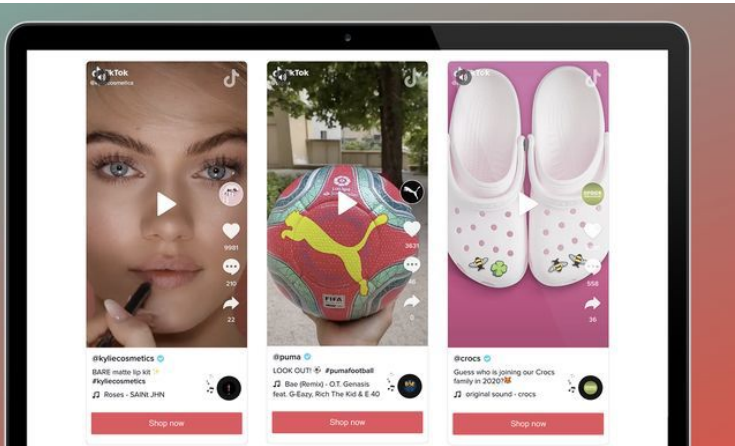




# Introduction and history

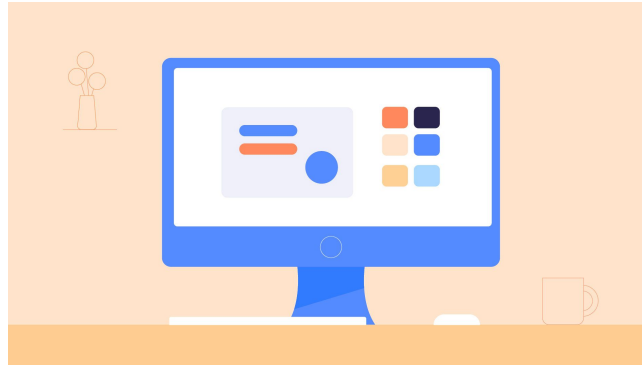
TikTok, known in China as Douyin, is a video focused social networking service owned by Chinese company ByteDance. It hosts a variety of short form user videos, from genres like pranks, stunts, tricks, jokes, dance, and entertainment with durations from 15 seconds to three minutes.

September 2016. TikTok was launched in 2017 for iOS and Android in most markets outside of mainland China; however, it became available worldwide only after merging with another Chinese social media service, Musical.ly, on 2 August 2018.



# Where can Tik Tok be accessed?

Tik Tok can be accessed through your phone on the app store or game store, depending on the phone you use. It can also be accessed through the web, however no one does this unless they are uploading the content through that, whilst on a computer. Some smart TV's like samsung have TikTok as an app downloaded on them.



# What content can be hosted?

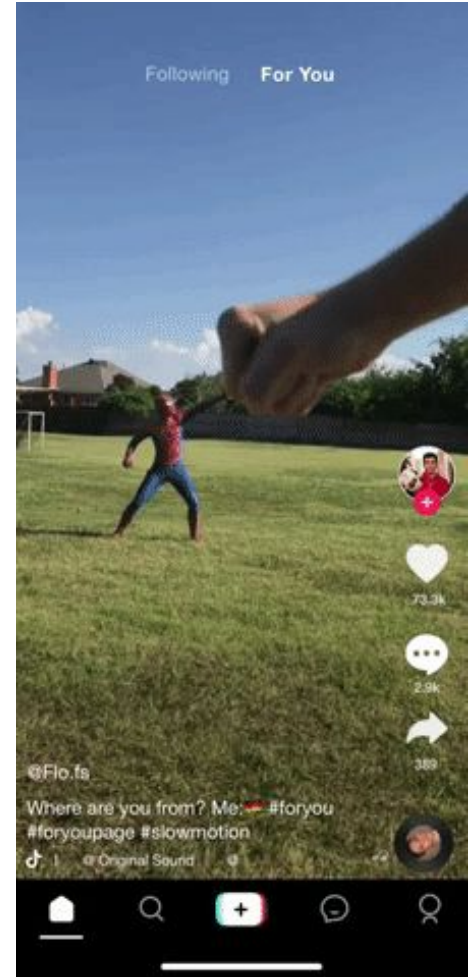
At first, TikTok videos could only be up to 15 seconds long, but the company recently extended the limit to 60 seconds when you string 4 15-second segments together. However, this only applies to videos recorded natively on the app. If you upload a video that was created elsewhere, it can be longer than 60 seconds. The time limit has been changed more recently and now has a limit of 10 minutes. This gives creators a lot of variety when it comes to creating content for their viewers.



POV: You just watched a 10 minute TikTok

# How is TikTok Unique?

Users feel like they can go on TikTok and see content they can't get anywhere else. While they may see the same content shared across Instagram, Facebook, and Twitter. TikTok is somewhere where you can watch and not get bored. TikTok is seen as somewhere where you can watch random out of context but also entertaining videos.





What limits  
are there  
for content  
creation?

**HypeAuditor**

**TikTok**  
LIMITS

**CREATE** an account when you are **13+** years old.

**CHANGE YOUR** name one time in **30 DAYS.**

**LIVE**  
**GO LIVE** on TikTok if your account has at least **1,000 FOLLOWERS.**

**POST** short videos of **1-60 SECONDS.**

**ADD UP TO 3** different accounts to the official application.

**PUT UP TO 500** likes per day.

**FOLLOW UP TO 200** accounts per day.

**ADD ONLY ONE ACTIVE LINK** in the Profile description.

**ADD @FRIENDS AND HASHTAGS** in the video description.

**LIVE COMMENTS** under post up to **150 SYMBOLS** and **DIRECT MESSAGES** up to **6000 SYMBOLS**

From the 3rd of march  
videos can now be 10  
minutes long.

TikTok has its own  
community guidelines for  
videos released on the app.

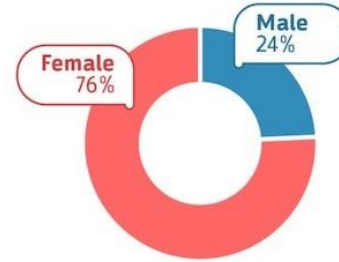
# Who is the target audience?

TikTok is predominantly used by females compared to males, shown by the graph on the right which says there are around 70% of females to 30% of males on the app.

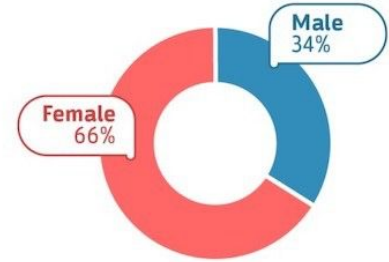
Looking at the the age graph, you can see that Tik Tok is used mainly by the younger audience from ages 13-24. What's weird is that more people above the age of 35 use it over people aged between 25-34.

## Gender Demographics

► Period 03/23/2020 to 04/21/2020

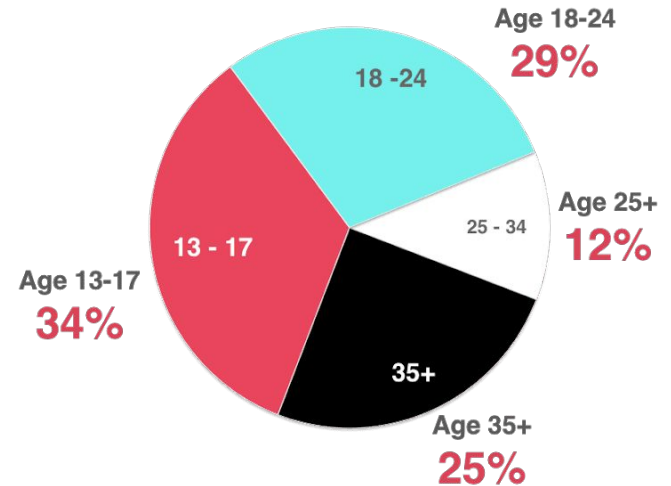


TikTok



Facebook

Source: Admiral Media Own Data



Overview   Content   Followers   LIVE

Nov 22 — Nov 28

Last 7 days ▾

Engagement ⓘ >

▶ Video views  
10.4K (-33.75%)

📄 Profile views  
1,270 (-77.24%)

♥ Likes  
1,137 (-40.75%)

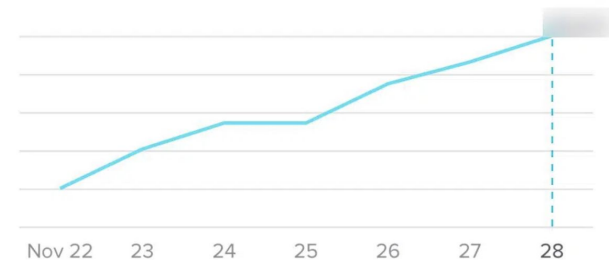
💬 Comments  
36 (-78.7%)

↗ Shares  
48 (+2.13%)

Total followers



Nov 22 — Nov 28



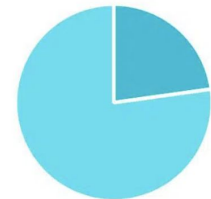
Followers ⓘ >

6,095 in total  
Net +36 in Nov 22 — Nov 28

Content ⓘ >

4 posts  
-1 (vs. Nov 16 — Nov 22)

Gender ⓘ



77.2%  
Female

22.8%  
Male