US Digital Media Usage: A Snapshot of 2014

This Snapshot provides a key to digital media usage trends next year and how they will be different from this year’s patterns—critical for marketers to understand as they develop campaigns to target the growing online and mobile populations.
Dear eMarketer Reader,

eMarketer is pleased to make **US Digital Media Usage: A Snapshot of 2014** available to our readers. This report is a great example of eMarketer’s definitive digital media usage and penetration benchmark and forecast data, based on our model of comparative estimates and the analysis of multiple perspectives.

eMarketer offers the most credible view into the state of the digital marketplace. All eMarketer research—including our reports, charts, interviews, articles and dashboards—is available via our corporate subscription service. If you need to keep up with digital and have benchmarks for your decisions, we invite you to learn more at emarketer.com or contact us directly at 212-763-6010 or sales@emarketer.com.

We thank you for your interest in the Digital Media Snapshot and **OpenX** for their sponsorship, making it possible for us to offer it to you today.

Best Regards,

Crystal Gurin
Vice President and Publisher
Growth in overall usage of Facebook has slowed to a crawl, with just a 3.0% increase in users expected for 2014, making Facebook almost as mature by this metric as internet usage as a whole. But mobile is where things heat up, with Facebook usage growing by double digits and dominating the mobile social networking landscape.
Twitter

Twitter is still growing its total user base, which is expected to near 42 million by the end of 2014, but mobile is growing more quickly than average for the microblogging service as well. More than eight in 10 Twitter users will log in at least monthly via mobile next year.
Mobile Usage

While the number of mobile phone users may have all but stopped moving, mobile internet uptake is still strong, as well as uptake of many forms of mobile content consumption. We expect 32.3% of the mobile phone population to listen to music on their phones next year, 57.5% to play games and 35.4% to watch videos.
Video viewing on digital devices continues to go mainstream, as internet users snack on clips, catch up on favorite shows or stay up-to-date with their favorite sports on mobile phones, tablets, PCs and video streamed to connected TVs.

- **Digital Video Viewers**: 190.6M
  - **Up 4.4% from 2013**

- **All Mobile Phone Video Viewers**: 88.7M
  - **Up 19.2% from 2013**

- **Smartphone Video Viewers**: 86.8M
  - **Up 20.4% from 2013**

- **Digital Movie Viewers**: 100.9M
  - **Up 10.4% from 2013**

- **Digital TV Viewers**: 130.7M
  - **Up 8.3% from 2013**
Tablets have already become an important force in ecommerce, as consumers use them to shop with comfort and convenience around the home (as well as on the go).

**Tablet Users**
- **140.1M**
  - Up 9.4% from 2013

**iPad Users**
- **72.6M**
  - Up 3.9% from 2013

**Tablet Mcommerce Buyers**
- **83.7M**
  - Up 17.7% from 2013

**In 2014, 51.8% of tablet users will be iPad users.**

**51.8% of tablet users will buy online this year.**

**Ecommerce**

Tablets have already become an important force in ecommerce, as consumers use them to shop with comfort and convenience around the home (as well as on the go).
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