



Tik Tok

Just a Social Video app?

No!

Cases You Do not know

By 2020 August

- There were 0.6 billion daily active users in Tik Tok

2020 Tik Tok contribution on COVID-19

- COVID-19 prevention video played 42.3 billion times
- 16 million people watched streaming about COVID-19

In the case of stay at home policy

- 14 million people took part in Tik Tok online gym
- Rice cooker cake was the most popular home-made food
 - Related videos played a total of 9.3 billion times

Recommendation Algorithm makes you spend more and more time on it

- In case of it would keep pushing videos that you like

People making money by Tik Tok

- Short Video property advertise a product in 15 seconds
- Anyone can be an Internet celebrity via Tik Tok

