

Content consumption used to be such a simple thing.

It wasn't that long ago that most American households watched TV in the family room, read a printed newspaper at the breakfast table, and listened to the radio in the car on the way to work. It seems like an outdated picture today, but in reality it was only about 25 years ago.

Now, emerging experiences like streaming video, connected TV that displays your myriad streaming services through a single interface, podcasts and satellite radio have stretched the media landscape into an entirely new shape. People still watch TV and listen to the radio, but now they also engage in many other media activities, and do so across multiple devices – per person, not just per household.

A recent Verizon Media study, for example, shows that an ever-growing majority of consumers partake in emerging experiences. And moving forward, these consumers plan to spend yet more time within these new channels.

To understand how to thrive in the current media landscape and to prepare for the future, it's essential to look to the past to figure out how exactly we got here. That's why we've partnered with Verizon Media to chart the evolution of media consumption over the last 25 years, with a particular



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