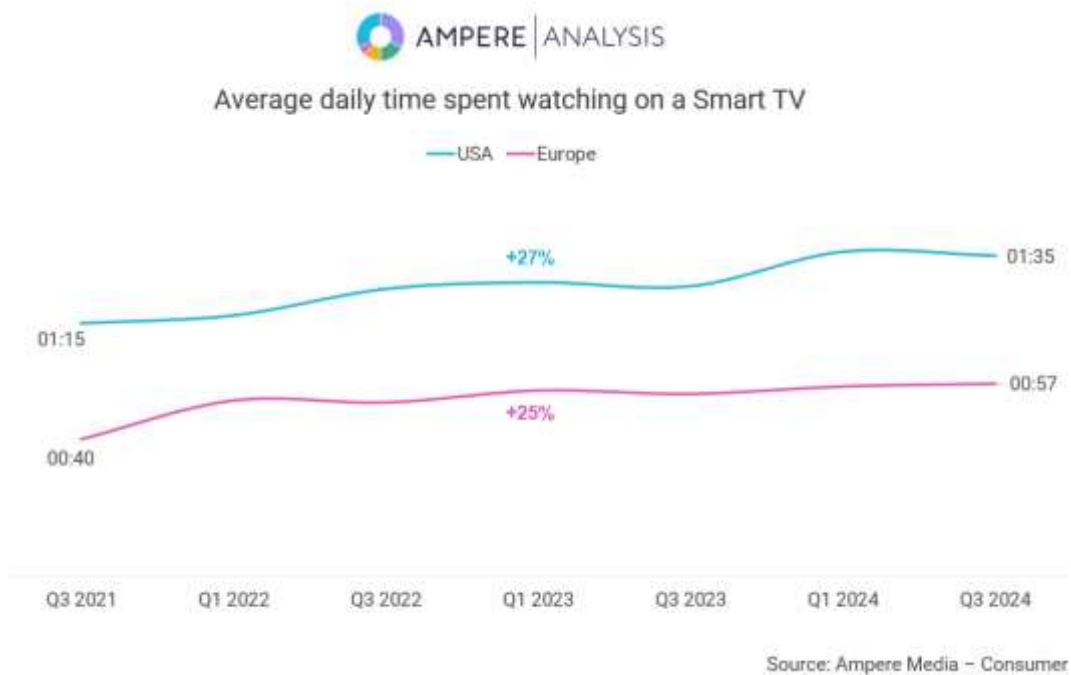


# Time spent watching content on Smart TVs in the US has increased by 27% in the past 3 years

*Smart TVs are now the main viewing device for US Internet users\**

**London, 24<sup>th</sup> February 2025:** New research by Ampere Analysis shows that among 18-64-year-old Internet users, Smart TVs are now the predominant device for consuming content in the US. Time spent watching content on Smart TVs has increased by 27% since Q1 2021. This means almost one-third (31%) of viewing time among Internet users is via a Smart TV - higher than any other connected device. Among this group, Smart TV's share of viewing overtook that of 'regular' TV in Q3 2022 and has been growing since.



## Key findings

- US Internet users now spend more than 1hr 30mins daily watching content on Smart TVs. This is 31% of their total viewing time
- Time spent on Smart TVs grew 27% between Q3 2021 and Q3 2024
- This has been driven by significant growth in ownership of Smart TVs in the market. As of Q3 2024, ownership by US internet users was 78%, versus just 59% in Q3 2016
- Viewing on Smart TVs in the US has increased most among 55-64-year-olds who increasingly engage with digital content. This cohort's viewing of streaming services\*\* has increased by 61%, faster than any other age group surveyed by Ampere

- While Samsung has retained its position as the top-owned brand in the market, TCL is growing rapidly. The proportion of Smart TV households that own a TCL device increased by nearly 50% between Q3 2019 and Q3 2024
- It's a similar picture in Europe. 76% of internet users own a Smart TV, up 25% over the past three years
- This has meant that the share of viewing time for Smart TVs in Europe has increased by a similar rate, growing 25% between Q3 2021 and Q3 2024 in the region
- However, European Internet users still spend proportionally more time with broadcast TV channels, and a little less – just under an hour per day – with Smart TV devices.

**Annabel Yeomans, Research Manager at Ampere Analysis** says: *“As engagement with streaming services continues to grow, so does the uptake of Smart TVs which provide easy access to a range of platforms. As one of the most advanced streaming markets globally, the US has seen some of the strongest growth in uptake and Ampere expects this to continue, particularly among older audiences who are watching more streaming services. In Europe, on the other hand, the strength of linear TV has meant a slower growth for Smart TVs, but even here they are increasing share of viewing time.”*

## Ends

**Notes to Editors:** \*\*streaming services are: BVoD, Free social, on-demand from Pay TV, Subscription OTT and AVoD.

**\*Methodology:** The data in this release is from a series of consumer surveys of Internet users aged 18-64, run by Ampere. Data is collected across 30 markets globally bi-annually across 112,000 respondents.

## For more information, please contact Greenfields Communications or Ampere Analysis:

Corinna Staedel: [corinna@greenfieldscommunications.com](mailto:corinna@greenfieldscommunications.com) +1 912 506 5674

Lucy Green [lgreen@greenfieldscommunications.com](mailto:lgreen@greenfieldscommunications.com) T: 07817 698366

Roya Sanei T: 020 3848 6400 [roya.sanei@ampereanalysis.com](mailto:roya.sanei@ampereanalysis.com)

Dan Stevenson T: 020 3848 6400/07973 157317 [dan.stevenson@ampereanalysis.com](mailto:dan.stevenson@ampereanalysis.com)

## About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. [www.ampereanalysis.com](http://www.ampereanalysis.com)