

Global Platform of Creation and Communication - Toutiao's Vision and Practice

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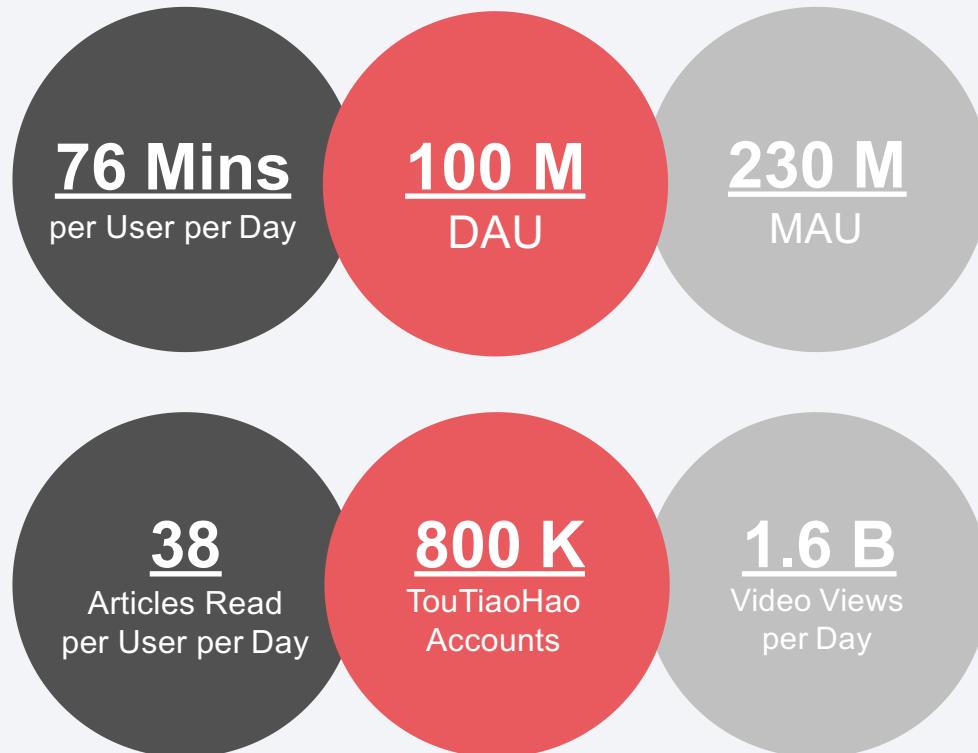
Toutiao



Toutiao

- Beijing ByteDance Technology Co., Ltd. was founded in March 2012.
- The company's main product is “Toutiao”.
- Toutiao is an artificial intelligence (AI) powered app that recommends personalized information to its users.
- By analyzing user interactions with content on the platform, Toutiao’s algorithms generate content lists tailored for each user, thereby differentiating from traditional methods of information distribution.

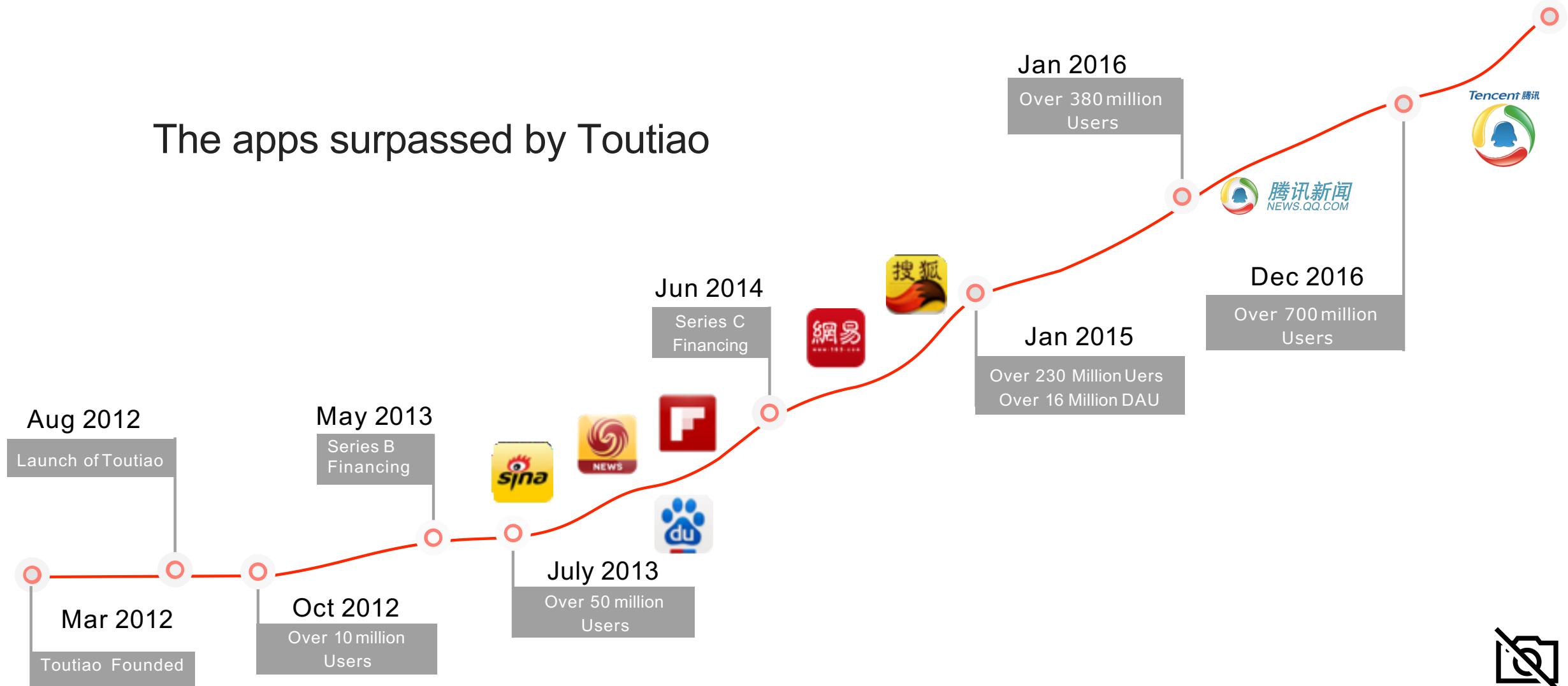
TouTiao: The Fastest Growing Super App.



The History of Toutiao

The earliest, largest and most advanced news distribution app in China.

The apps surpassed by Toutiao





New Apps for Information Dissemination Using AI Technologies



Xigua Video

Xigua Video is a short video app powered by our personalized recommendation engine. Over 100 million people share and discover videos they enjoy with the help of AI.



Tik Tok

Tik Tok enable users to create unique and intriguing short-form videos combining music with dance, parkour and other creative forms of expressions,. You can socialize with other users in Tik Tok community.



Hypstar

Hypstar is a 15-second original short video community which targets young people from all walks of life who enjoy sharing their lives. Recording and sharing interesting moments is a core focus of the platform.

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New Apps for Information Dissemination Using AI Technologies



Wukong Q&A

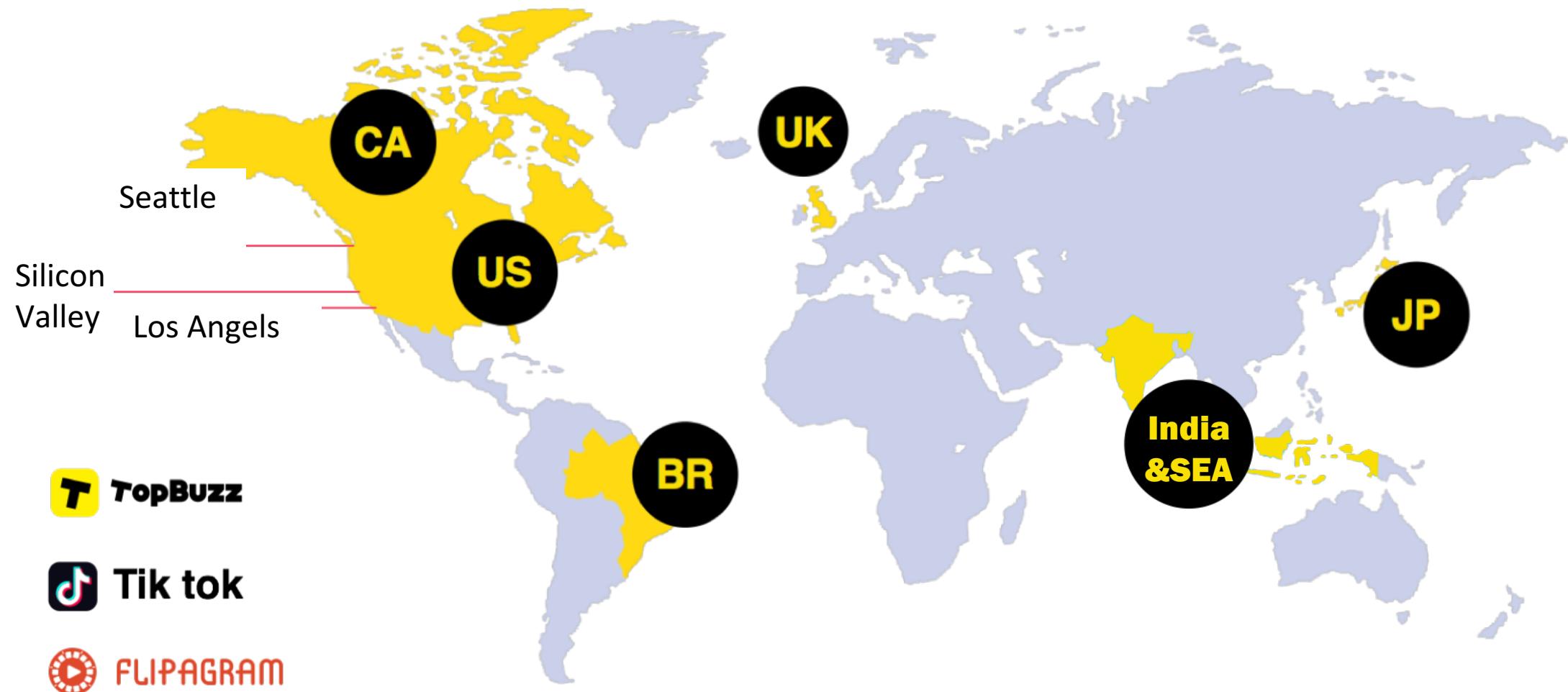
Wukong Q&A is a question-and-answer community for everyone. You can find the best people who can answer your question from hundreds of millions of users.



Tuchong

Tuchong is China's most active community for professional photographers sharing their interests. It currently has over 2 million avid photographers. We encourage original content creation and sharing. We care about the values behind the photos as well as the skills.

A Global Company



Founder and CEO: Yiming Zhang



- Yiming Zhang established Bytedance in 2012.
- Born in 1983.
- Holds a bachelor's degree in Software Engineering from Nankai University.
- In Forbes China's "30 Under 30" list
- In Fortune China's list of "40 Business Elites Under The Age Of 40".

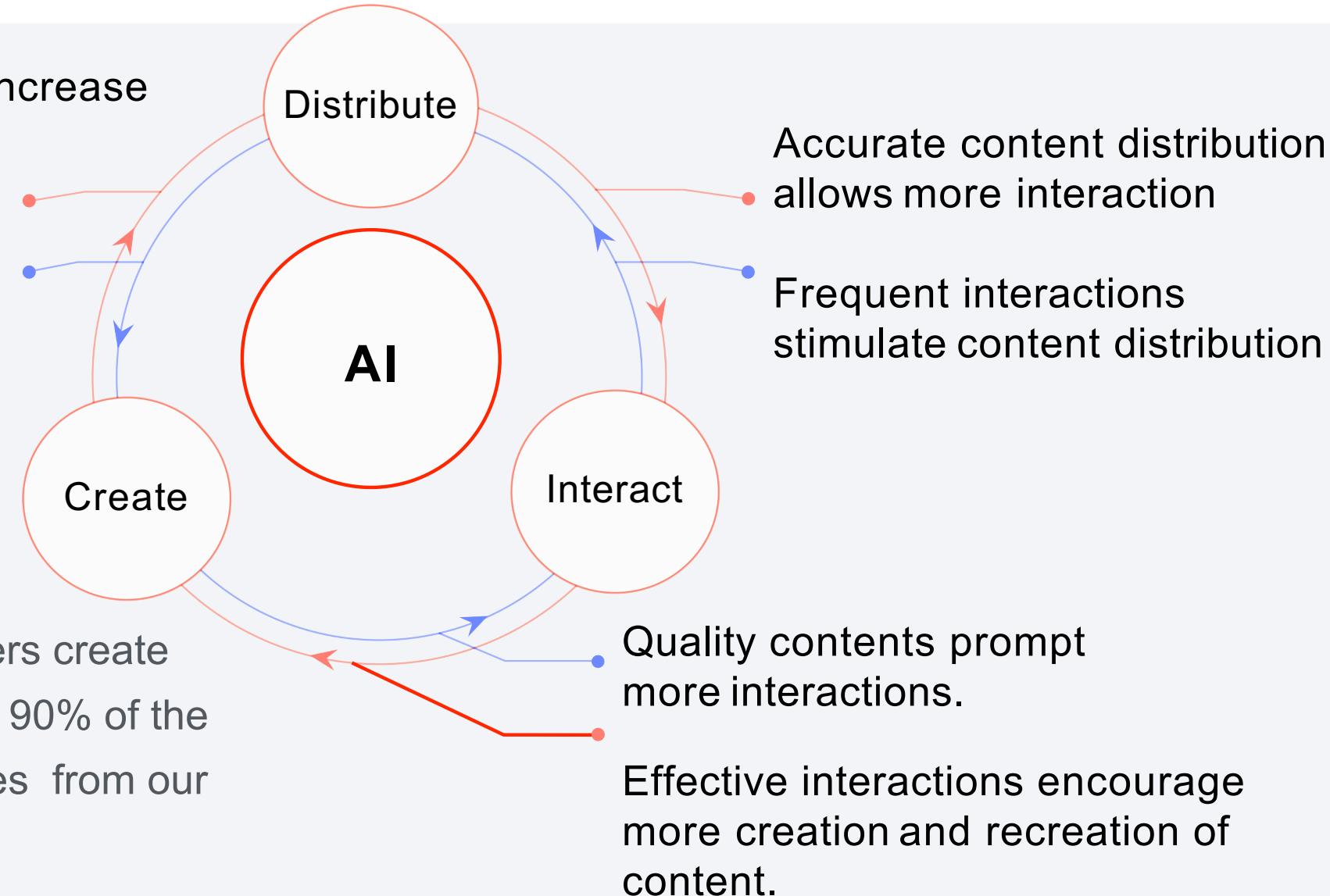
Toutiao's Vision: Global Platform for Creation and Communication



Toutiao Content Platform

Our own content ecosystem.

Quality content increase the efficiency of distribution
Highly efficient content distribution stimulates content creation
800,000 ToutiaoHao publishers create **2,000,000** articles per week. 90% of the content on Toutiao now comes from our own ecosystem.



High-Tech Features

More than 1,000 engineers, fast iterations.



 **190 TB**
of User Profile Data



6 Billion
Requests per Day



7.8PB

Data Processed per Day



389

Updates of Code per Day



40,000
Servers

- Equivalent to the data of 30 US Congress libraries
- Fast iterations;
Quick response to user needs
- Expected to increase to 60,000 this year;
Industry-leading

News Feed Ads

Toutiao: 8 Ads per 100 news; Facebook: 13 Ads per 100 news.

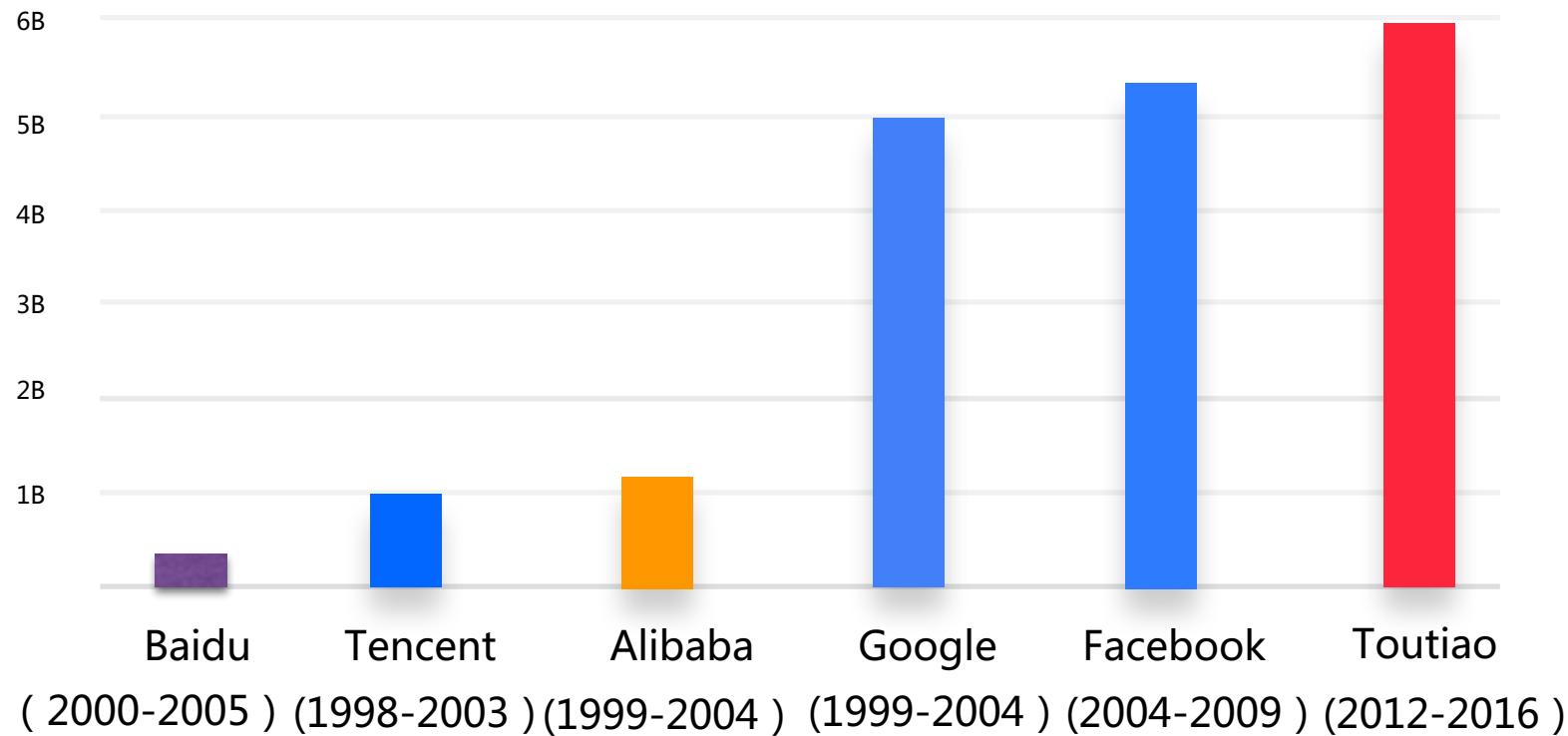
Native advertising has higher user acceptance and conversion rate. We utilize the same type of recommendation system to target ads, matching features such as gender, age, interest, profession, geo-location, weather...



Fastest Growing Internet Company

Revenue in RMB

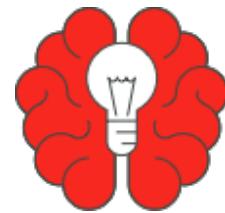
The fifth years of internet companies



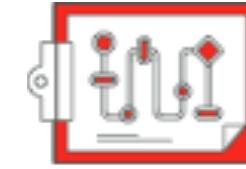


TOUTIAO AI LAB

The Key Research Areas



Machine learning



Natural Language Processing



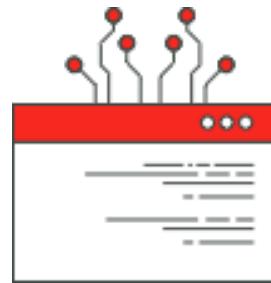
Computer Vision



Human Computer Interaction



TOUTIAO AI LAB



Wealth of data and comprehensive learning samples



A complete feedback loop among users, data, algorithms and content

Core Strengths



Abundant usage scenarios



Top talents from around the world

The background features a large, faint red circle centered in the middle. Overlaid on this are several concentric arcs and straight red lines, creating a dynamic, radiating effect. Some lines are solid, while others are dashed. A prominent solid red line extends from the bottom left towards the center. Another solid red line is located in the bottom right quadrant. Dashed red lines are scattered throughout, particularly in the upper and lower areas.

THANKS