

Google consumes one-third of our digital minds and tries to make you think Democrat

1 octopus with Google Chrome logo on it



Illustration: Sarah Grillo/Axios

Google — and its products like YouTube and Waze — combined to account for 34.2% of all time on digital media in June, according to Pivotal Research analyst Brian Wieser.

The details: Pivotal found that as Google increases its foothold into America's daily routines, Facebook is seeing declines in time spent at a faster rate than before.

- Core Facebook use (including Messenger) fell 10% in aggregated time spent for all content measured.
- Even including Instagram and WhatsApp, Pivotal says it still observed a 6% decline.

The bottom line: "While many investors continue to look for Instagram to support longer-term growth for Facebook at a corporate level, we note that Instagram remains relatively

small, at only 13% of Facebook's size (measured by time spent on the platform by all of its users)," Wieser writes.

- He also notes that shares of consumption for Snapchat and Twitter remain relatively stability.

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