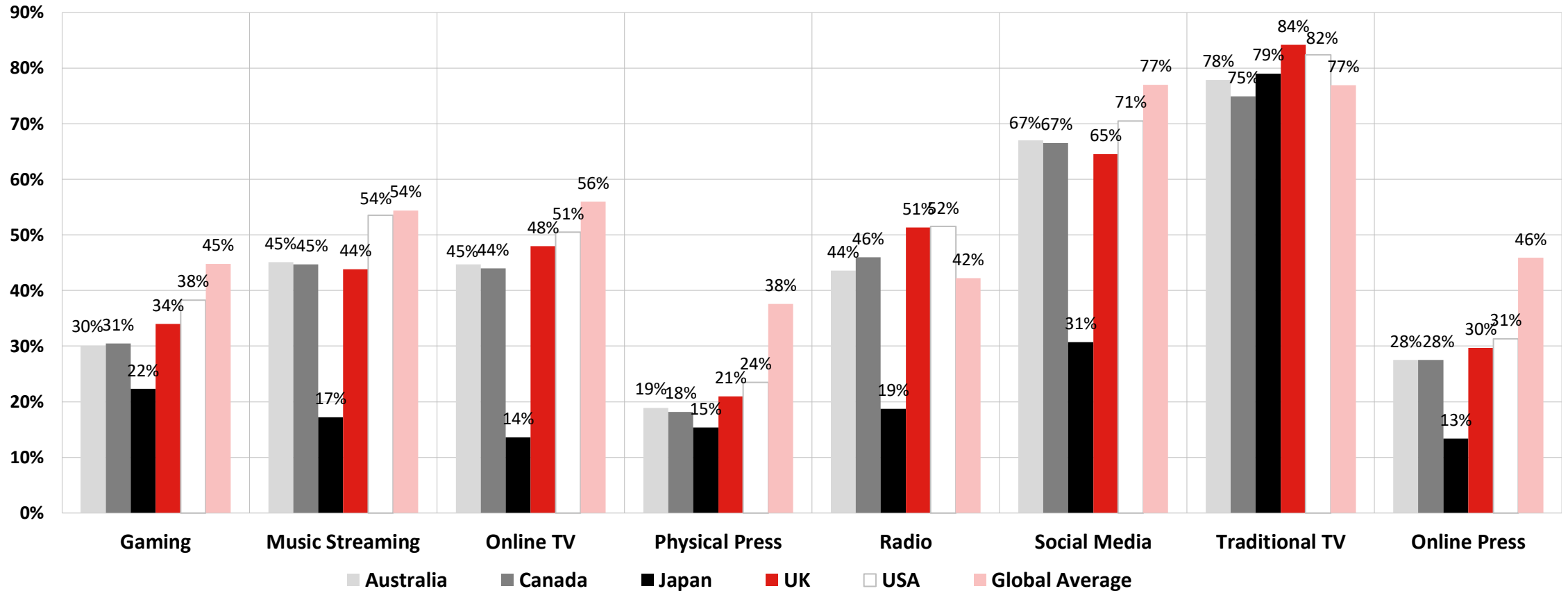


# Media Consumption by Country

When looking at media consumed for 30mins+ in an average day, **Traditional Television remains the top media channel across all 5 countries.**  
 However, when looking at the Global Average (46 countries), time spent on Social Media is just as high as Traditional Television, both at 77%.  
**The USA is approx. 10pts higher than the other 4 countries measured for consumption of music via streaming platforms.** And, we're seeing that the volume across most media channels is significantly lower in Japan compared to the global average.



30mins+ Daily : People 16-64  
 12 months to July 2020