



THE AVERAGE AMERICAN NOW DEVOTES 1.7 HOURS A DAY TO CREATOR VIDEO CONTENT

Media Dynamics, Inc. releases exclusive estimates in this week's MDI Alert

Nutley, NJ, July 21, 2026 - That's the finding in a new **MDI Direct Alert**, "How Much Time Do We Devote To Creator Content?" released exclusively to subscribers this week.

According to Media Dynamics, Inc. President, Ed Papazian, "This is the first time we tried to put a number on creator video usage and, frankly, we were rather surprised by the result. Counting all forms of TV/video usage, including on digital devices and not just TV sets, creator content accounts for 26% of the total."

The following table also covers professionally-made content: "other videos" accounted for 6% of all viewing time, while linear TV and streaming made up 35% and 33% of the total, respectively. Also of interest were MDI's estimates of the median ages of the average minute viewers for each type of programming. The median age of creator video users was only 21 years while the corresponding figure for linear TV content was 61 years. Streaming platforms fell in the middle with a median age of 43.

MDI Direct subscribers also get a breakdown of these stats by age group.

Papazian adds a few words of caution, "It should be noted that the sources for this kind of information—mainly device usage—take no account of those times when the "viewer" is absent or is present but paying no attention."

DAILY TIME SPENT WITH TV/VIDEO CONTENT

2026

	All Persons Aged 2+	Median Age Of Viewers
Total Daily Hours	6.7	48
% By Type Of Content		
Creator Videos	26	21
Professionally-made Content		
Other Videos	6	38
Linear TV	35	61
Streaming Platforms	33	43

Source: Media Dynamics, Inc.

MDI Direct is an all-access digital subscription to all of Media Dynamics, Inc.'s reports and analyses. Subscribers also receive concise, timely (weekly) **ALERT** reports about the latest media happenings with our critical take on what's really going on and what it means. More information can be found on our website, <https://www.mediadynamicsinc.com/>.

About Media Dynamics, Inc.

[Media Dynamics Inc.](#) is a publishing & consulting company founded in 1982 by Ed Papazian, the former Media Research Director and Media Director of BBDO (1960-75) and co-creator/publisher of **Ad Forum** and **The Media Cost Guide**. MDI's **Dimensions** series has served as the reference source for data trending and insights on radio, magazines, TV and intermedia. Media Dynamics' library includes several research annuals and numerous special reports and white papers that focus on targeted areas of the media, including spot TV, cable, ad receptivity, CPMs and upfront cost estimates. Media Dynamics, Inc. has also spent more than 30 years consulting on various media issues, including agency/client interactions on the media function, the hiring of independent media buying services and the evaluation of agency/media buying performance. Past clients include a cross section of TV networks, cable services, magazines, TV & radio reps, advertisers, ad agencies, research companies and new media.