



December 2014

# US DIGITAL MEDIA USAGE: A SNAPSHOT OF 2015

This Snapshot provides a key to digital media usage trends next year and how they will be different from this year's patterns. We include infographics illustrating social media, video viewing, tablet mcommerce and tablet and smartphone usage figures—critical for marketers to understand as they develop campaigns to target the growing online and mobile populations.

presented by



# 2015 US Digital Media Usage

Desktop internet and social network usage growth have plateaued in the US. Some user bases are still growing more quickly than average, but digital's momentum has moved to mobile.

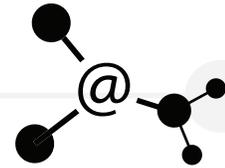
## Facebook

While overall growth of Facebook slows, increasing only 2.9% in 2015, the site nonetheless leads the US social network market. In terms of mobile, 47.8% of mobile phone users will access the site through their device.

**Internet Users**

**259.3M**

up 2.5% from 2014



**Social Network Users**

**179.7M**

up 3.7% from 2014

**Facebook Users**

**156.5M**

up 2.9% from 2014

**Twitter Users**

**52.9M**

up 9.4% from 2014

**Instagram Users**

**60.3M**

up 14.8% from 2014



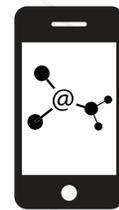
## Twitter

Twitter's total user base continues to expand, increasing 9.4% in 2015 to 52.9 million, with mobile usage growing substantially at 13.9%. We expect 18% of mobile phone users to access their Twitter account at least once per month in 2015.

**Mobile Phone  
Twitter Users**  
**46.4M**  
up 13.9% from 2014



**Mobile Phone  
Internet Users**  
**187.3M**  
up 11.2% from 2014



**Mobile Social  
Network Users**  
**150.8M**  
up 9.6% from 2014

**Mobile Phone  
Facebook Users**  
**123.1M**  
up 9.6% from 2014



## Mobile Usage

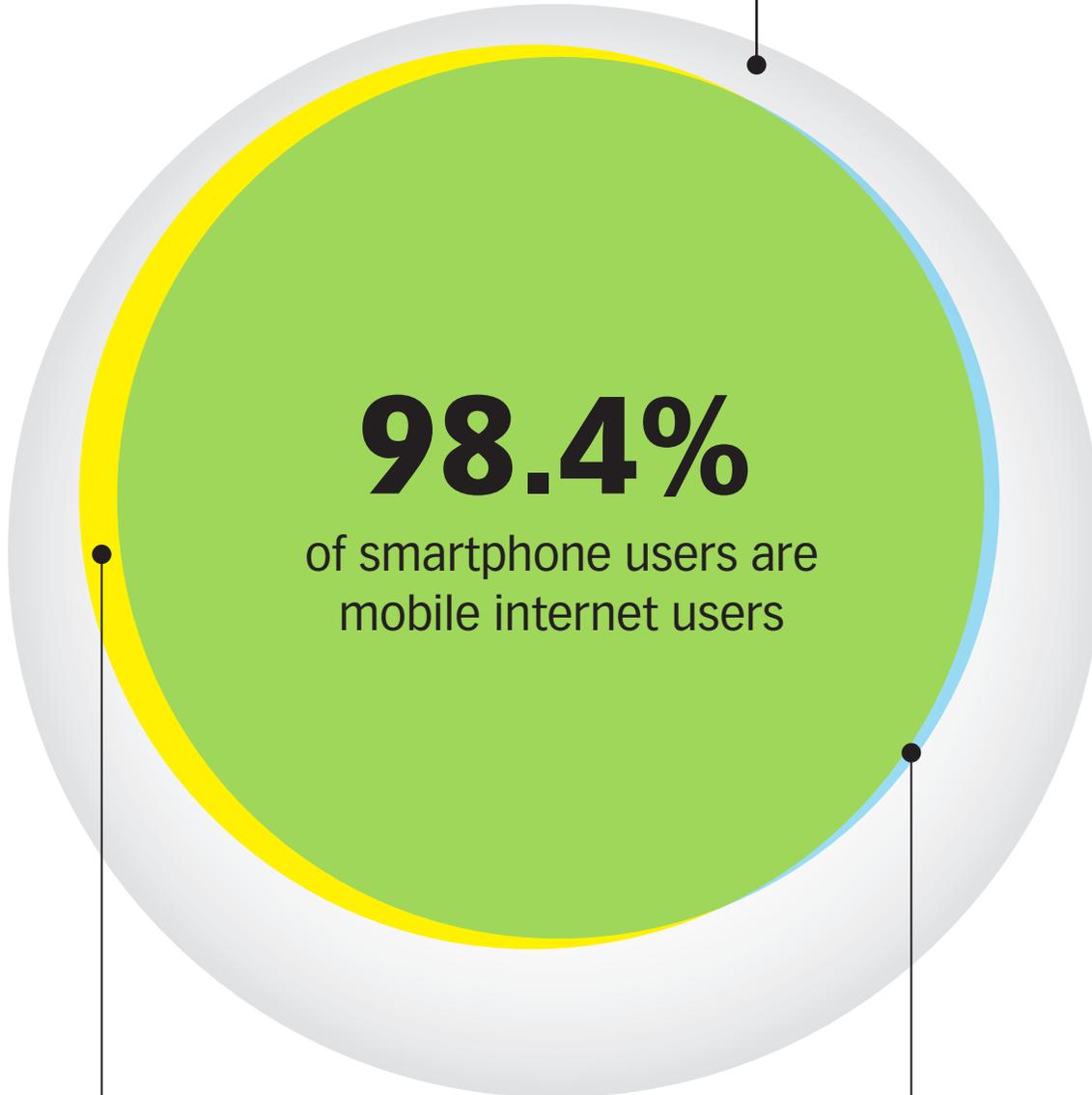
Though the number of mobile phone users remains at a near standstill, with growth of just 1.9% in 2015, internet usage on mobile and mobile content consumption are increasing. We expect 72.8% of mobile phone users to use their device to access the internet at least once per month, and 37.1% of the mobile phone population to listen to music on their phones next year, 64.8% to play games and 40.1% to watch videos.



**All Mobile  
Phone Users**

**257.3M**

up 1.9% from 2014



**Mobile Phone  
Internet Users**

**187.3M**

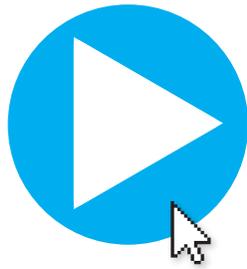
up 11.2% from 2014



**Smartphone  
Users**

**184.2M**

up 11.5% from 2014



## Digital Video Viewers

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

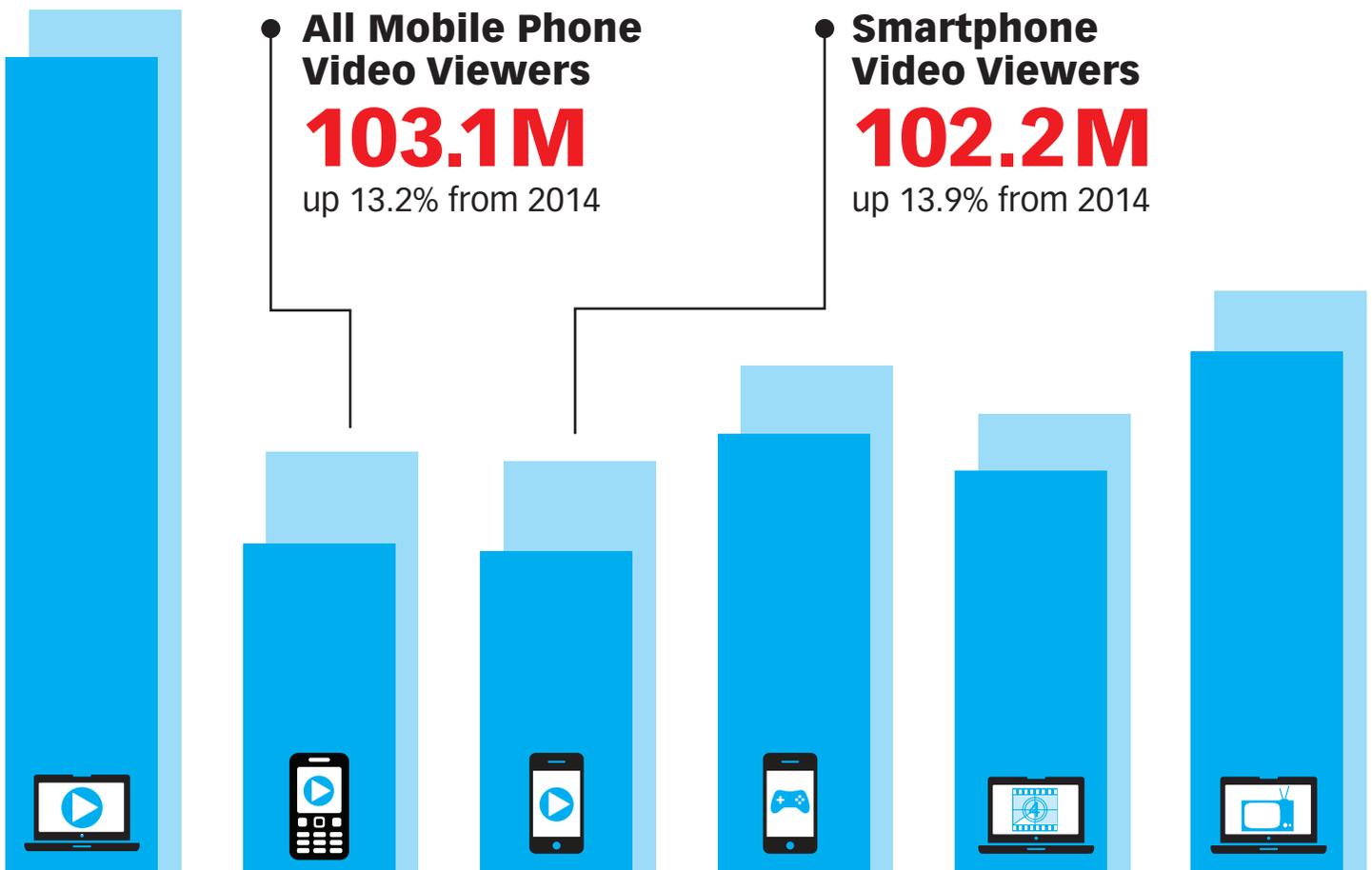
**203.8M**

up 4.2% from 2014

2015

2014

KEY



### All Mobile Phone Video Viewers

**103.1M**

up 13.2% from 2014

### Smartphone Video Viewers

**102.2M**

up 13.9% from 2014

### Mobile Phone Gamers

**166.8M**

up 13.2% from 2014

**64.8%** of mobile phone users

### Digital Movie Viewers

**112.5M**

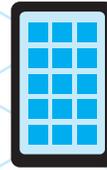
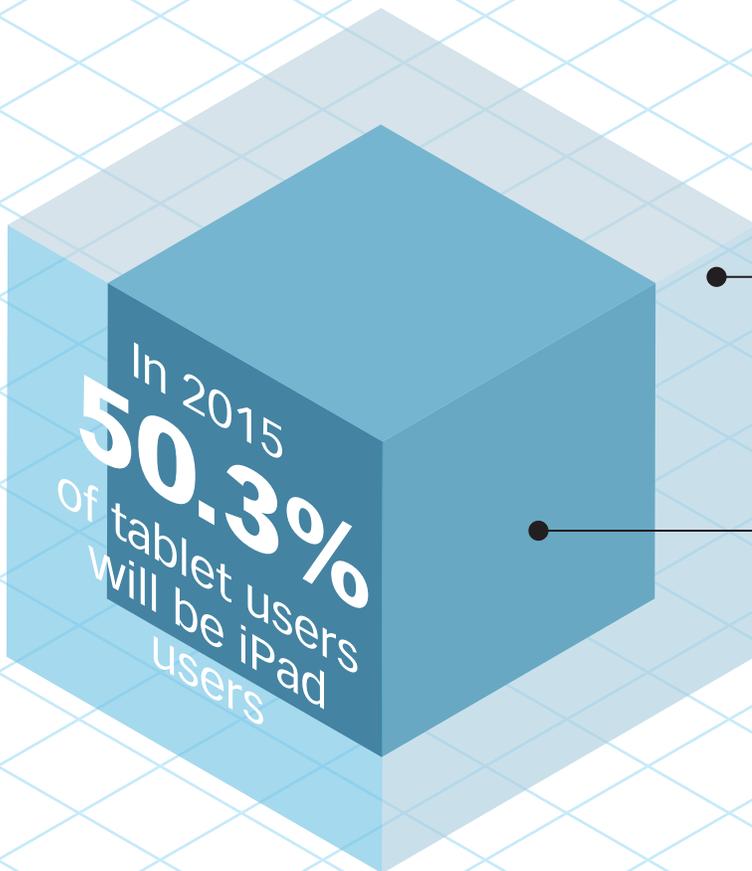
up 7.4% from 2014

### Digital TV Viewers

**153.4M**

up 7.6% from 2014

## Tablets



### Tablet Users

**156.0M**

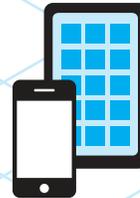
up 6.1% from 2014



### iPad Users

**78.5M**

up 3.0% from 2014



### Dual Tablet and Smartphone Users

**107.4M**

up 16.4% from 2014

**59.1%** of smartphone users

**68.9%** of tablet users

## Ecommerce

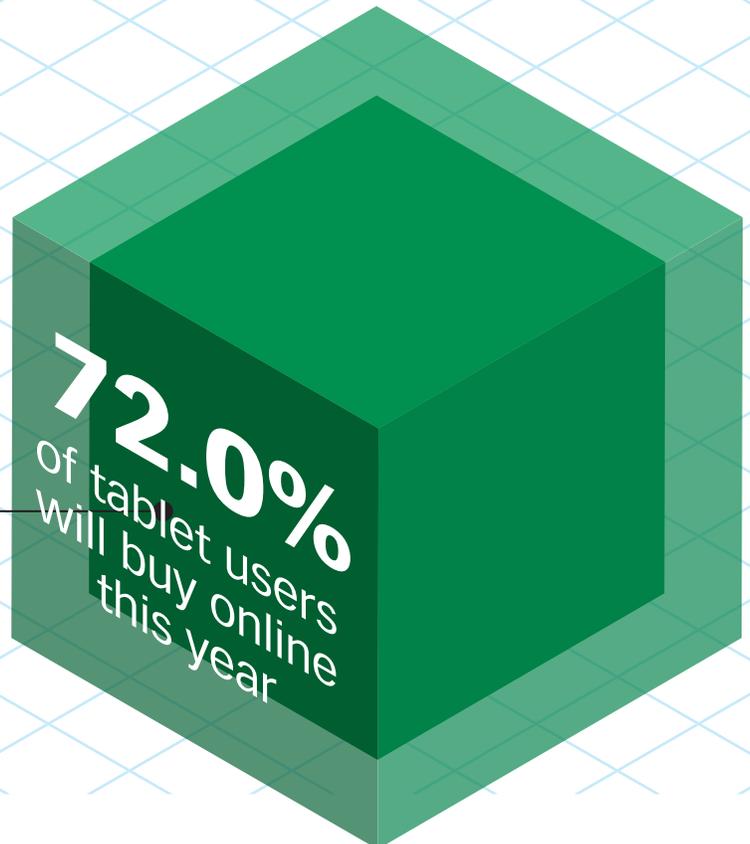
Tablets are important in the ecommerce space, with tablet mcommerce sales expected to grow 36.7% in 2015.



### Tablet Mcommerce Buyers

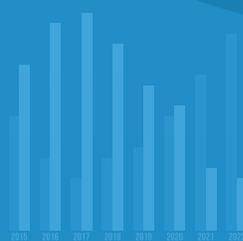
**97.9M**

up 11.6% from 2014



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