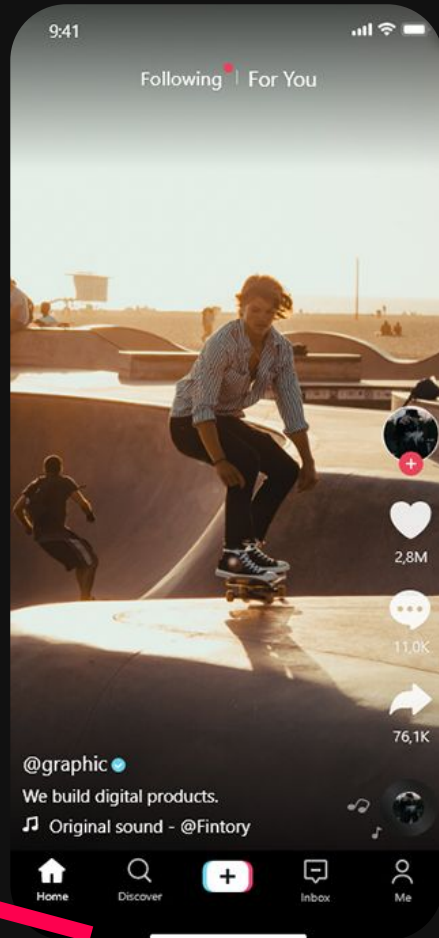




Class CB02
Group: The five guys



Introduction

The company we chose to research is TikTok. The methods of research based on the DOT Framework we used are Online analytics and Literature Study.

Tiktok Timeline

September 2017

ByteDance brings Douyin outside of China's Great Firewall under the name of TikTok

April 2020

TikTok surpasses 2 billion downloads and sets the record for quarterly downloads.

2012

March 2012

Internet entrepreneur Zhang Yiming founds ByteDance in Beijing.

2017

2018

October 2018

ByteDance achieves a record \$75 billion valuation, making it the world's biggest privately backed startup.

2020

2021

December 2021

TikTok overtakes Google as the most-visited website on the internet.

According to our research from Google Statistics and statista.com, the target group of the company divided by (groups) seems to be:

Age:

18-24(total 38.9%)

By according to the latest data report vast majority of the users are between 18-24 years old and and users between 25 to 34 years old are at the second place.

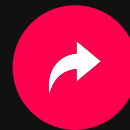


Gender:

Male: ~43 %

Female: ~57 %

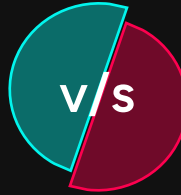
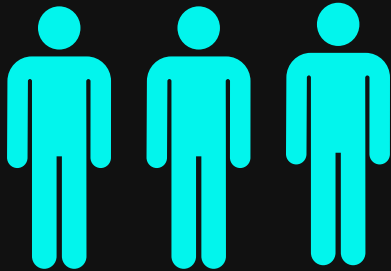
According to statista, the number of TikTok users in the upcoming years is going to increase.



TikTok Gender Demographics

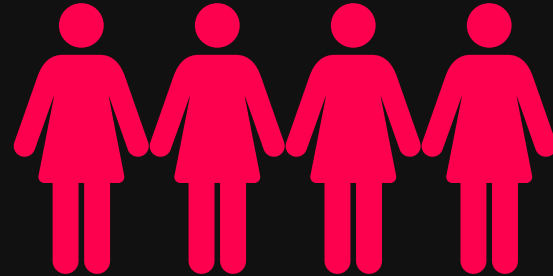
~43%

The biggest share of the age group among male users belongs to 18-24 years old.



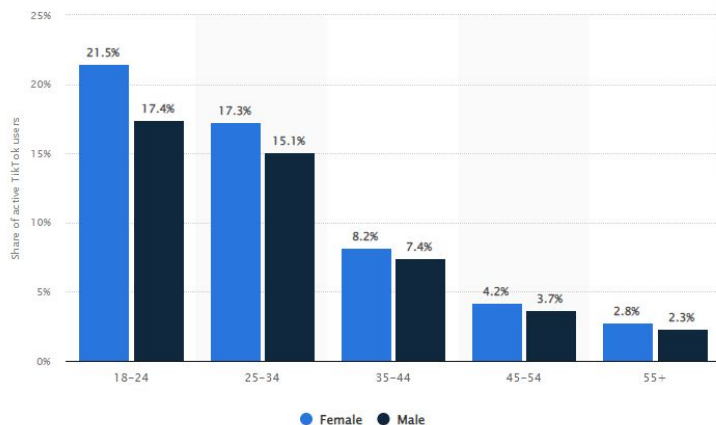
~57%

The biggest share of the age group among female users belongs to 18-24 years old.



Latest statics of target group and number of users

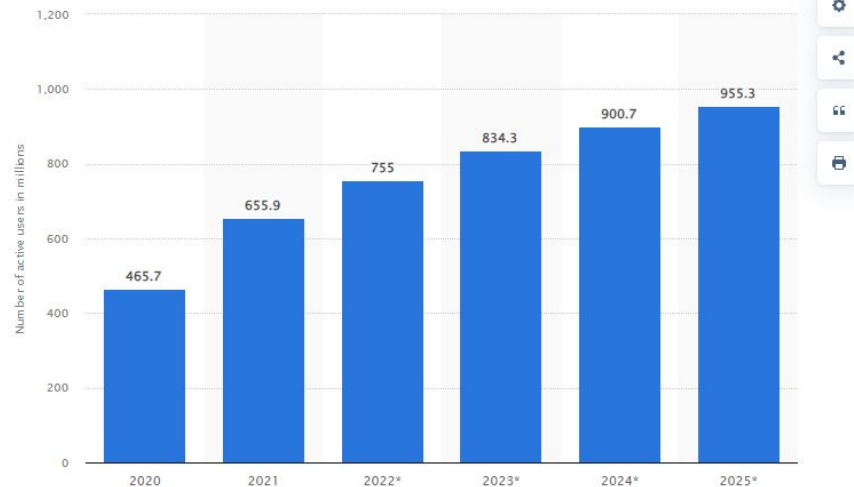
Share of the users and genders:



Details: DataReportal; TikTok; January 2023; 18 years and older; based on addressable ad audience

© Statista 2023

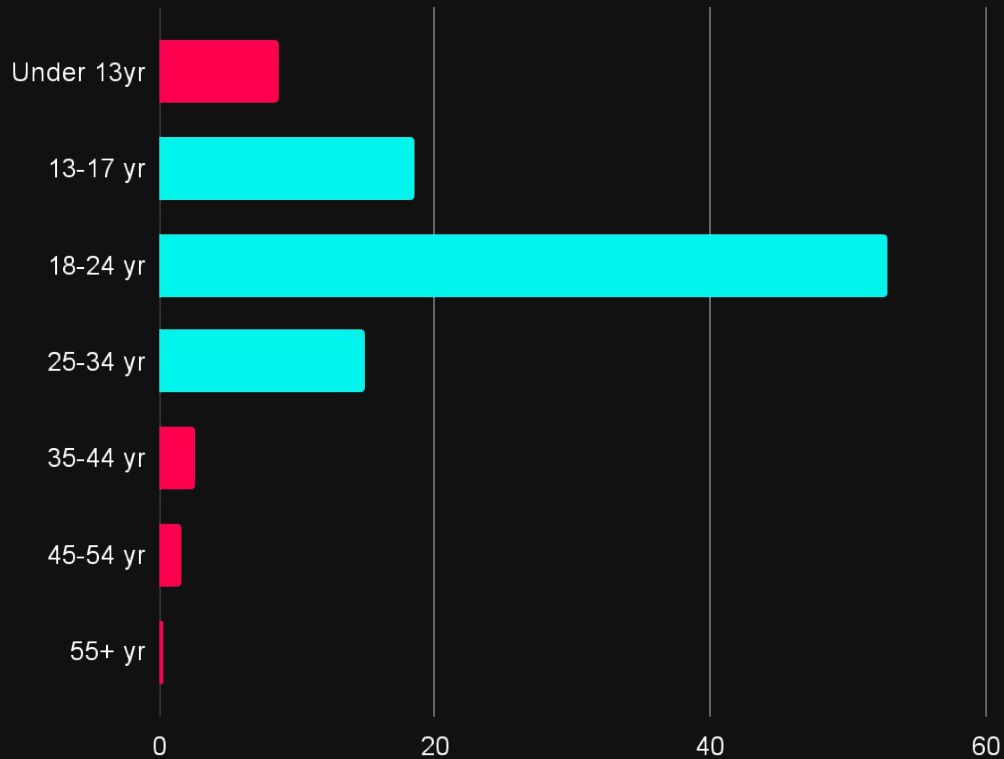
According to statista, the number of TikTok users per year:

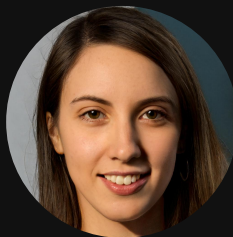


Details: Worldwide; eMarketer; 2020 and 2021

© Statista 2023

Most Popular TikTok Creators





Emma

200

Following

100

Followers

60

Views

Follow



Age: 20
From: Mexico
Student

Emma spends 1 hour on TikTok every day. She is interested in dancing and fitness videos.



Some Facts about TikTok

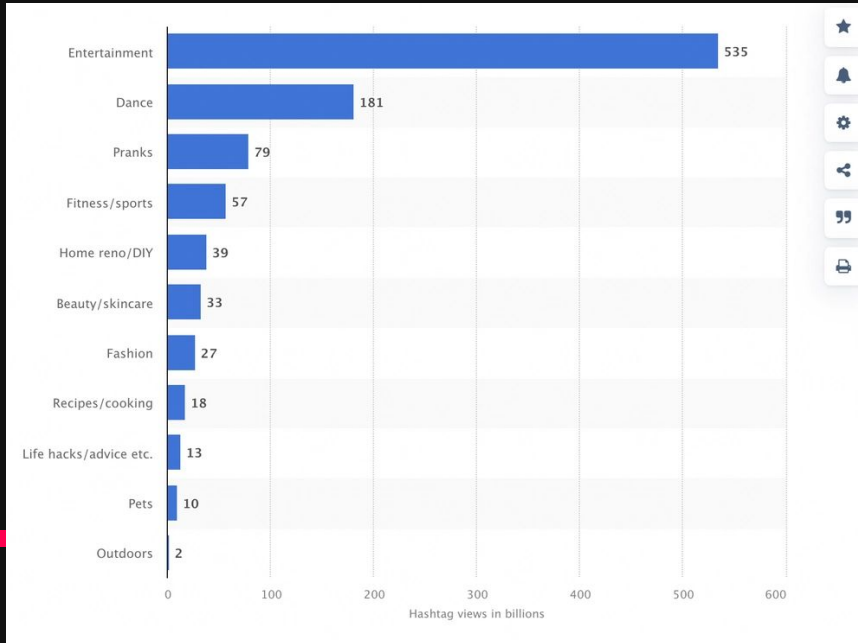
- 1 in 4 TikTok users are under 20 years old
 - TikTok has more Gen Z users than Instagram
 - The majority of TikTok creators are aged 18 to 24
 - 57% of TikTok users are female
 - The US has the largest TikTok audience (over 135 million)
 - Almost 90% of Saudi Arabian adults use TikTok
 - The average age of the top 10 TikTok creators is 24 years old
 - Each of 2021's top seven TikTok earners was 25-years-old or younger
- The social media platform's appeal to a young audience has taken TikTok (37.3 million) above Instagram (33.3 million) in terms of popularity among Gen Z users.
 - The US has the single largest TikTok audience with over 135 million users. That's approximately 38% more than second-placed Indonesia's 99 million users.
 - Saudi Arabia leads the way with around 9 in 10 (87.9%) in Tiktok penetration
- 

The background is black and features numerous horizontal bars of varying lengths and colors, including red, cyan, and magenta, scattered across the top and bottom sections.

“TikTok has 1Billion active users worldwide”

Main wishes of the target group

Research based on Online Analytics



The main content that the users search on TikTok:

- Entertainment
- Dancing
- Pranks
- The rest

SWOT

Strength

The ability to connect every person in the world with similar tastes in entertainment and internet content;
Limitations for access to certain content;
Content moderation

S

W

Weakness

Physical and psychological health problems from staying too long on one's phone, losing track of time etc.

Opportunities

Making new friendships, collaborations;
In very rare cases earning some money while providing entertainment to an audience

O

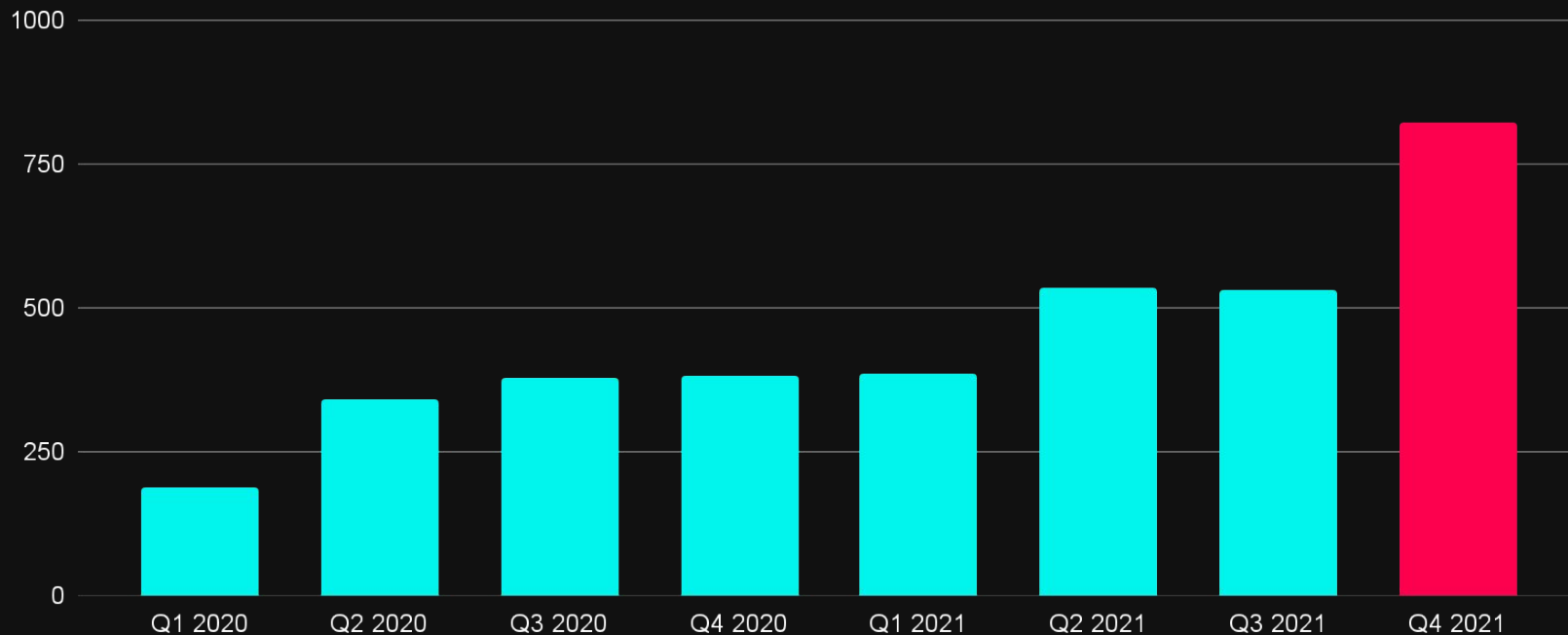
T

Threat

One negative side of TikTok's way of working is the fact they are very intrusive when it comes to their users' private data.

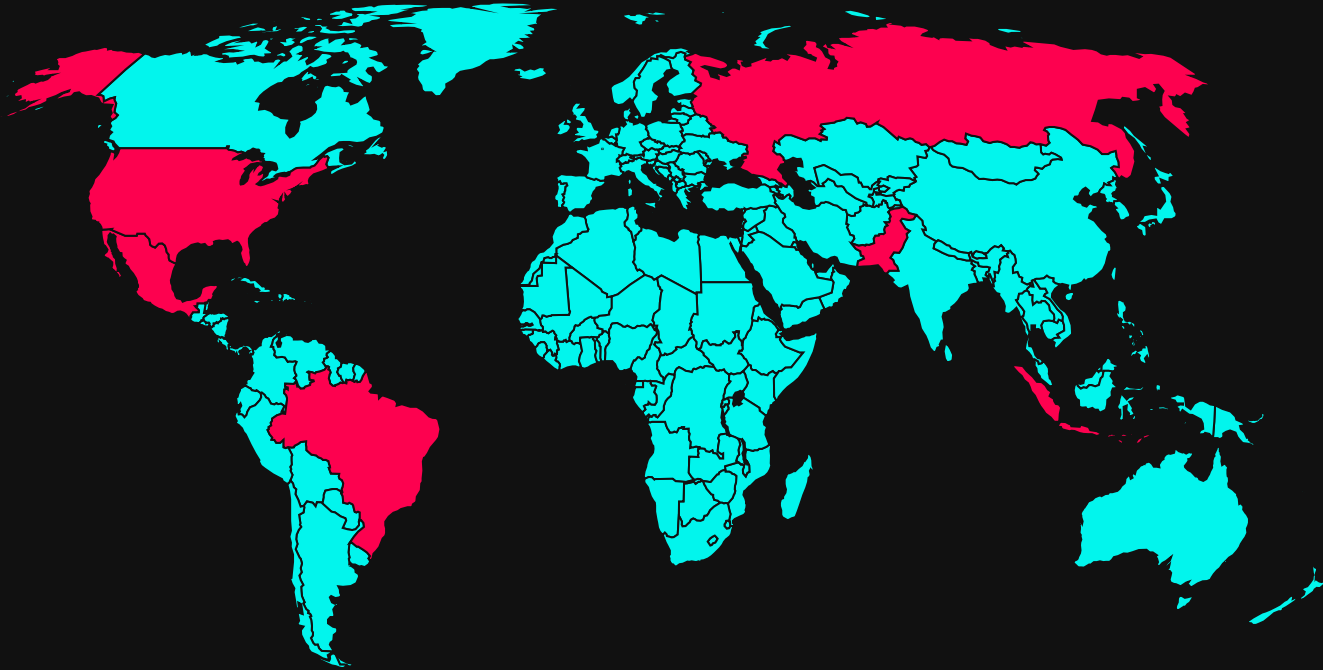
Worldwide Quarterly Spending on Tiktok

Prices are represented are in Million dollars



Map of Countries with most users

USA, India, Saudi Arabia, Brazil, Mexico Russia \approx 41% of daily users



The background is a solid black field decorated with numerous horizontal lines of varying lengths and positions. These lines are colored in a vibrant cyan and a bright magenta. They are scattered across the entire frame, creating a dynamic, abstract pattern that frames the central text.

Thanks!