

The Rise of Online TV

As we cover in our Device flagship [report](#), the time people spend consuming digital media is only increasing with no prospect of a saturation point anytime soon. Globally, **time spent online has reached an average of 6 hours and 49 minutes per day** on computers, tablets, laptops and mobiles combined. This is around half an hour longer than the time internet users were devoting three years ago and is somewhat driven by the growing time spent watching online TV.

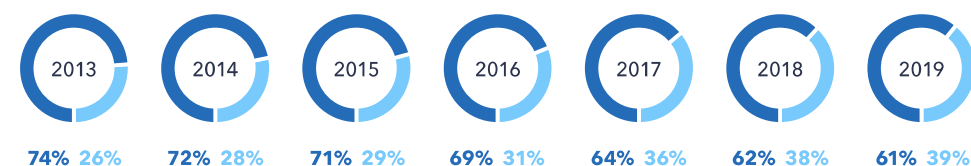
Back in 2012 online TV was still relatively nascent: Netflix had just been made available in the Americas and a handful of European markets, and broadcast firmly dominated daily TV viewing. Fast forward to 2019 and the picture has changed significantly: cords are being cut while streaming services are thriving. Netflix and Amazon Prime Video are now available across the world and **online adults are engaging with an average of 3 video streaming platforms every month**. As a result, time devoted to online forms of TV continues to rise, **now capturing 39% of total daily TV time, up from 26% in 2013**. This accounts for 1 hour and 17 minutes spent on average per day, compared to almost 2 hours spent on broadcast TV. Online has some way to go until it becomes a true challenger to broadcast TV globally, but for some markets and demographics, the gap is quickly narrowing, and the general direction of the shift is clear.

Time Spent Watching TV: Linear vs. Online

Average time spent in h:mm each day on...



Share of time spent on linear vs online TV



The average digital consumer spends 1h 17m a day watching online forms of TV, but broadcast TV remains resilient.



Question: On an average day, how long do you spend watching online television/streaming? | On an average day, how long do you spend watching television?

Source: GlobalWebIndex Q1 2019 **Base:** 114,973 Internet Users aged 16-64

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All age groups and world regions are now devoting much longer to online forms of TV than they were in 2013, but there is some variation worth noting here. 25-34s are spending the most time streaming (1h 33m) and they've also seen the highest increase for this activity (40 minutes).

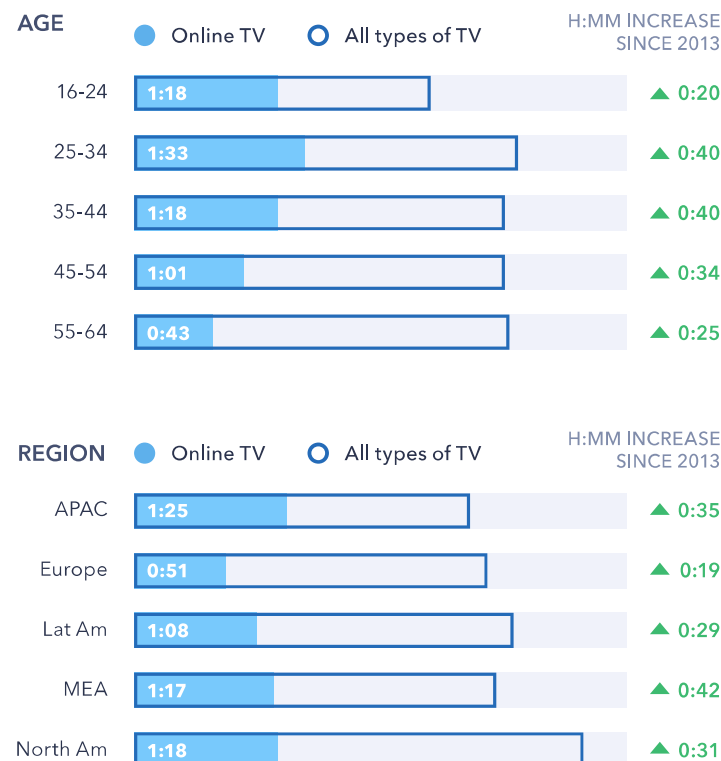
However, **our youngest demographic - 16-24s - spend the most time on online TV relative to traditional TV, with nearly half of their viewing being online.** These young consumers came of age in a time when it was normal to access content and services whenever and wherever they pleased. And they've come to expect the same for their favorite TV shows. **If current patterns continue, we're likely to see the youngest age group spending longer watching online than linear TV by the end of 2019.**

When we take a regional perspective, Asia Pacific is where people devote the most of their TV viewing to online forms (46%), but MEA is the region that has seen highest growth since 2013 (42 minutes). **The gap between online and linear is much narrower in APAC than in other regions.** Broadcast TV is slightly less ingrained in media portfolios in APAC, and online populations in many of its fast-growth markets skew younger. It's also partly down to a number of local SVoD services being very popular in some markets. In China, for example, we see particularly high rates of engagement with local providers like iQiyi (72%) and YouKu & Tudou (64%), which we cover in more detail later in the report.

It won't be long until 16-24s are spending longer watching online TV than linear TV.

Time Spent Watching Online TV/Streaming

Average time spent in h:mm each day watching online TV



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