



# What Are Adults Doing in Any Given Minute?

In the U.S.:



**37,598,584**

Adults are watching TV or engaging with TV content online



**6,288,086**

Adults are watching video on YouTube



**3,345,020**

Adults are on Facebook



**917,182**

Adults are on Instagram



**795,267**

Adults are on Snapchat



**215,826**

Adults are on Twitter

Source: multi-screen TV data based on VAB analysis of Nielsen Npower R+F Time Period Report, February 2018, P18+, Live+SD, Total Day, includes all ad-supported TV viewing sources & VAB analysis of comScore audience duplication, P18+, February 2018 data (mediamatrix, multiplatform), custom Ad-Supported Television Brand Group which represents all measured Ad-Supported Cable nets, Broadcast Television and MVPDs. Digital platform data: comScore MediaMetrix Key Measures multiplatform (note: comScore MediaMetrix data does not include mobile video), P18+, February 2018 except for YouTube data (includes mobile video) which is based on VAB analysis of comScore Video Metrix multiplatform, February 2018, P18+. Any Given Minute reflects an "average audience" metric which is factored across the full month for digital platforms and TV. Average audience = total monthly minutes on platform (aggregated time spent) / minutes in the month