What is TikTok

a social media video platform
and a global trend

by Romy Kriesing Garcia

insta: romyxanais
twitter: anaiskg
tiktok: romyxanais
short music and lip-sync videos of 3 to 15 seconds and short looping videos of 3 to 60 seconds
musical.ly
bought by TikTok

Original author(s)  Alex Zhu, Luyu Yang
Developer(s)      Musical.ly Inc. (April 2014–November 2017)
                  ByteDance (November 2017–August 2018)
Initial release   August 2014; 5 years ago
Operating system  iOS, Android
Available in      35 languages
Type              Video sharing
License           Freeware
Website           www.musical.ly
How I discovered musical.ly

https://www.tiktok.com/@falcopunch/video/6712396335045152006
• ByteDance valued at $75 billion, making it the world’s most highly-valued privately-held startup

• Investors led by SoftBank invested $3 billion in ByteDance in October 2018

**TikTok User Statistics**

TikTok is available in over 150 markets around the world, in 75 languages. The latest available statistics show that there are **500 million TikTok users around the world** (monthly active users). This was the case in the June 2018, so the figure is more than likely to be significantly higher by this point. It had been installed 800 million times by October 2018 (not including Android users in China).

By way of comparison, Instagram could boast **1 billion monthly active users** at this point, with Instagram Stories registering 400 million daily users. These are also the latest available statistics.

According to data provided to CNBC by marketing intelligence firm Sensor Tower, TikTok was downloaded 104 million times on the Apple App Store over the first half of 2018. This makes it the most downloaded app on the platform over this period.

https://www.businessofapps.com/data/tik-tok-statistics/#1
List of most-followed TikTok accounts

From Wikipedia, the free encyclopedia

The most followed user of TikTok is its own account with over 35.6 million followers, while Loren Gray is the most followed individual on TikTok with over 34.8 million followers.[1]

The previous most followed individual account was that of Lisa and Lena, with over 32.7 million followers.[2][3] They deleted their account in March 2019, citing privacy concerns and their loss of interest in the platform.[4][5][6][7][8]

Top accounts

The following table lists the top 20 most followed accounts on TikTok, which has previously merged with musical.ly.[9][10][11][12][13]

<table>
<thead>
<tr>
<th>Rank</th>
<th>Username</th>
<th>Owner</th>
<th>Followers (Millions)</th>
<th>Hearts (Millions)</th>
<th>Profession</th>
<th>Country</th>
<th>Brand Account</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>@tiktok</td>
<td>TikTok</td>
<td>35.6</td>
<td>206.9</td>
<td>Social media platform</td>
<td>CHN</td>
<td>✓</td>
</tr>
<tr>
<td>2.</td>
<td>@lorengray</td>
<td>Loren Gray</td>
<td>34.8</td>
<td>2102.9</td>
<td>Singer and Social media personality</td>
<td>USA</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>@babyariel</td>
<td>Baby Ariel</td>
<td>29.8</td>
<td>1629.0</td>
<td>Singer, Actress and Social media personality</td>
<td>USA</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>@zachking</td>
<td>Zach King</td>
<td>26.0</td>
<td>186.9</td>
<td>Filmmaker</td>
<td>USA</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>@livetv</td>
<td>Musical.ly</td>
<td>23.6</td>
<td>2.9</td>
<td>Social media platform</td>
<td>CHN</td>
<td>✓</td>
</tr>
<tr>
<td>6.</td>
<td>@riyaz.14</td>
<td>Riyaz Aly</td>
<td>23.3</td>
<td>918.5</td>
<td>Social media personality</td>
<td>IND</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>@kristenharcher</td>
<td>Kristen Hancher</td>
<td>23.1</td>
<td>1667.3</td>
<td>Actress and Social media personality</td>
<td>CAN</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>@gilmercos</td>
<td>Gil Croes</td>
<td>22.0</td>
<td>571.2</td>
<td>Social media personality</td>
<td>USA</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>@jacobsmortorius</td>
<td>Jacob Sartorius</td>
<td>21.2</td>
<td>1356.5</td>
<td>Singer and Social media personality</td>
<td>USA</td>
<td></td>
</tr>
</tbody>
</table>
IT’S CALLED THE WOAH

https://www.youtube.com/watch?v=6ZwDYRj11Wc
my room is a mess 😅

🎵 Lottery - K Camp

367.7k „Gefällt mir“-Angaben · 4.7k Kommentare

Hol dir die App, um Kommentare zu sehen und mitzureden!
Hol dir die App, um Kommentare zu sehen und mitzureden!

https://vm.tiktok.com/H7q8VU/