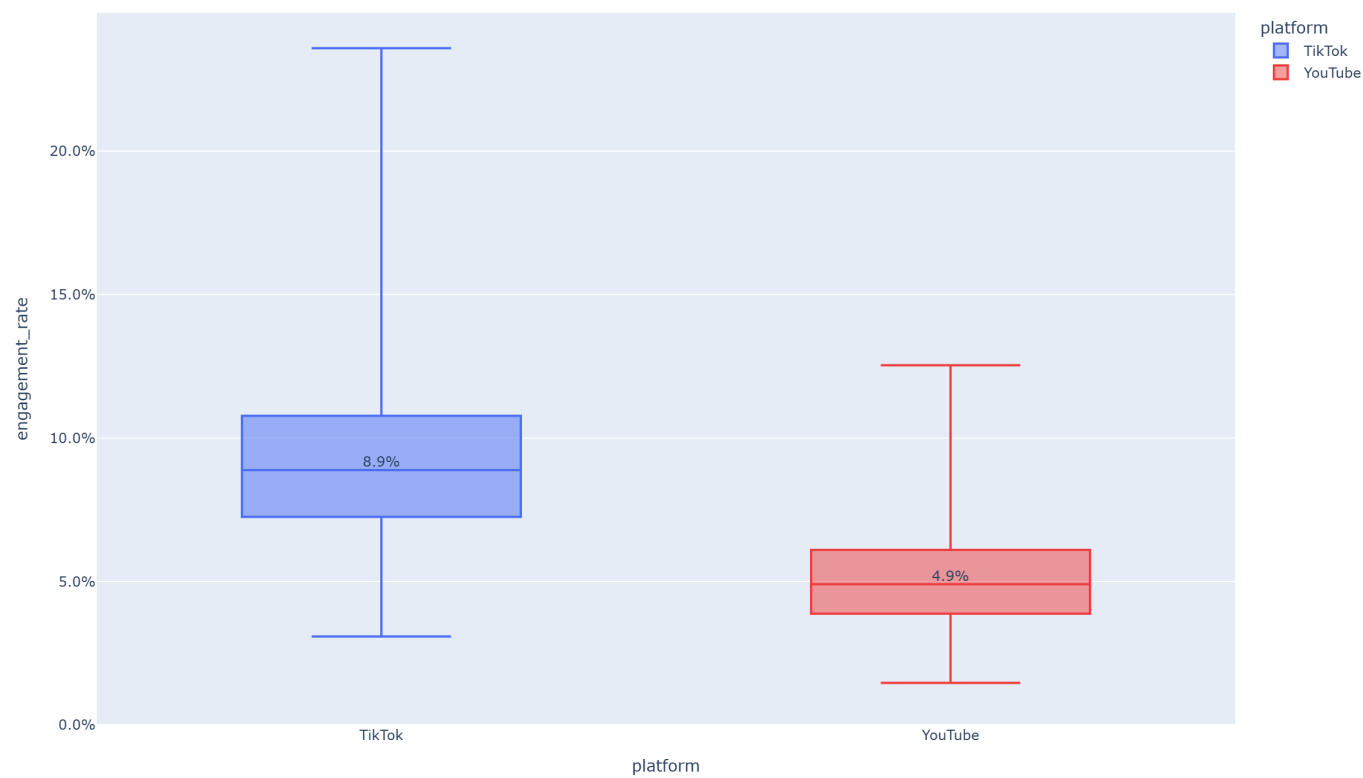
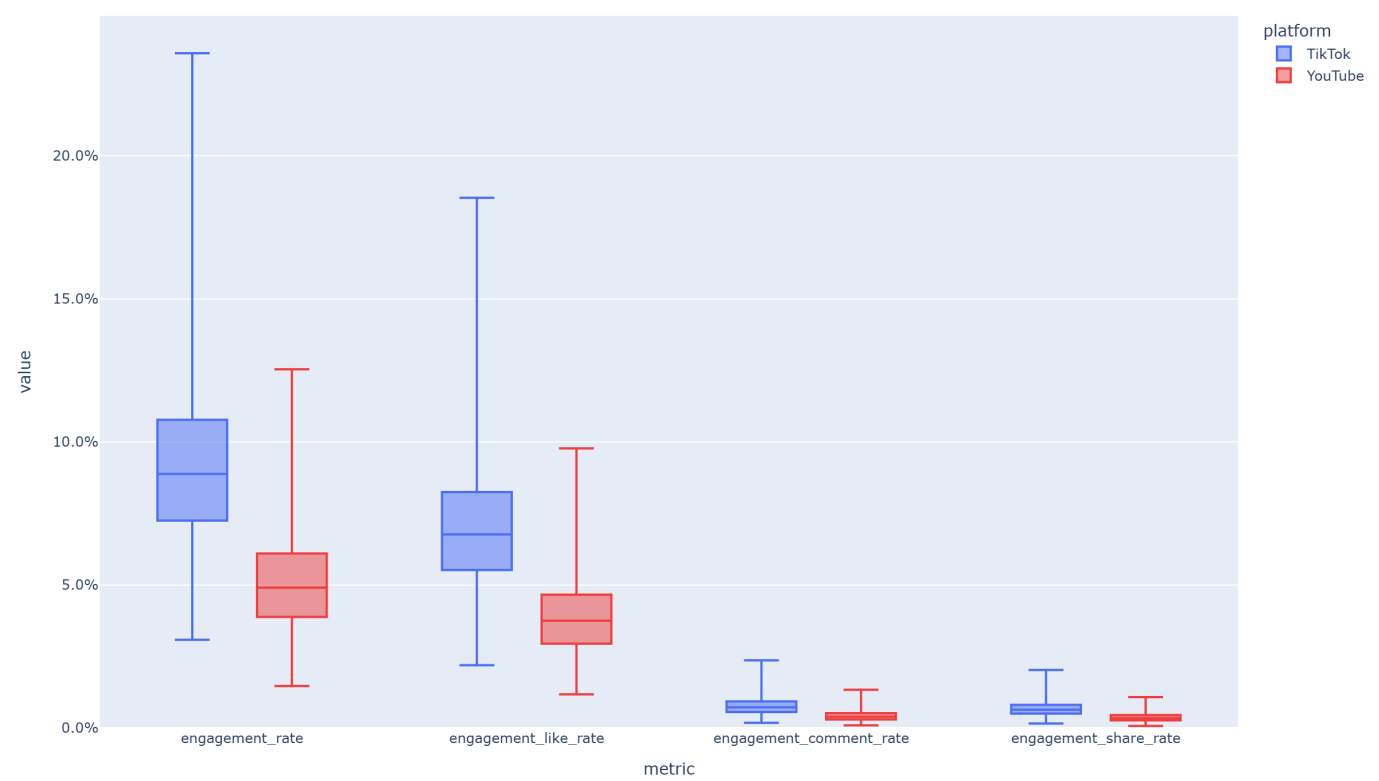


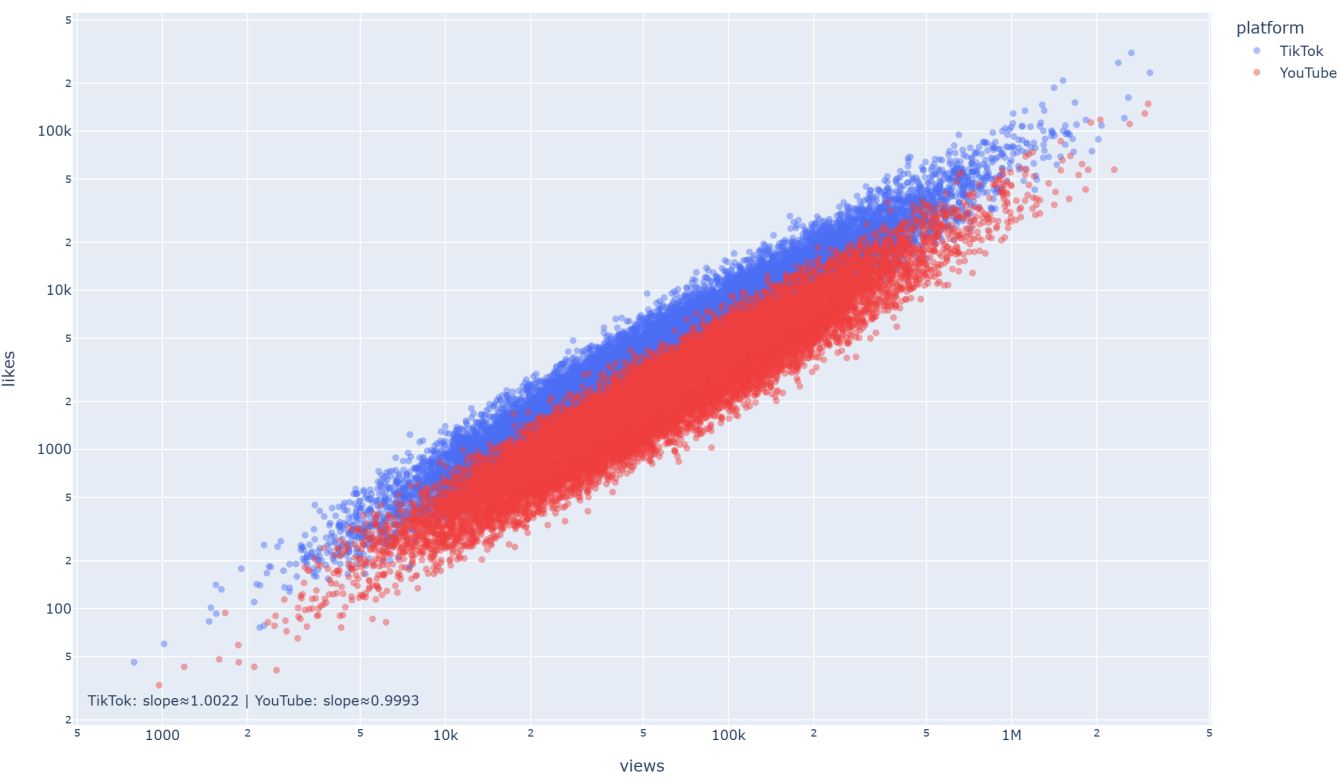
Q1-1 Engagement Rate by Platform — TikTok N=28,844 | YouTube N=19,235



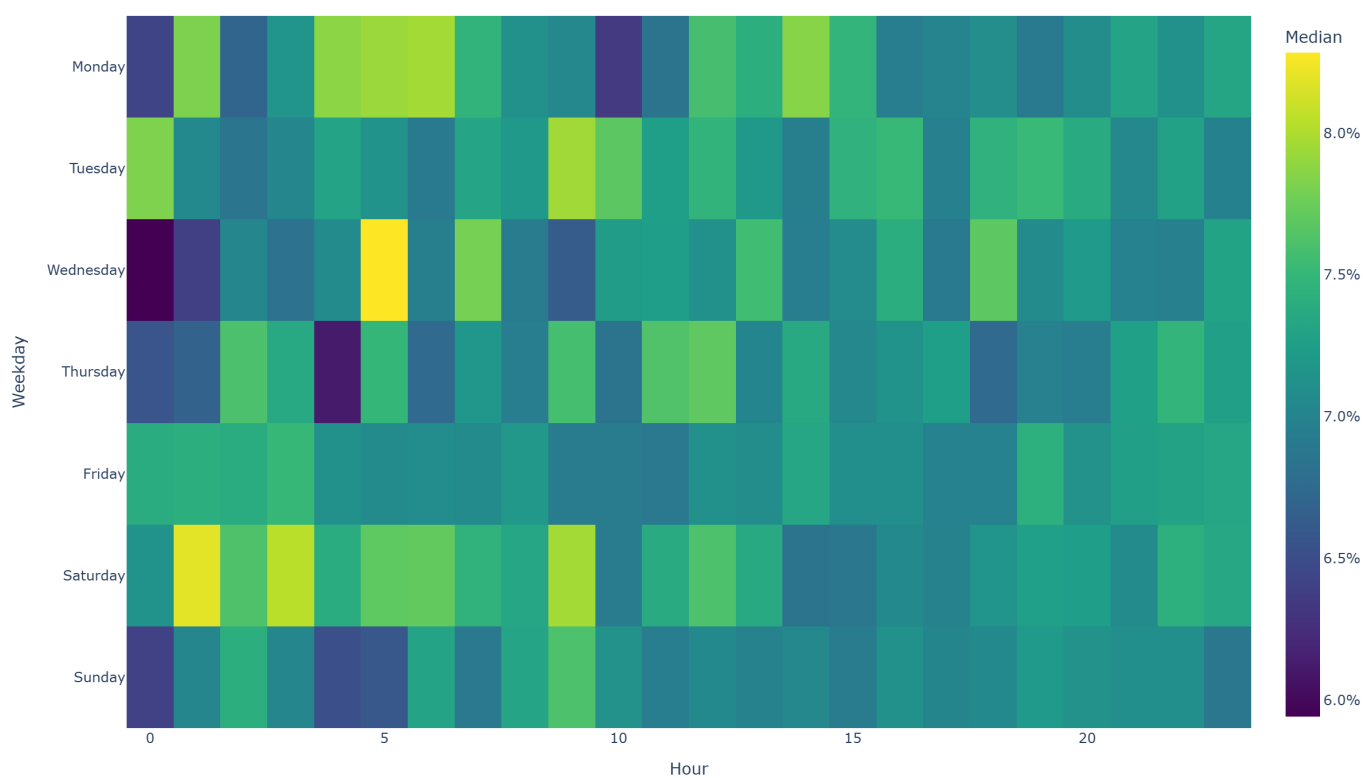
Q1-2 Engagement Structure by Platform — TikTok N=28,844 | YouTube N=19,235



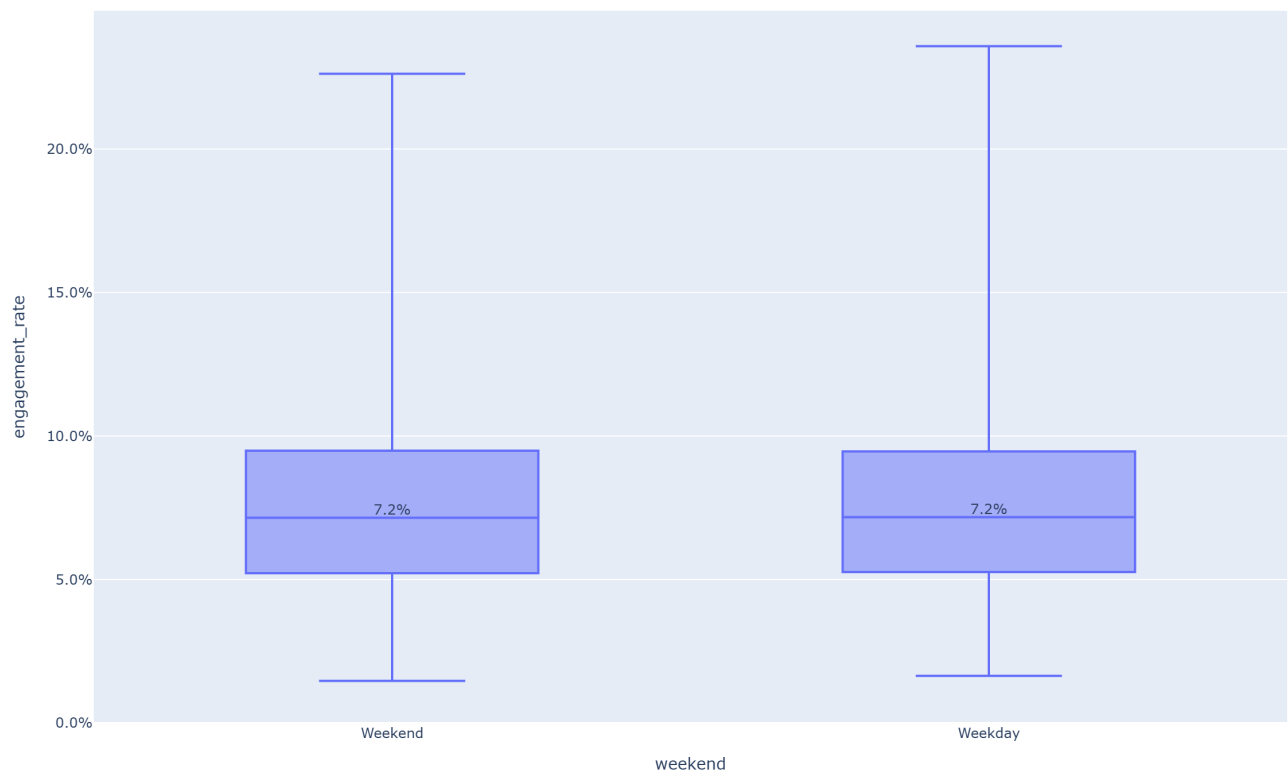
Q1-3 Views vs Likes by Platform (log-log; slope annotated)



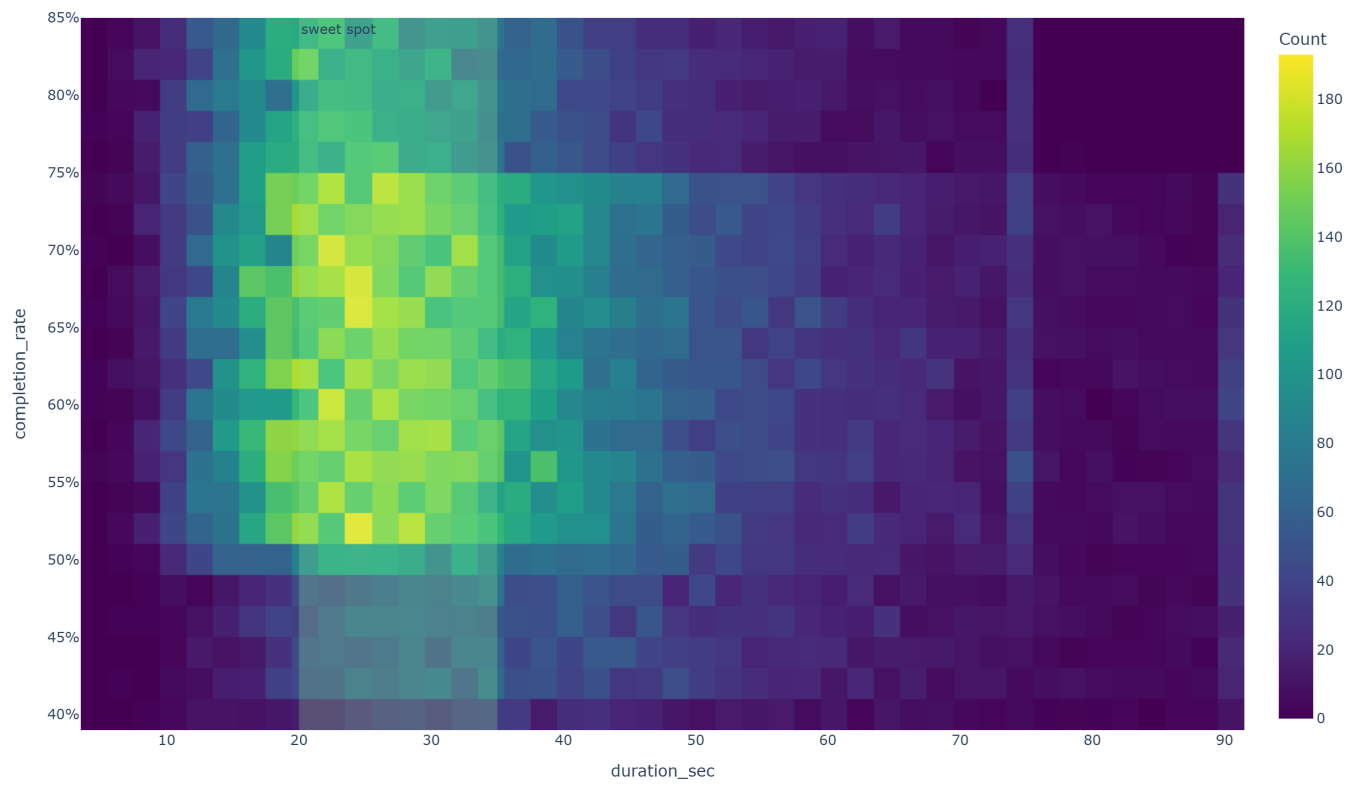
Q2-1 Median Engagement — Hour x Weekday



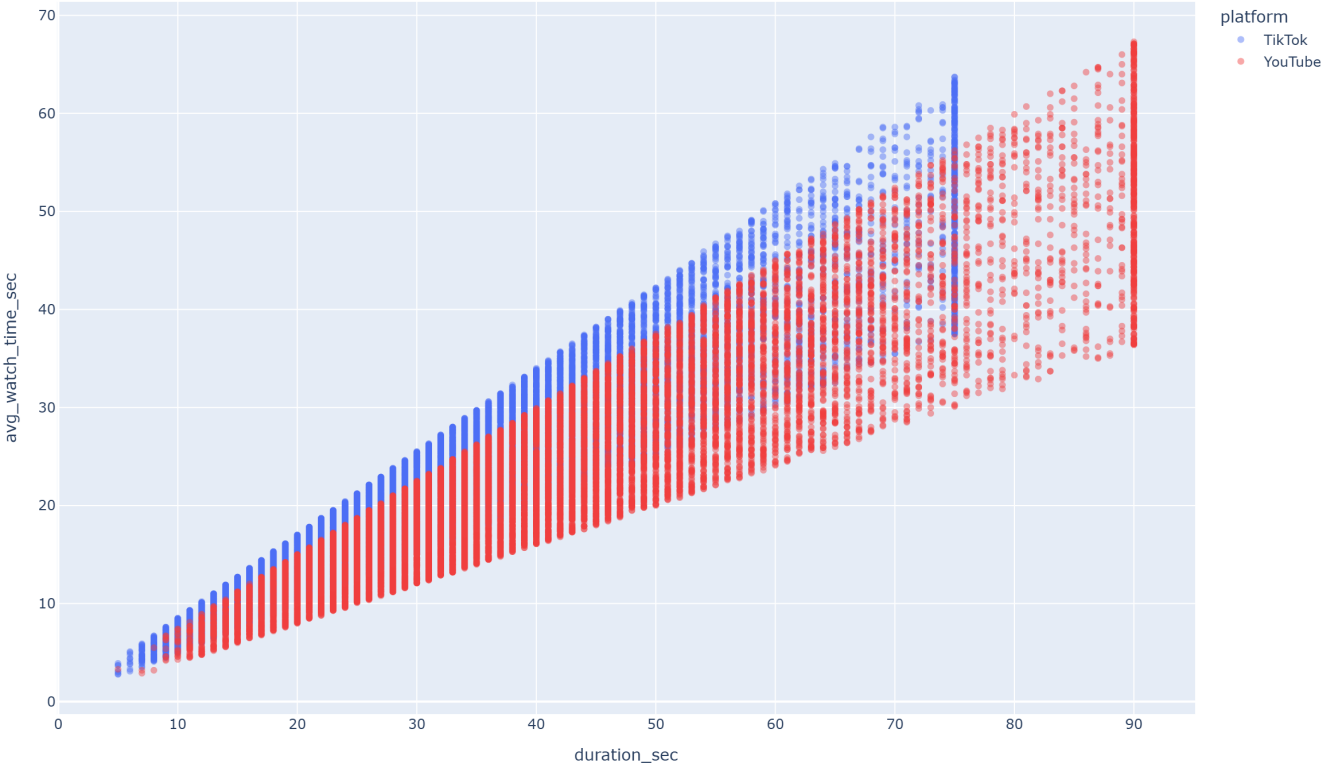
Q2-2 Engagement Rate — Weekend vs Weekday (median diff=-0.02%, p≈0.57)



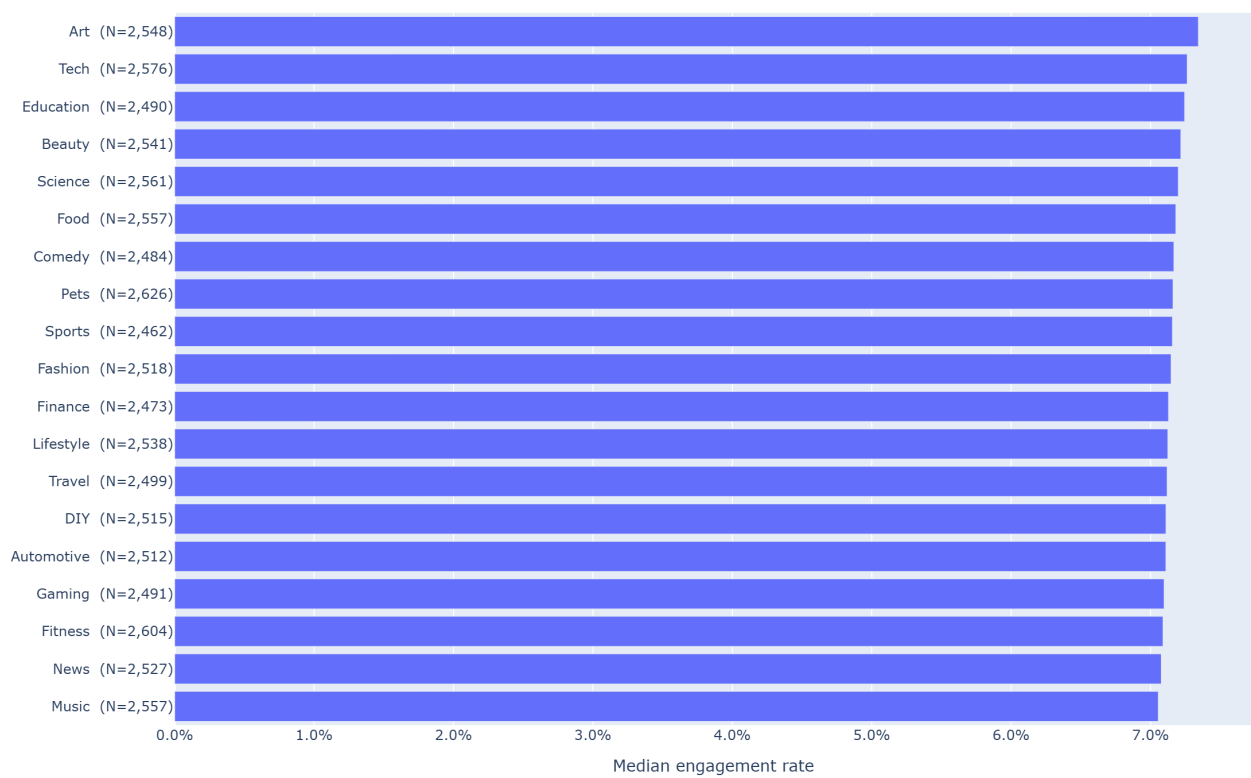
Q3-1 Duration vs Completion Rate (Density)



Q3-2 Duration vs Avg Watch Time (by Platform)



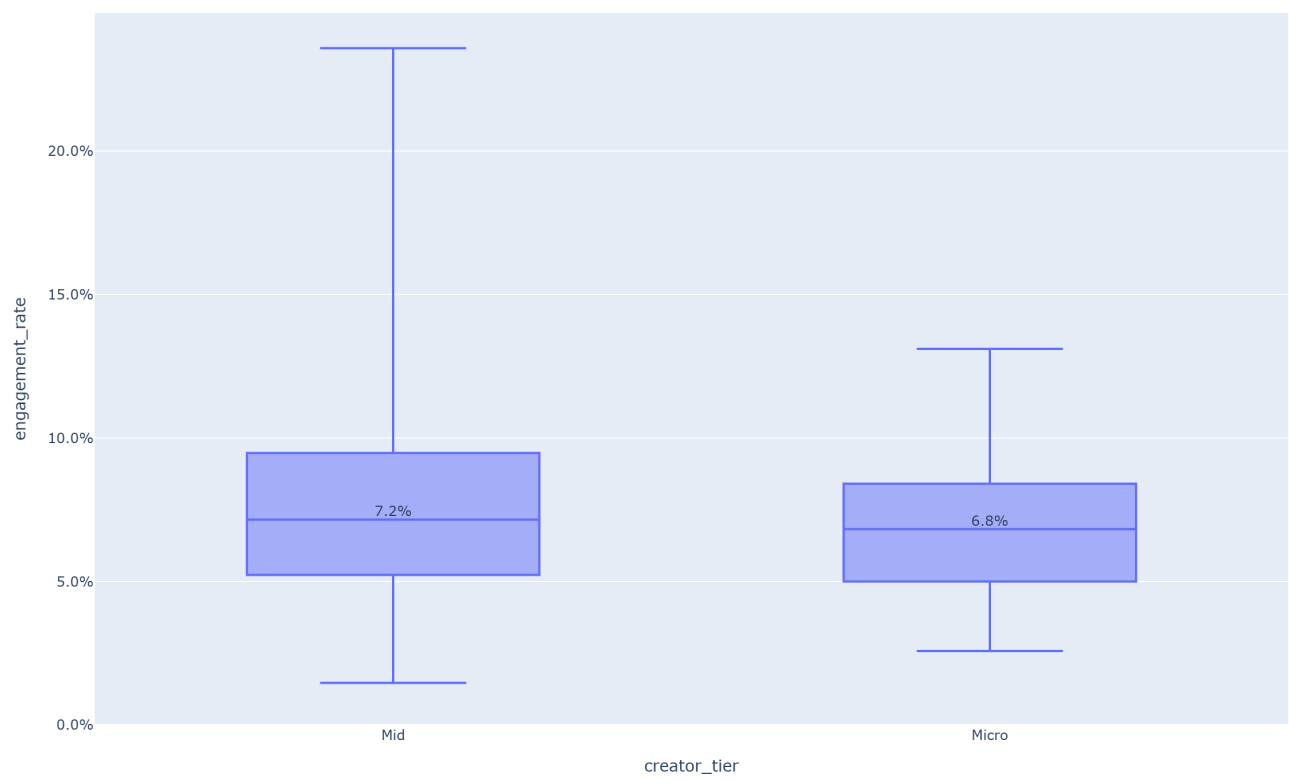
Q4-1 Top-20 Categories — Median Engagement (sorted by median; N = sample size)



Q4-2 Top-30 Hashtags — Median Share Rate (sorted by median; N = sample size)



Q5-1 Engagement Rate by Creator Tier



Q5-2 Trend Duration vs Engagement Velocity (log y; size=views)

