

Video, Social Boost US Mobile Content Consumption

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One-third of US population will use social networking and video on mobile devices by 2016

With smartphone users expected to make up over half of US mobile users by next year, content consumption on mobile devices is also on the rise, including video viewing and social networking.

eMarketer estimates that by 2016, more than 110 million Americans—or one-third of the total US population—will watch video content on a mobile phone at least once per month. This year, just under 20% of the population, or 25.2% of US mobile phone users, are expected to watch mobile video monthly.

In addition, according to eMarketer estimates, the population of mobile music listeners will nearly triple in the US between 2011 and 2016, rising from 30.9 million to 81.3 million. eMarketer's estimates of mobile music listening include music directly downloaded or streamed to mobile phones at least once per month, and exclude sideloaded tracks.

Mobile social networking will reach a greater share of the overall population even sooner, however. One-third of US consumers, or 42.6% of mobile phone users, will log in to social networking sites via mobile devices at least monthly by 2014.

The vast majority of these mobile social network users—like mobile video viewers and mobile music listeners—will be using a smartphone to access social content on the go.

And most will be visiting Facebook from their phones. eMarketer estimates the number of monthly mobile Facebook users in the US last year at 49.4 million, rising to 93.9 million by 2014. By then, over 98% of these users will be accessing the site on a smartphone.

eMarketer's estimates of mobile content usage, including video, music and social networking, are based on the analysis of survey and traffic data from research firms and regulatory agencies, historical trends, company-specific data, and demographic and socio-economic factors.

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