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# **Tablets And PCs Replacing Magazines And Papers - Study**

People with mobile devices like smartphone's, tablets and ebook readers are spending more hours with those devices compared to what they do reading the newspaper, taking a look at books or browsing through magazines in accordance with digital media specialists [emarketer](#).

The survey, which took results from many other sources discovered that the average Android tablet or smart phone owner spent 66 minutes per day with their mobile devices on average while they only spent 44 minutes every day reading newspapers or magazines inside traditional formats.

This won't come every surprise to anybody that works well in the media. The number of television jobs have halved in america since the late 1980s along with the number of reporting jobs on the internet media has dropped 25% since 2006 globally around the back of dropping advertising revenues.

While the result might have been a formality for most people watching the development on television the length of time it has taken to arrive would be surprising.

EMarketer started the research in 2008 this also is the first year that digital devices have overtaken traditional distribution methods in households where occupants gain access to both mobile devices and newspapers and magazines.

Therefore there is plenty of growth possible for android smart phone and android tab sellers, at physical stores and on online marketplaces like amazon and ebay.

Analysts ascribe this change to the explosion of cheap tablets from China and the increase in entertainment opportunities they provide.

Individuals are able to buy Chinese Android tablets for between 100 and 300 USD or the equivalent of 1 a subscription towards the New York Times for the year, a few CD and a month of movie passes.

Yet with this device will deliver most of these different types of media for free, and a fraction of the cost of the traditional delivery method.

News and media organizations aren't likely to go away any time soon. Emarketer discovered, as an example, that people were spending 10 minutes more watching TV than in previous many premium content providers like Hulu and New York Times it will just be a clear case of finding the model that works best.

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