Discover

Fast Facts

What you need to know about new & emerging trends, platforms or technology

Left to Your Own Devices

The Latest on Multiplatform Video Consumption

June 2025

Insights.
Inspiration.
Impact.

What You'll Learn

People today have more options for entertainment than ever before. As a result, it's important to stay current on viewership trends and consumption behaviors to be in-the-know on shifting and emerging opportunities.

This analysis equips you with the latest updates on:

1

Device Ownership & Usage

2

Video Viewing Behaviors

3

Video Ad Engagement

4

OOH Video Opportunities

Click through a box above to be brought directly to the appropriate section

VAB

1

Device Ownership & Usage

Households are highly connected, reinforcing the need for seamless multiscreen video strategies across both personal and shared devices

Which of the following devices do you and other household members currently own?

94%
TV
+1% YoY
(93% in 2023)

93%
Smartphone
Flat YoY
(93% in 2023)

76%
Laptop
+3% YoY
(74% in 2023)

61%
Tablet
Flat YoY
(61% in 2023)

42%
Game Console
+5% YoY
(40% in 2023)

42%
Desktop Computer
Flat YoY
(42% in 2023)

39%
Smart Speaker
+11% YoY
(35% in 2023)

Source: VAB analysis of ARF DASH study, full year 2023 vs. full year 2024. Based on survey of 10,000 A18+. Q3: Which of the following devices do you and other household members currently own? Based on household weighting.

TVs remain the most-owned device in the home, with the average number of TVs per home increasing by 10% YoY, outpacing all other screens

Households: Average Number of Devices Owned

2.5
TV
+10% YoY
(2.4 in 2023)

2.2
Smartphone
Flat YoY
(2.2 in 2023)

2.0
Smart Speaker
Flat YoY
(2.0 in 2023)

1.7
Game Console
Flat YoY
(1.7 in 2023)

1.7
Laptop
-6% YoY
(1.8 in 2023)

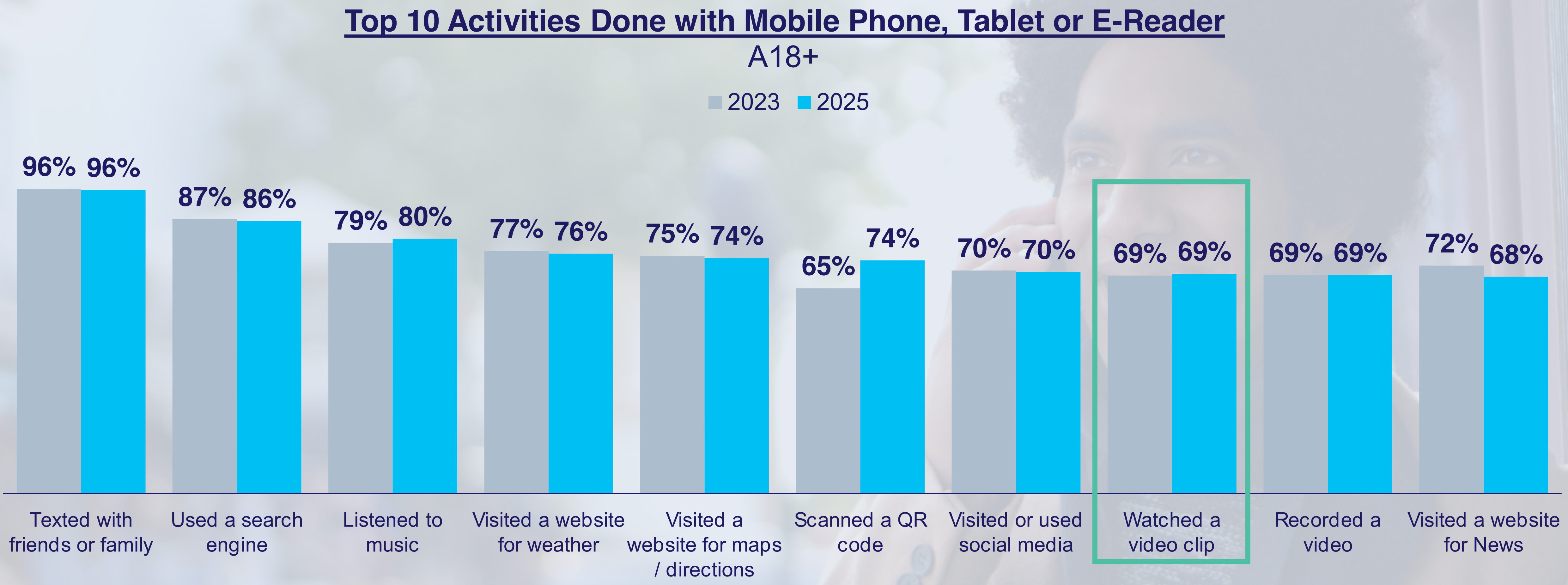
1.6
Tablet
-6% YoY
(1.7 in 2023)

1.3
Desktop Computer
Flat YoY
(1.3 in 2023)

Source: VAB analysis of ARF DASH study, full year 2023 vs. full year 2024. Based on survey of 10,000 A18+. Q4: How many of the following devices do you and the members of your household own and have used in the past 6 months? Based on household weighting.

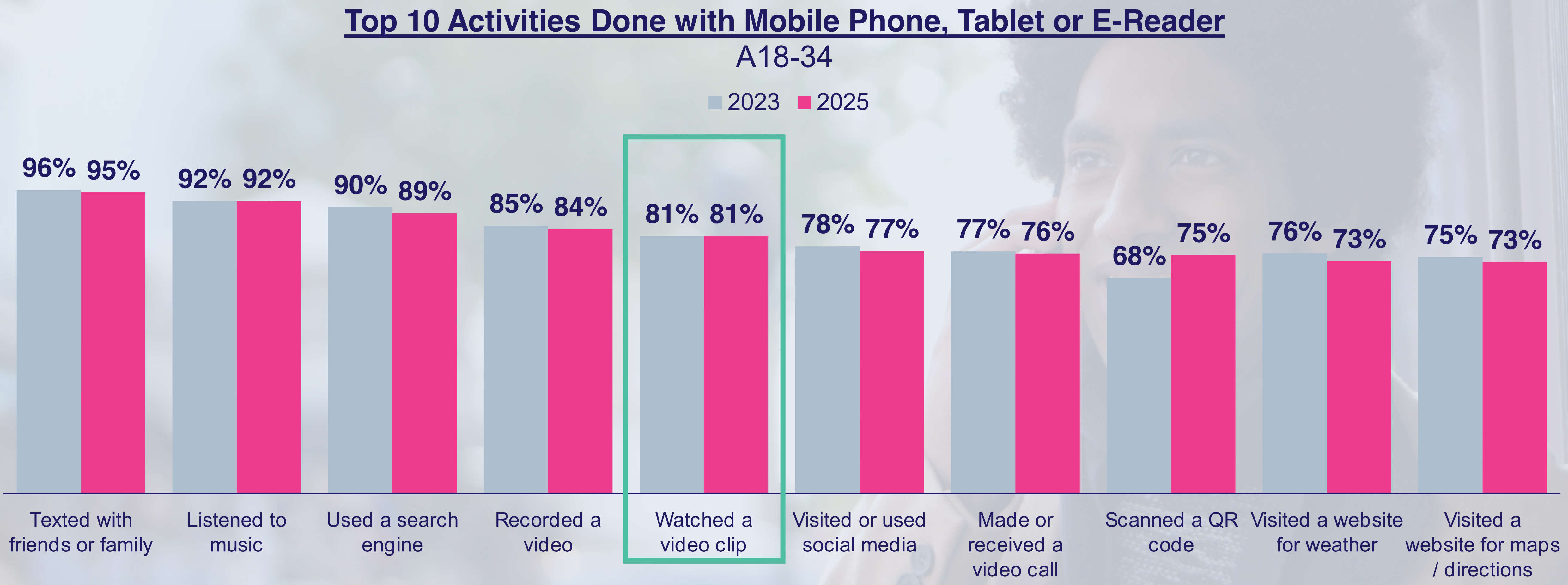
Consumers primarily use devices like smartphones, tablets and smart speakers for non-video activities, reinforcing **TV as the key device for engaging audiences through video content** with complementary touchpoints on mobile

Among the many activities habitually done by the majority of mobile device users, watching video clips is common but ranks 8th



Source: VAB analysis of MRI-Simmons 2023 vs. 2025 Winter USA study, A18+. Based on activities done in the last 30 days by respondents who personally have a working cellular / mobile phone, tablet or e-reader.
Other video-based activities: 'watched other video' (47%), 'watched a downloaded or streamed TV program' (34%), 'watched a full-length movie' (23%), 'watched live television' (20%).

While more common among adults 18 to 34, watching video clips trails behind habitual activities like texting, listening to music and using search

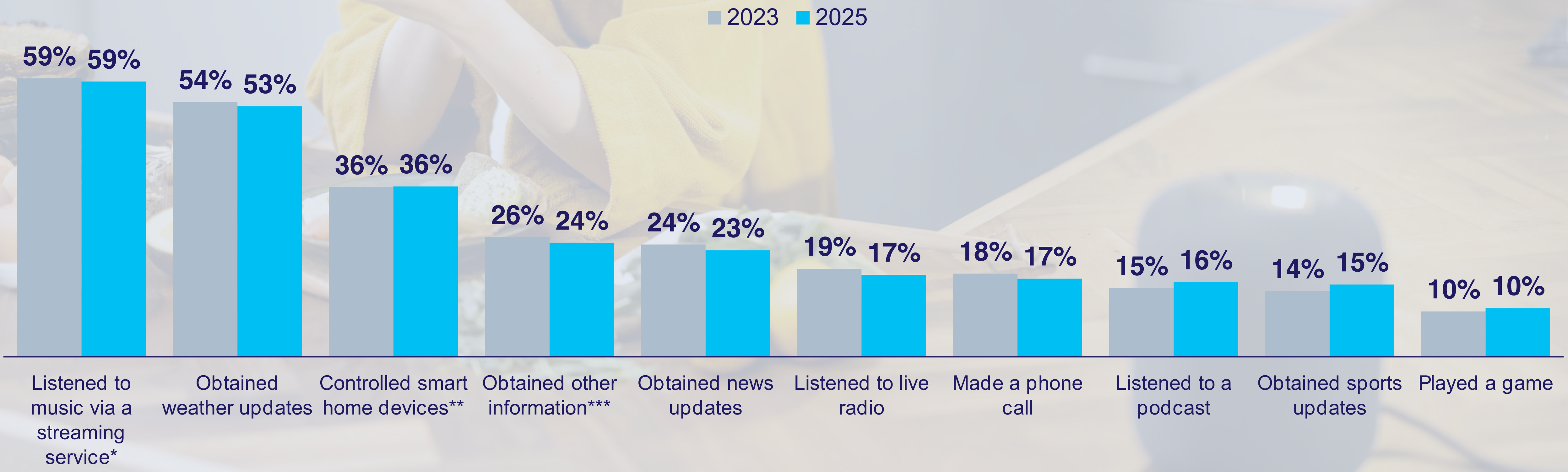


Source: VAB analysis of MRI-Simmons 2023 vs. 2025 Winter USA study, A18-34. Based on activities done in the last 30 days by respondents who personally have a working cellular / mobile phone, tablet or e-reader.
Other video-based activities: ‘watched other video’ (60%), ‘watched a downloaded or streamed TV program’ (47%), ‘watched a full-length movie’ (34%), ‘watched live television’ (24%).

Smart speakers are most often used for passive, everyday tasks like streaming music and checking the weather

Top 10 Activities Done with a Smart Speaker

A18+



Source: VAB analysis of MRI-Simmons 2023 vs. 2025 Winter USA study, A18+. Based on respondents who own a smart speaker. *e.g., Pandora, Spotify, etc. **e.g., turned on lights, TV, controlled thermostat, etc. ***e.g., local information, movie times, recipes, etc. Other responses: 'listened to an audiobook' (9%), 'purchased / ordered a product or service' (9%).

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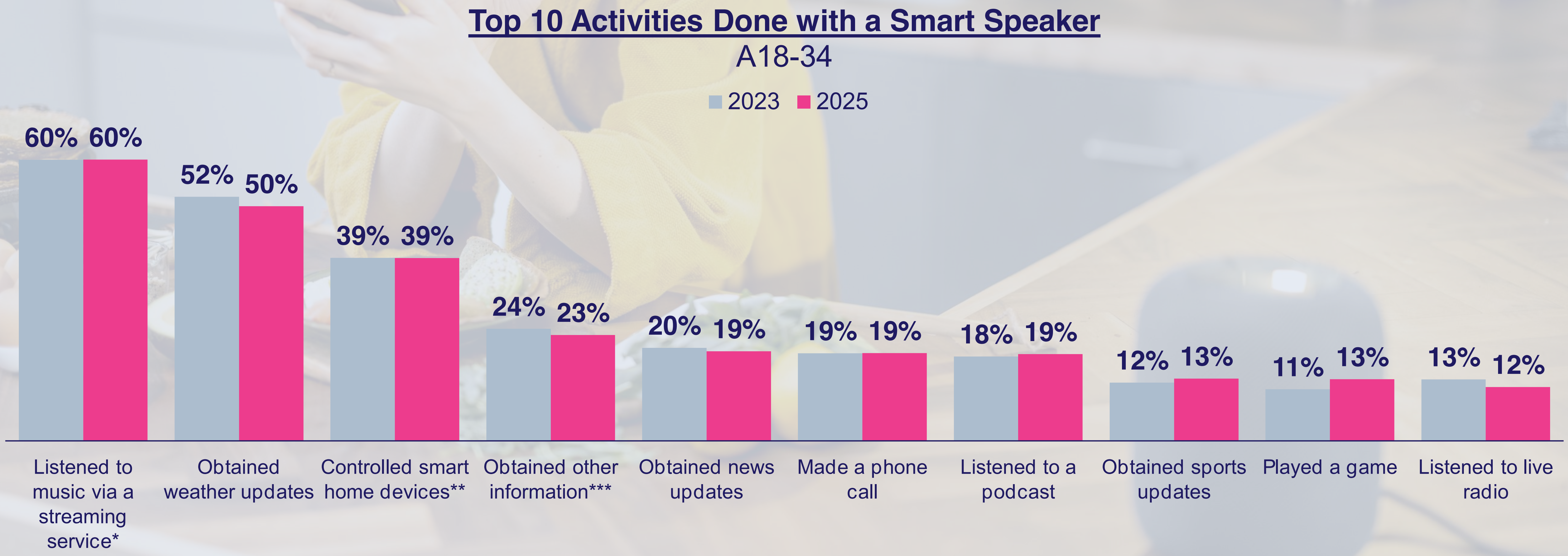
Younger adults use smart speakers in similar ways, with slightly higher engagement in activities like making phone calls or listening to podcasts



Source: VAB analysis of MRI-Simmons 2023 vs. 2025 Winter USA study, A18-34. Based on respondents who own a smart speaker. *e.g., Pandora, Spotify, etc. **e.g., turned on lights, TV, controlled thermostat, etc. ***e.g., local information, movie times, recipes, etc. Other responses: 'listened to an audiobook' (9%), 'purchased / ordered a product or service' (7%).

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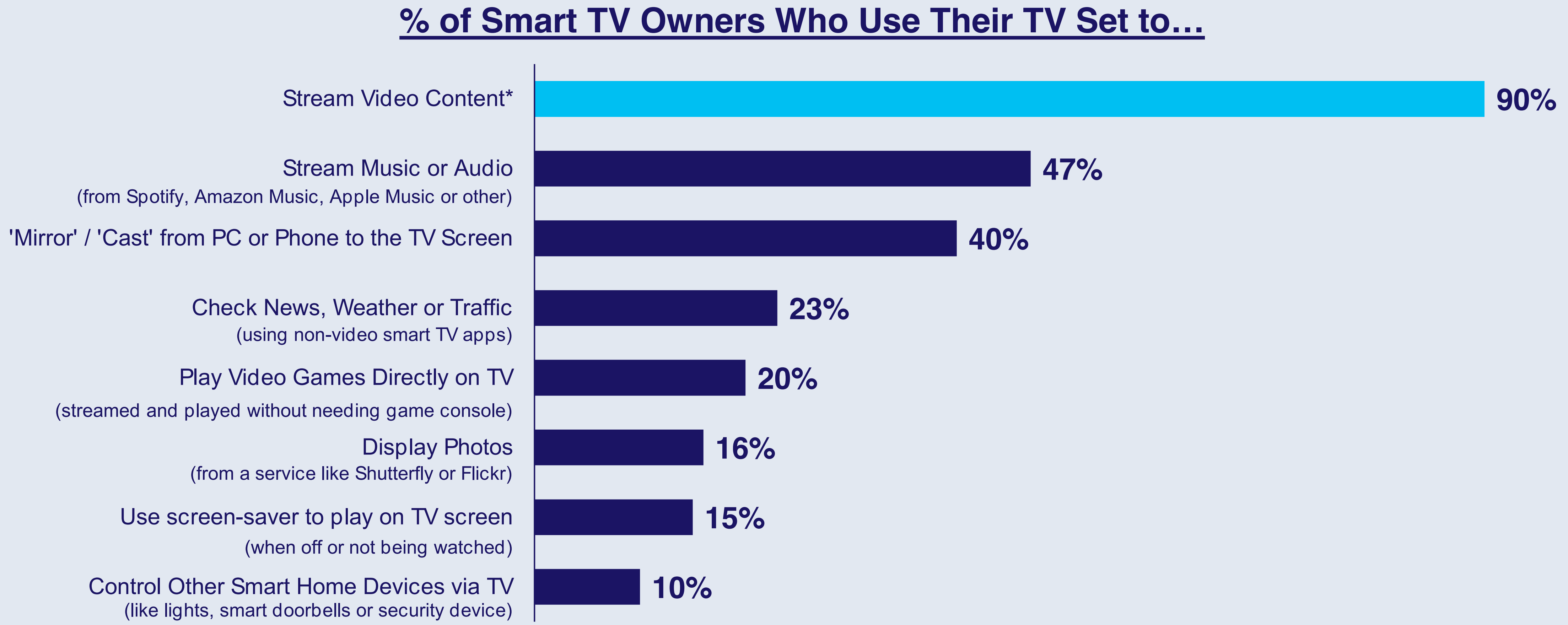
Comparatively, watching video is by far the most dominant activity on Smart TVs



Source: VAB analysis of Hub Entertainment Research data. Base: Smart TV Set Household (n=2,215). Q25. Smart TVs also have capabilities in addition to just viewing TV programs. Which, if any, of the following features have you used on the smart TVs in your home? *Base: TV HH (n=4,936). Q123. About how often is a smart TV in our home used to stream movies or TV shows?

2

Video Viewing Behaviors

Homes are watching traditional TV throughout the day and across dozens of networks, enabling many touchpoints for brands to reach consumers

Breakdown of Traditional TV Viewership

73%

of viewing occurs **outside of primetime**

66%

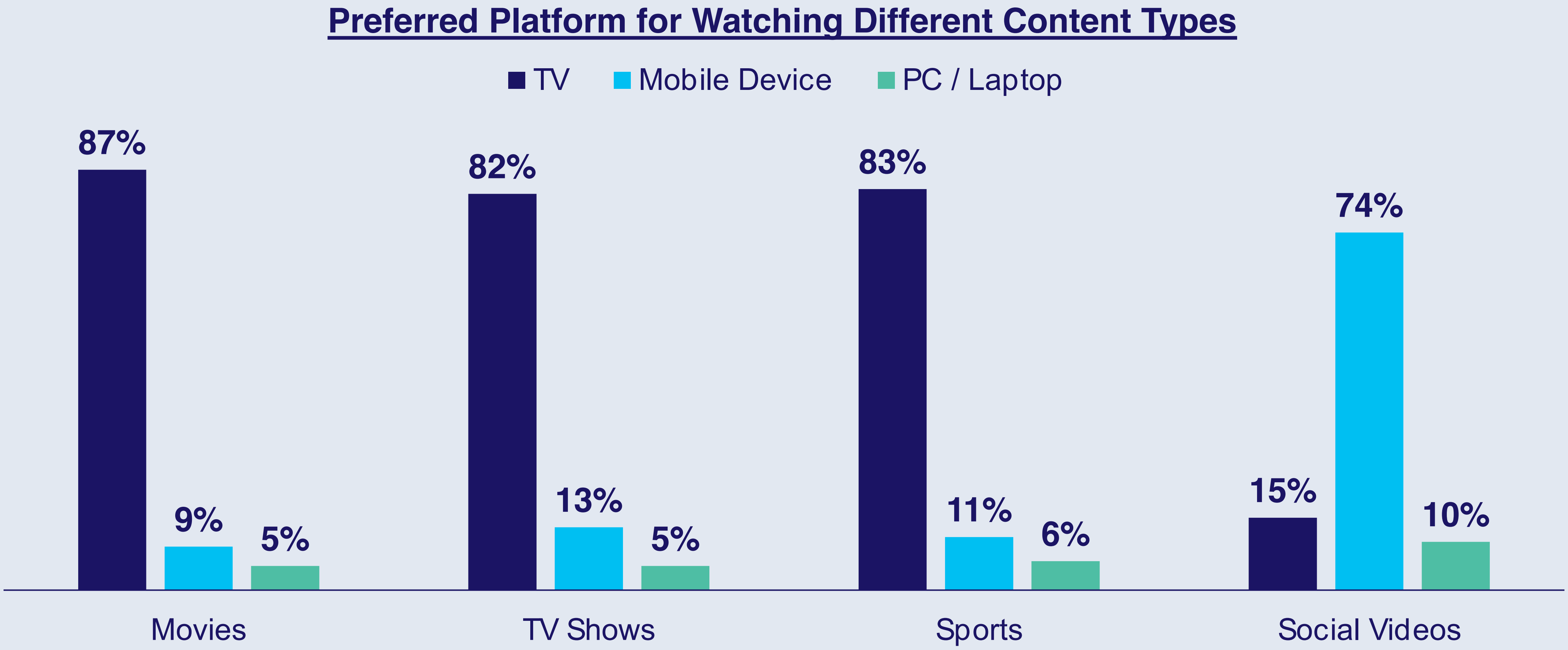
of viewing is **on cable**

27

average **networks viewed per household**

Source: Comcast Advertising, *Multiscreen TV Advertising Report,* 2H 2024. Comcast Aggregated Viewership Data (2H '24). Based on average time spent per day with Live, DVR and VOD viewing (6 hours, 11 minutes).

Audiences prefer to maximize their viewing experience by watching movies, shows and sports on a TV rather than smaller screens



Source: LG Ad Solutions, *The Big Shift: US Edition, 2025.*

LG Ad Solutions

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That preference is reflected in digital video viewing habits, with connected TV leading all devices, accounting for nearly 60% of daily video time

Average Time Spent Per Day With Digital Video, by Device

Hours:Minutes

Connected TV	Mobile Device	Desktop / Laptop
2:19	1:23	0:18

Source: EMARKETER Forecast, January 2025. Note: Ages 18+; internet users of any age who watch streaming or downloaded video content via any device at least once per month; includes all time spent with online video activities; includes viewing via any device; includes time spent with video via social networks. Additional Note: Time spent with each medium includes multitasking; for example, 1 hour of multitasking on a mobile phone while watching TV is counted as 1 hour for mobile phone and 1 hour for TV. Figures are rounded to the nearest minute. Estimates of average time spent with media are based on the number of users of each medium. Methodology: Estimates are based on the analysis of estimates from other research firms, consumer media consumption trends, device adoption trends, company reports, primary research, and interviews.

To further enhance their experience, more viewers are buying larger TVs, with 40% of recent TV sales being sets over 55 inches

% of A18+ who recently purchased a TV with the following screen size

Small
Under 27"
4%
-5% vs. '23

Medium
27" – 35"
11%
-1% vs. '23

Large
36" – 42"
16%
+3% vs. '23

X-Large
43" – 54"
21%
+9% vs. '23

XX-Large
55" – 69"
30%
+6% vs. '23

XXX-Large
70"+
10%
+21% vs. '23

Source: VAB analysis of MRI-Simmons 2023 vs. 2025 Winter USA study, A18+. Based on most recent purchase.

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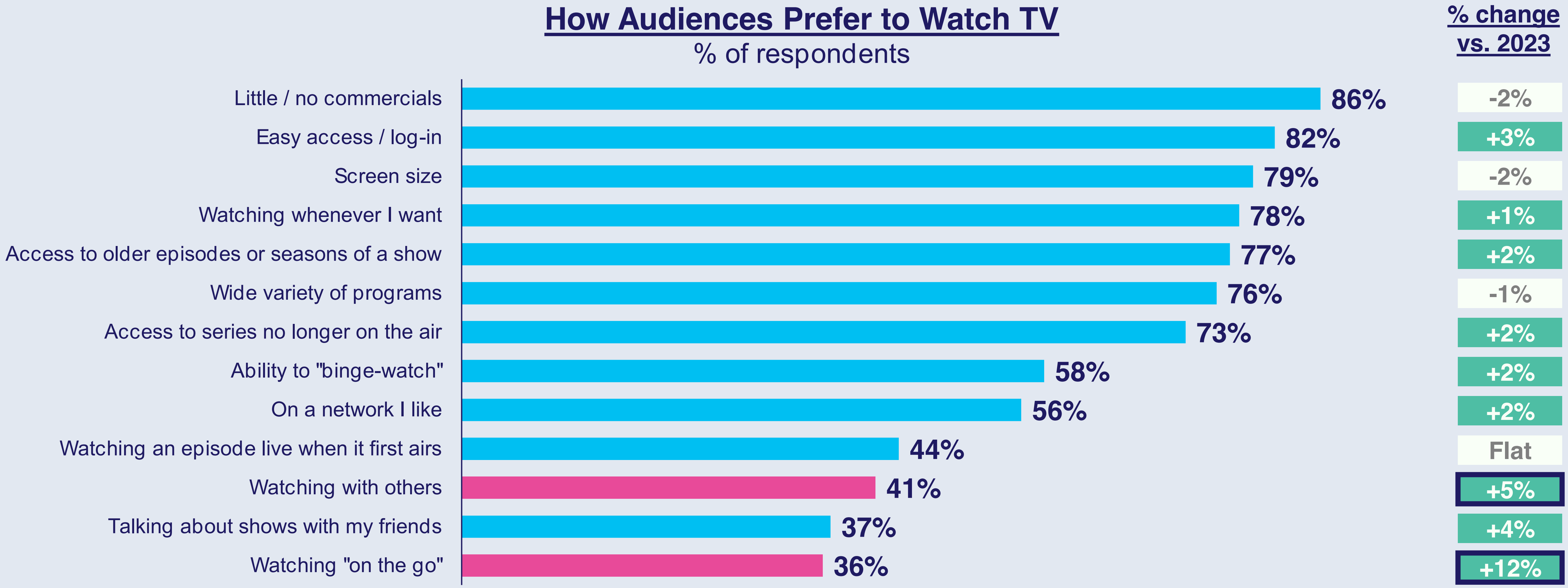
Beyond factors like screen size, people are also embracing audience connection and flexibility, with more co-viewing and watching 'on-the-go'



Source: VAB analysis of MRI-Simmons 2023 vs. 2025 Winter USA study, A18+. Based on respondents who answered 'somewhat important' or 'very important'. Find out where audiences are watching video on the go.

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3

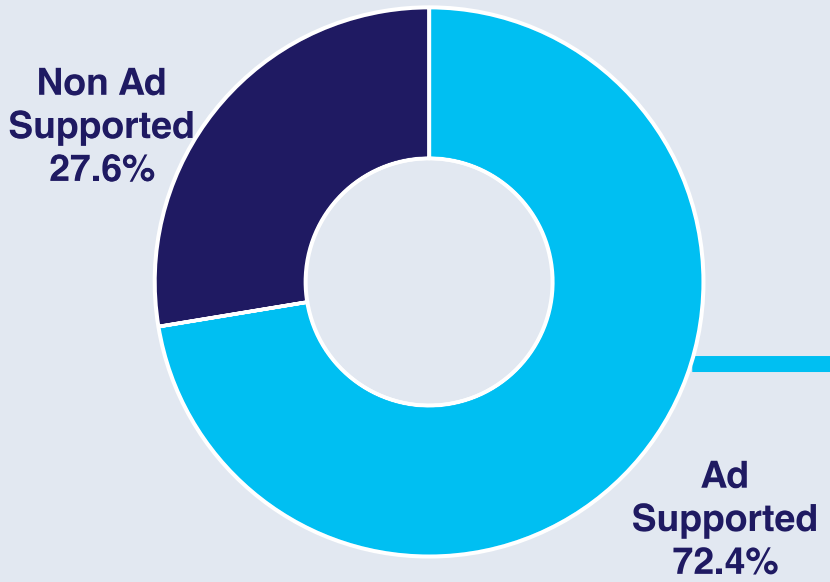
Video Ad Engagement

Ad-supported content on the TV screen is the primary way people watch, with a continued skew towards traditional TV (cable & broadcast)

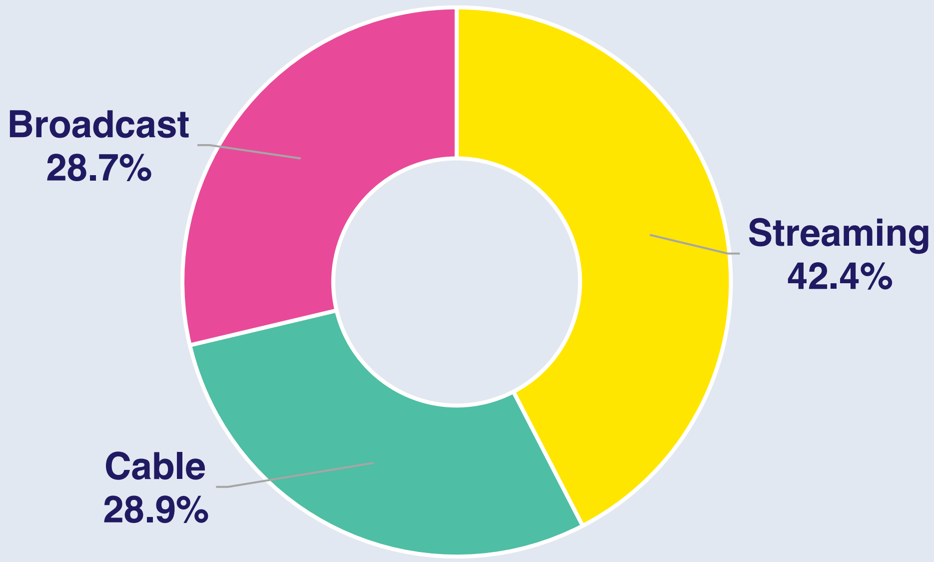
Q1 2025 Ad Supported TV Share

Total Day, P2+

Ad Supported Share of TV

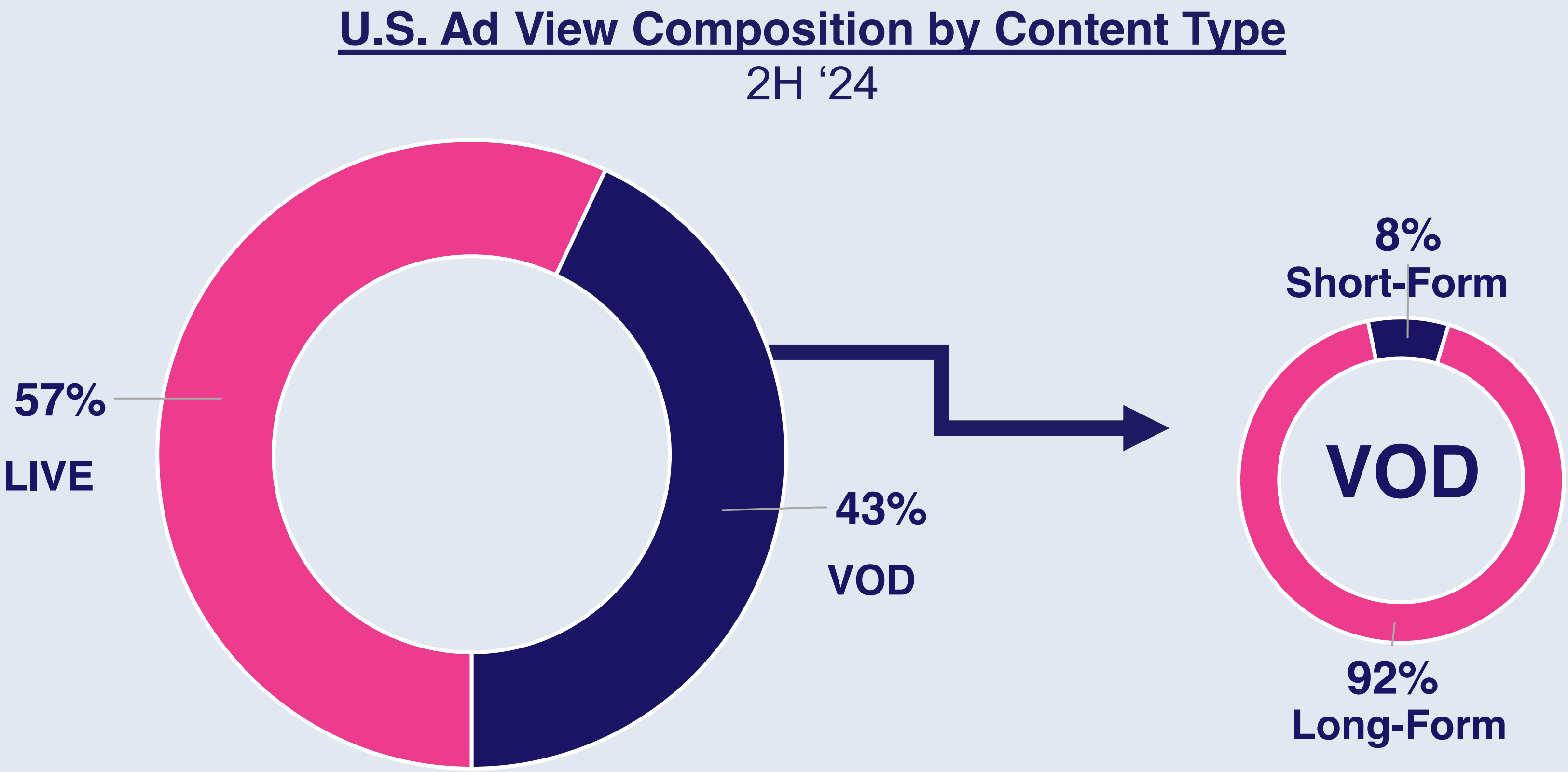


Category Share of Ad Supported TV



Source: Nielsen, *The Gauge*. Analysis of Q1 2025 (12/30/2024 – 03/30/2025). Nielsen National TV Panel Data augmented by Streaming Platform Ratings. Ad-supported includes broadcast and independents, Ad-Supported Cable, and Streaming minus non ad-supported streaming.

Nearly 60% of ad-supported digital video content is live, driven by sporting events, and most is long-form programming



Source: Freewheel, *Video Marketplace Report*, 2H 2024. Note: VMR categorization of 'live' includes FAST channels. Mechanically, ad requests for FAST set 'mode=live'. Linear addressable is not included in report data. Short-form video is classified as a video content under 6 minutes in duration.

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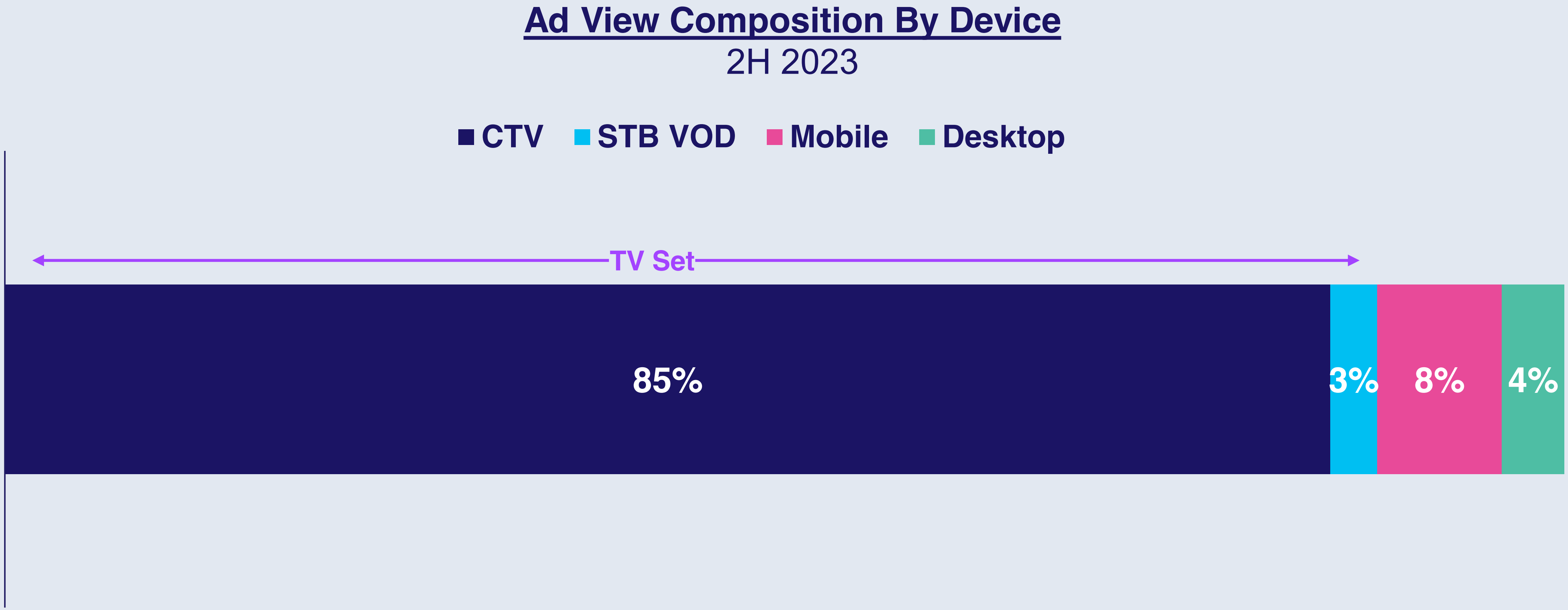
Between CTV and set-top box VOD, nearly 90% of digital ad views occur on the television set



Source: Freewheel, *Video Marketplace Report* , 2H 2024. Reflects U.S. data only.

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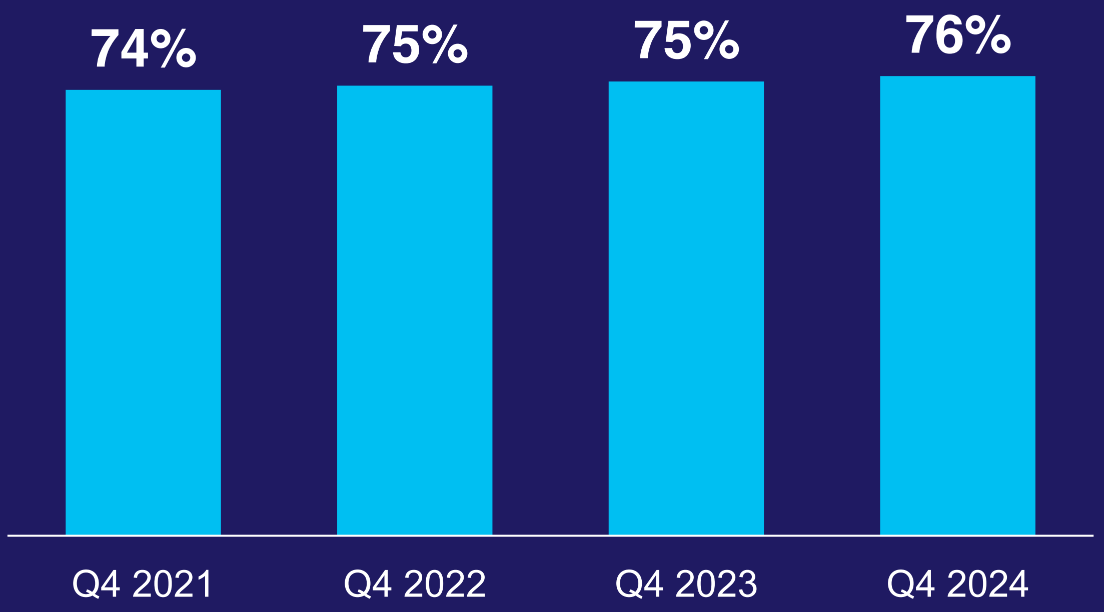
Ad tolerance is growing, with consumers embracing personalization, choice and relevance as ways to enhance the viewing experience

Tolerant or in Favor of Ads
% of respondents



What could improve the experience of watching ads during TV shows and movies?
% of respondents

43%
Customize ad categories

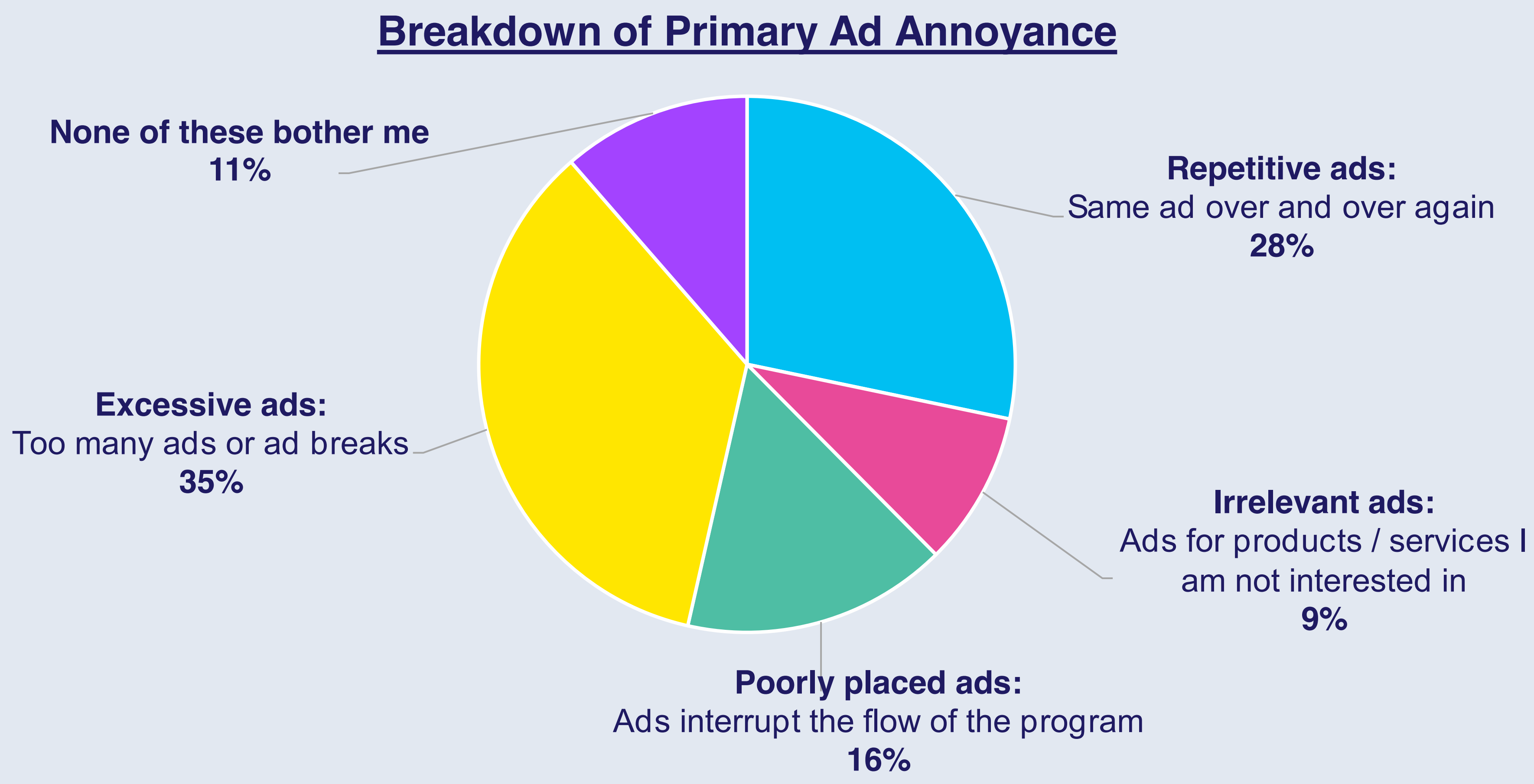
42%
Personalized ads

41%
Chose which ad to watch

34%
Retail-influenced ads

Source: TiVo, *Q4 2024 Video Trends Report*.

With most viewing being ad-supported, delivering a quality ad experience is essential to maintaining engagement



Source: TiVo, *Q4 2024 Video Trends Report*.

4

Out-of-Home Video Opportunities

Consumers are taking their video experiences into the car as well, from commuting to quick stops and road trips and everywhere in between

44%

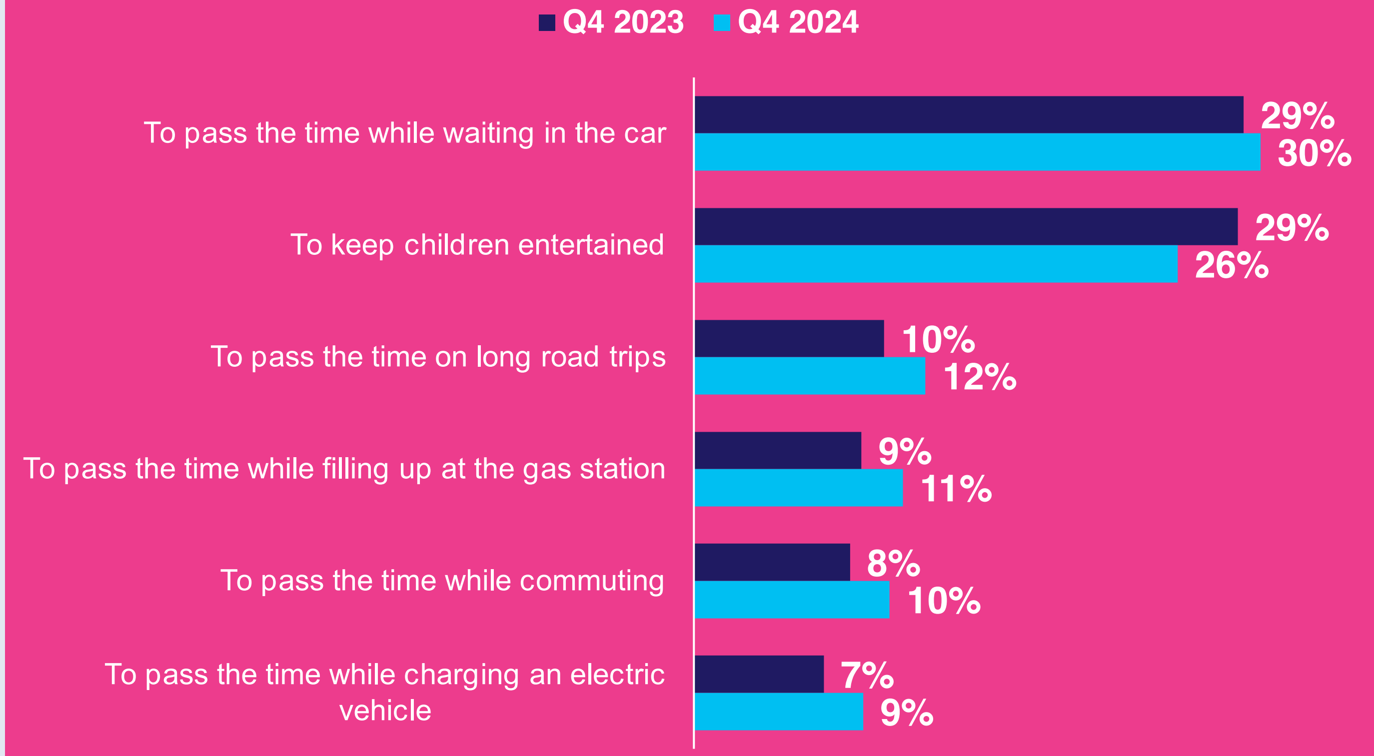
of adults 18+ who own a car say that **video is watched in their vehicle**
(+6% vs. Q4 ‘23)

75%

of those who watch video in the car do so **at least a few times a month**
(-3% vs. Q4 ‘23)

Top Reasons for Watching Video In-Car

% of respondents who watch video in-car



Source: TiVo, *Q4 2024 Video Trends Report*. Based on survey of A18+.

Out-of-home video has turned everyday stops into consumer touchpoints, with restaurants, salons, gyms and more becoming media hubs

Digital Out-of-Home Video Viewing

Adult 18+ Monthly Reach

81.7MM
Bars & Restaurants

35.8MM
Airports, Office Buildings, Doctor's Offices, Salons & more

22.0MM
Fast Food / QSRs

16.1MM
Auto Centers

6.1MM
Gyms & Fitness Centers

9.2MM
Retail Stores

Source: Atmosphere TV, The People Platform, March 2025. Reach based on one view with Atmosphere TV content / ads. To learn more about Atmosphere TV, click here.

ATMOSPHERETV

With viewers spending extended time in front of screens, out-of-home video delivers not just reach, but also extended attention

Digital Out-of-Home Video Viewing

Adult 18+ Dwell Time

59 Minutes Bars & Restaurants	**44 Minutes** Gyms & Fitness Centers	**35 Minutes** Auto Centers
34 Minutes Airports, Office Buildings, Doctor's Offices, Salons & more	**34 Minutes** Retail Stores	**18 Minutes** Fast Food / QSRs

Source: Atmosphere TV, The People Platform, March 2025. Dwell Time = Time spent within viewing cone of the TV/CTV screen. To learn more about Atmosphere TV, [click here](#).

With nearly one-third of adults seeing out-of-home video ads weekly, marketers have an emerging avenue for engaging audiences on-the-go

31%

of adults have seen a video ad outside their home in the **last 7 days**

Source: VAB analysis of MRI-Simmons 2025 Winter USA study, A18+. Based on respondents who have seen video ads in the following locations in the last 7 days: grocery stores, drug stores, large discount / department stores, warehouse / club stores, shopping malls, shopping mall food courts, bars / pubs, fast food / family restaurants, coffee shops, cafes, delis, gyms / health clubs, medical offices, office building lobbies, office building elevators, flexible / coworking office spaces, movie theater lobbies, sports / entertainment events, buses, trains, subways, bus stops, train stations, airports, taxis or gas stations.

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Key Marketer Takeaways

- While households remain highly connected across devices, TV stands out as the primary screen for video engagement with mobile devices serving a more complementary role within people's consumption habits
- Multiscreen TV continues to lead in engagement as viewers lean in for immersive, shared and flexible viewing, making it a powerful platform for brands to connect across content types, dayparts and device preferences
- With most viewing happening on the TV screen and within ad-supported environments, marketers have a valuable opportunity to drive impact through relevant and engaging ad experiences
- As viewing extends beyond the living room, out-of-home video offers a high-impact way to reach audiences during everyday routines and moments on the go, combining significant scale with strong attention

Creators

Jason Wiese

EVP, Strategic Insights & Measurement
jasonw@thevab.com

Leah Montner-Dixon

Director, Audience & Behavioral Insights
leahm@thevab.com

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Through Upfront season, marketers are making important decisions about their video investment strategy.

We're here to help.

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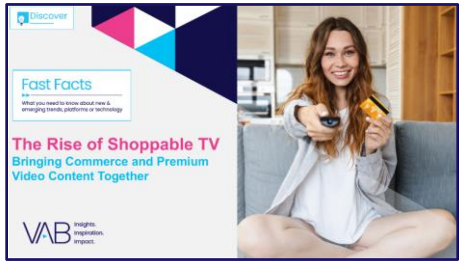
for a curated a list of resources filled with the data, analysis and insights needed to make informed investment decisions.

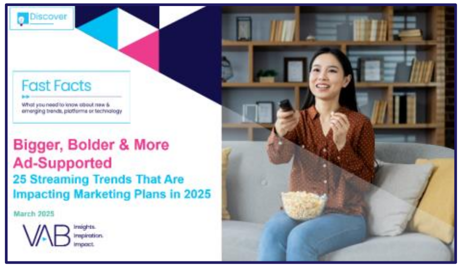
Left To Your Own (Connected) Devices
Examining How Consumers Are Embracing Smart Technology In Their Everyday Lives



The Rise of Shoppable TV
Bringing Commerce and Premium Video Content Together

Best in Show
Five Advantages of Multiscreen TV, From Brand to Performance

The Power of Premium Video
What It Means for Multiscreen TV and Why It Matters to Marketers



Bigger, Bolder, More Ad-Supported
25 Streaming Trends That Are Impacting Marketing Plans in 2025

Welcome to TV – Full Year 2024
The Billion and a Half Dollar Investment from New Advertisers – Full Year 2024

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About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

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