



#TIKTOKMADEMESTREAMIT

THE CORRELATION BETWEEN TIKTOK TRENDS AND IT'S IMPACT ON
ARTIST EXPOSURE



MEASURE OF MUSIC

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AGENDA

Case Study

Benefits to the Industry

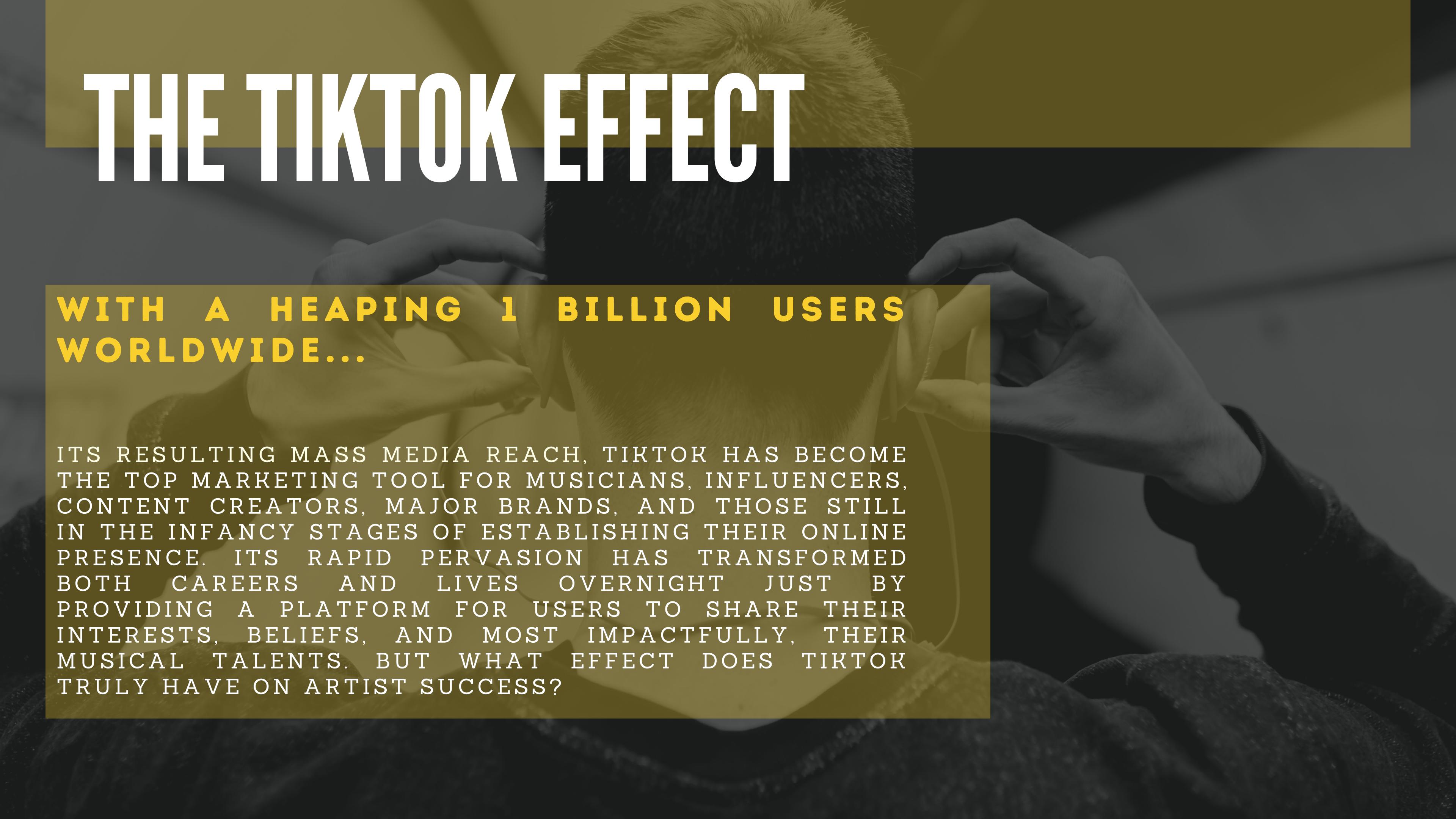
Artist Comparisons

- Doja Cat
- Walker Hayes
- Olivia Rodrigo
- Fleetwood Mac
- CKay

Conclusion

INTRO + OVERVIEW

THE TIKTOK EFFECT

A black and white photograph of a person's hands holding a smartphone horizontally. A video is playing on the screen, showing a close-up of a person's face with dark hair. The hands are gripping the phone from both sides, and the background is blurred.

**WITH A HEAPING 1 BILLION USERS
WORLDWIDE...**

ITS RESULTING MASS MEDIA REACH, TIKTOK HAS BECOME THE TOP MARKETING TOOL FOR MUSICIANS, INFLUENCERS, CONTENT CREATORS, MAJOR BRANDS, AND THOSE STILL IN THE INFANCY STAGES OF ESTABLISHING THEIR ONLINE PRESENCE. ITS RAPID PERVERSION HAS TRANSFORMED BOTH CAREERS AND LIVES OVERNIGHT JUST BY PROVIDING A PLATFORM FOR USERS TO SHARE THEIR INTERESTS, BELIEFS, AND MOST IMPACTFULLY, THEIR MUSICAL TALENTS. BUT WHAT EFFECT DOES TIKTOK TRULY HAVE ON ARTIST SUCCESS?

- **Hashtags**
- **User Engagement**
- **Current and Established Trends**
- **Content Quality**
- **Internal TikTok Promo**

**WHAT DRIVES
TIKTOK VIRALITY?**

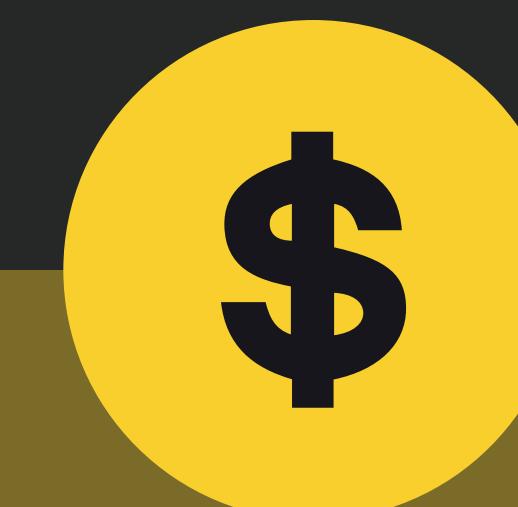
BENEFITS TO THE INDUSTRY



Increased
Exposure to New
Audiences



Introduction to
Artists
Remaining
Discography



Record Deals,
Features,
Increased
Royalties and
Chart Ops



Increased Traffic
to and on Other
Platforms



DOJA CAT



CKAY



FLEETWOOD
MAC



OLIVIA
RODRIGO



WALKER
HAYES

CASE STUDIES

THE RISE

DOJA CAT - "STREETS"
SONG RELEASE: 11/6/2019
CHALLENGE DROP: 1/14/2020
CHALLENGE VIEWS: 217,000,000
SPOTIFY B.C.: 6,587,509
SPOTIFY A.C: 15,207,630

DOJA CAT

WALKER HAYES -
"FANCY LIKE"
SONG RELEASE: 08/02/2020
CHALLENGE DROP: 06/13/2021
CHALLENGE VIEWS: 850,000,000
SPOTIFY B.C.: 1,600,000
SPOTIFY A.C: 7,100,000

WALKER
HAYES

OLIVIA RODRIGO -
"DRIVERS LICENSE"
SONG RELEASE: 01/08/2021
CHALLENGE DROP: 1/08/2021
CHALLENGE VIEWS:
178,000,000
SPOTIFY B.C.: 5,000,000
SPOTIFY A.C: 42,000,000

OLIVIA
RODRIGO

FLEETWOOD MAC -
"DREAMS"
SONG RELEASE: 03/24/1977
CHALLENGE DROP: 09/25/2020
CHALLENGE VIEWS: 23,000,000
SPOTIFY B.C.: 2,3
SPOTIFY A.C: 36,000,000

FLEETWOOD
MAC

CKAY - "LOVE NWANTITI"
SONG RELEASE: 08/29/2019
CHALLENGE DROP: 09/01/2021
CHALLENGE VIEWS: 15,000,000
SPOTIFY B.C.: 872,000
SPOTIFY A.C: 34,000,000

CKAY



TIKTOK IN ACTION WITH WALKER HAYES





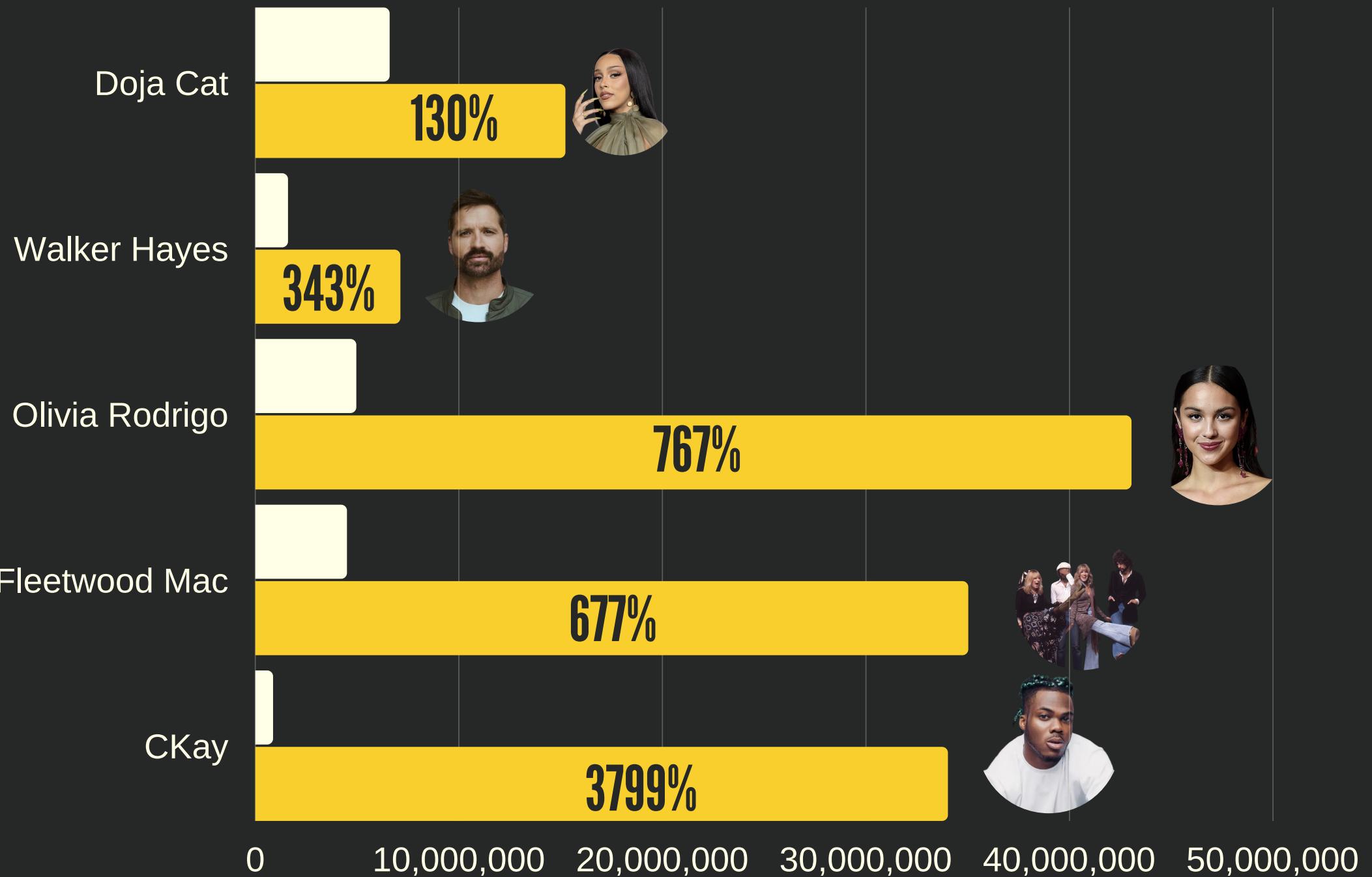
@tiktok_nigeria



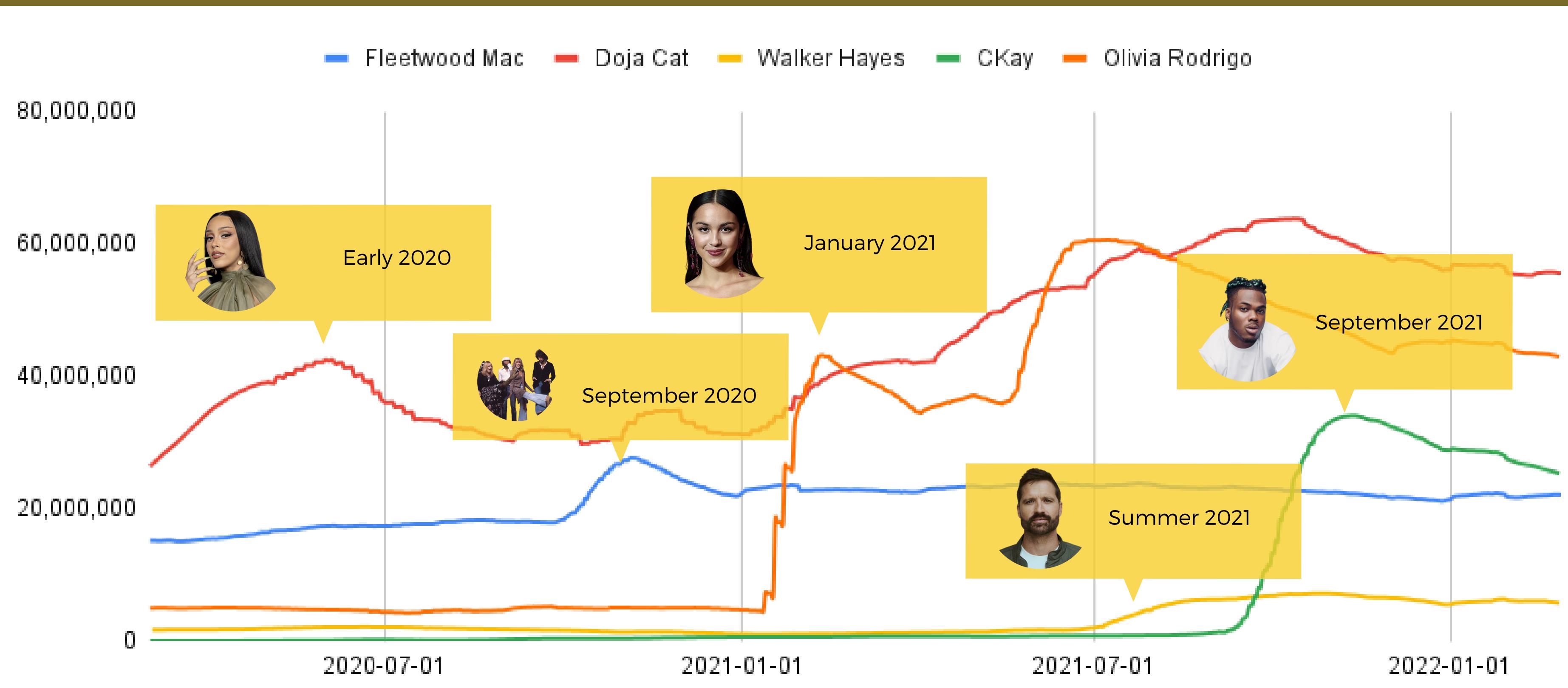
TIKTOK IN ACTION WITH CKAY



GROWTH COMPARISON



TIKTOK TO SPOTIFY



SOURCES AND SPONSORS

Chartmetric: Walker Hayes

TikTok: Walker Hayes

AllMusic: Walker Hayes:

Chartmetric: Doja Cat

Chartmetric: CKay

Music Business Worldwide: Fleetwood Mac

