

## Media usage in an online minute 2022

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A lot of things happen in an internet minute – millions of messages, e-mails and texts are sent, scrolled and uploaded, and hundreds of thousands of hours of content are consumed. In a 2022 internet minute, one million hours of content were streamed by users worldwide.

### Online media consumption

Media and communications are two big drivers of online activity among the billions of global online users. Due to improvements in digital infrastructure and affordable data plans, digital video streaming is constantly increasing, be it via free video platforms or subscription services. Netflix is one of the most popular video streaming services worldwide, having accumulated [over 209 million subscribers](#) as of mid-2021. The company is also working hard to keep up with its users' voracious appetites: in 2019, the company [produced 2,769 hours of original first-run content](#), up from on 73 hours of original content in 2013.

### Messaging apps

Communicating via social media and messaging apps is also a popular online activity. The [most-downloaded communication apps in the Google Play Store](#) include WhatsApp, Facebook Messenger and Telegram. When OTT messaging services rose to prominence in the early 2010s, their initial appeal was based on the fact that messaging was free, whereas SMS messages were not. Since then, messaging apps have increased the range of services they offer and the ability to send photos, videos, group chats and free voice calls now the norm.

## Media usage in an internet minute as of April 2022

Search:

Records: 13 ▼

Characteristic



Amount per minute



Emails sent	231,400,000
Cryptocurrency purchased (USD)	90,200,000
Texts sent	16,000,000
Searches conducted on Google	5,900,000
Snaps shared on Snapchat	2,430,000
Pieces of content shared on Facebook	1,700,000
Swipes on Tinder	1,100,000
Hours streamed	1,000,000
USD spent on Amazon	443,000
USD sent on Venmo	437,600
Tweets shared on Twitter	347,200
Hours spent in Zoom meetings	104,600
USD spent on DoorDash	76,400

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## Region

Worldwide

## Survey time period

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