

TikTok wants Spotify's throne in music streaming: registers 'TikTok Music' as a patent

Translated by Content Engine LLC

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FULL TEXT

Facebook was born as a social network and is now trying to dominate the Metaverse. YouTube offered videos and then moved on to live streaming and music. Amazon was an online bookstore and now one of its major lines of business is cloud computing. The trend of the big tech companies is to expand as much as they can, and now it is TikTok's turn.

If Spotify started testing with videos a couple of years ago and already allows even podcasts in video format, TikTok is considering taking the leap in reverse and storming the online music market. The parent company, ByteDance, has recently registered the trademark 'TikTok Music' in both the United States and Australia, in what could be the first step to compete head-to-head with YouTube Music, Amazon Music or Spotify itself.

Although the short videos for which TikTok rose to fame have become a promotional platform for musicians to promote their songs, the business model could be expanded with this possible diversification of the company. The U.S. patent filing states that the music-related trademark would be intended to offer goods and services, such as an application, which would allow users to "buy, play, share, download music, songs, albums, lyrics".

Another possible use according to the trademark registration would be to "broadcast live and video", as well as "edit and upload photos as playlist cover art" and "comment on music, songs and albums".

If confirmed, it would be an evolution of what ByteDance already has in place. The Chinese firm already has an application called Resso operating in India, Brazil and Indonesia, which is aimed at younger people. At the beginning of 2022, Resso's market share of music streaming apps in India was dangerously close to Spotify's share and ranked as the fourth player in the landscape.

Of course, if TikTok decides to take the plunge, it will not be short of potential customers. According to the latest social media research, TikTok is the sixth most popular social media app in the world, with 1.39 billion monthly active users in the first quarter of 2022. On average, nearly 1 billion videos are viewed daily on the platform.

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