 2. Figures do not sum due to rounding.

Sources: Activate analysis, Activate 2023 Consumer Technology & Media Research Study (n = 4,023), Activate 2024 Consumer Technology & Media Research Study (n = 4,004)



# Multi-tasked time with technology and media jumped during COVID-19 and the increase has been sustained; we forecast that it will grow by nine minutes, reaching 13:17 by 2028

AVERAGE DAILY TECHNOLOGY AND MEDIA ATTENTION PER ADULT AGED 18+<sup>1</sup>, U.S., 2019-2024E VS. 2028E, HOURS:MINUTES

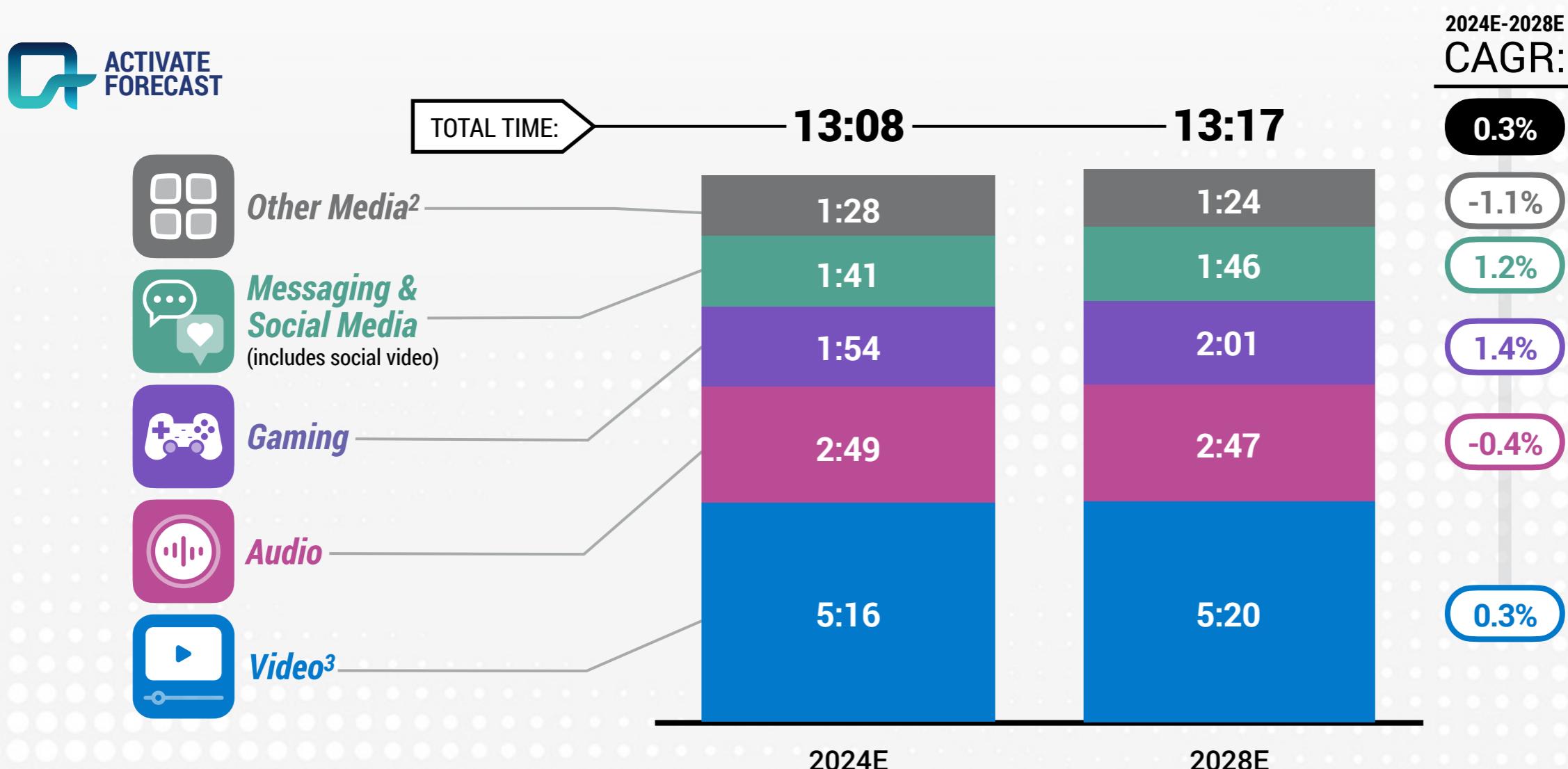


1. Behaviors averaged over seven days.

Sources: Activate analysis, Activate 2019 Consumer Technology & Media Research Study (n = 4,006), Activate 2020 Consumer Technology & Media Research Study (n = 4,003), Activate 2021 Consumer Technology & Media Research Study (n = 4,018), Activate 2021 Consumer Video Research Study (n = 2,014), Activate 2022 Consumer Technology & Media Research Study(n = 4,001), Activate 2023 Consumer Technology & Media Research Study (n = 4,023), Activate 2024 Consumer Technology & Media Research Study (n = 4,004), Company filings, Comscore, Conviva, data.ai, eMarketer, Gallup, GWI, Interactive Advertising Bureau, Music Biz, National Sleep Foundation, Newzoo, Nielsen, NPD Group, Omdia, Pew Research Center, PricewaterhouseCoopers, U.S. Bureau of Labor Statistics, YouGov

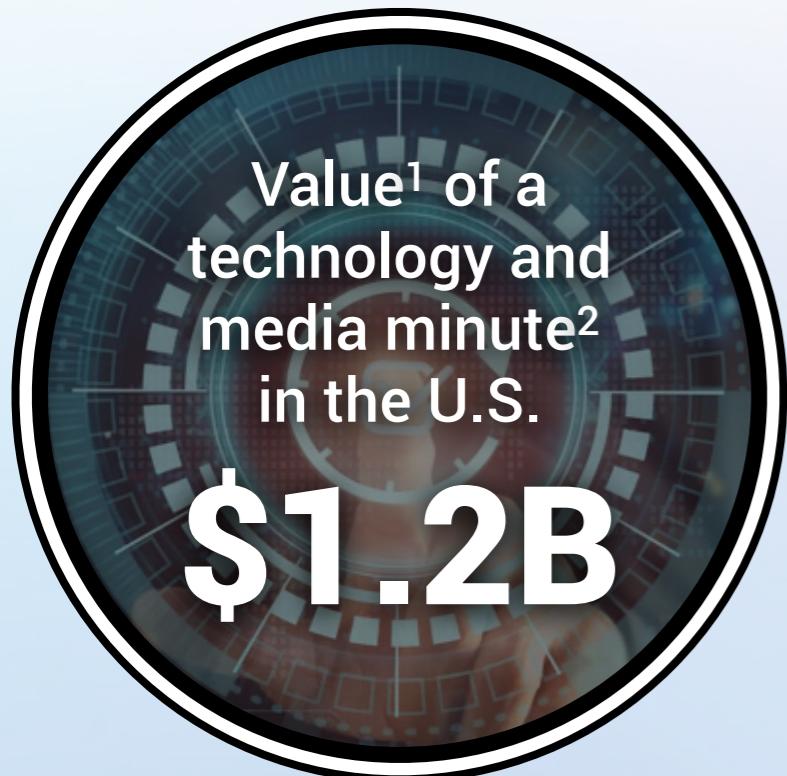
# The nine-minute increase of daily technology and media attention will be driven by Gaming, Messaging/Social Media, and Video

AVERAGE DAILY TECHNOLOGY AND MEDIA ATTENTION PER ADULT AGED 18+<sup>1</sup>, U.S., 2024E VS. 2028E, HOURS:MINUTES



1. Behaviors averaged over seven days. Figures do not sum due to rounding. 2. "Other Media" includes media activities outside of the listed categories, such as browsing websites, reading, and attending live events. 3. "Video" includes YouTube.  
Sources: Activate analysis, Activate 2024 Consumer Technology & Media Research Study (n = 4,004), Company filings, Comscore, Conviva, data.ai, eMarketer, Gallup, GWI, Interactive Advertising Bureau, Music Biz, National Sleep Foundation, Newzoo, Nielsen, NPD Group, Omdia, Pew Research Center, PricewaterhouseCoopers, U.S. Bureau of Labor Statistics, YouGov

# Those additional nine minutes will add over \$10B to the U.S. consumer technology and media industry



1. Includes revenues from radio subscription and licensing fees, recorded music, book publishing, magazine publishing, newspaper publishing, video games, filmed entertainment, TV subscription and licensing fees, internet access, digital advertising, and traditional advertising on these platforms. 2. Reflects the annual value of one minute of technology and media time each day for the average American in 2024E. Based on behaviors averaged over seven days. Includes video, audio, gaming, messaging & social media, and other media (e.g. browsing websites, reading, and attending live events). 3. Includes time spent with video, audio, gaming, messaging & social media, and other media (e.g. browsing websites, reading, and attending live events).

Sources: Activate analysis, Activate 2024 Consumer Technology & Media Research Study (n = 4,004), Alliance for Audited Media, Company filings, Comscore, Conviva, data.ai, Dentsu International, eMarketer, Gallup, GroupM, GWI, IBISWorld, Interactive Advertising Bureau, Music Biz, National Sleep Foundation, Newzoo, Nielsen, NPD Group, Omdia, Pew Research Center, PricewaterhouseCoopers, U.S. Bureau of Labor Statistics, YouGov, Zenith Media

ACTIVATE 2025 DATA PARTNERS

The Nielsen logo consists of a blue circle containing three white arrows pointing to the right.The Luminate logo consists of a blue circle containing the word "Luminate" in white, sans-serif font.The tubular logo consists of a blue circle containing a white icon of a video camera and the word "tubular" in white, sans-serif font.



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## GET IN TOUCH:

**Michael J. Wolf**

[michael@activate.com](mailto:michael@activate.com)

**Seref Turkmenoglu**

[seref@activate.com](mailto:seref@activate.com)

**Samuel Studnia**

[sam@activate.com](mailto:sam@activate.com)

**Donovan Rose**

[donovan@activate.com](mailto:donovan@activate.com)

**Anthony Aguila**

[anthony@activate.com](mailto:anthony@activate.com)

**Cigdem Binal**

[cigdem@activate.com](mailto:cigdem@activate.com)

**[www.activate.com](http://www.activate.com)**

11 Madison Square North, New York 10010

212 316 4444

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# CREATED BY THE ACTIVATE CONSULTING TEAM:

Michael J. Wolf	Shruti Pal	Will Young	Zach Neri
Seref Turkmenoglu	Jonathan Homidan	Ahmad Yousef	Laura Miller
Samuel Studnia	Brigid Lynch	Kate Buchholz	Annik Wolf
Donovan Rose	Cansu Seckin	Madison Restivo	Frank Noto
Anthony Aguila	Taylan Tuncata	Noah Sugerman	Denise Shea
Cigdem Binal	Rebecca Federman	Owen Engling	Stephen Corsello
Marlee Melendy	Danielle Koterbay	Sunni Liu	Irina Dessaing
Lily Silva	Leah Kochendoerfer	Carter Shields	Cassie Wat
Mark Manley	Matt Herman	Kelly Zhou	Leah Collins
Griffin Glenn	Taylor Clarke	Mary Griffin	Sydney Frame
George Levy	Aeron Davies	Halla Elkhwad	
Karinya Ghiara	Leo deSouza	Justin Moskowitz	
Rachel Lunsford	Max Wills	Nipun Banerjee	



Activate Technology & Media   
Outlook 2025

# Thank you!

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**www.activate.com**  
**11 Madison Square North**  
**New York, NY 10010**