

# TikTok impact across streaming platforms

Keberth

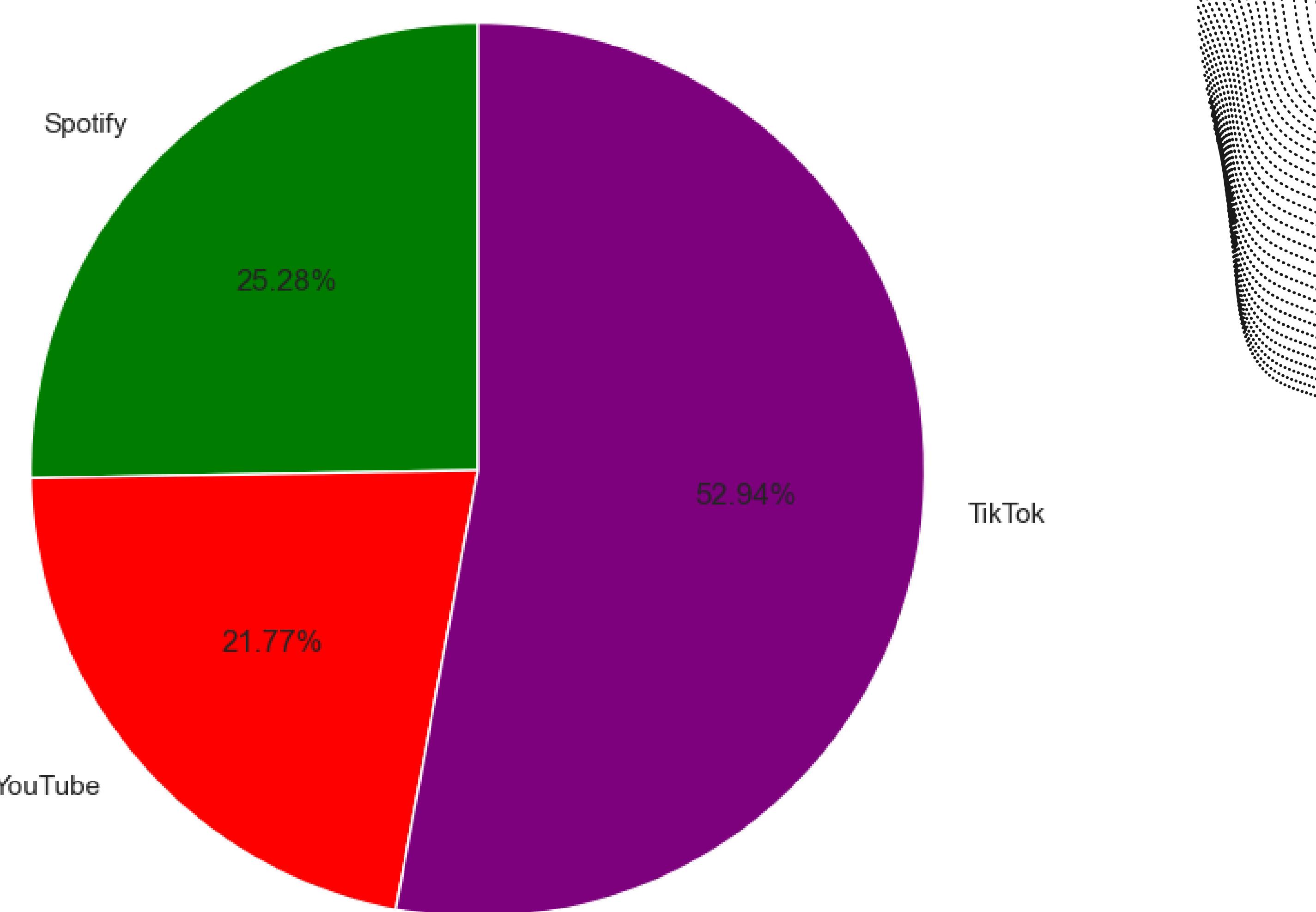
# Most Streamed Spotify Songs 2024 Dataset

AirPlay Spins	SiriusXM Spins	Deezer Playlist Count	Deezer Playlist Reach	Amazon Playlist Count	Pandora Streams	Pandora Track Stations	Soundcloud Streams	Shazam Counts	TIDAL Popularity	Explicit Track
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	ISRC	Track	Artist	Release Date	Explicit Track
0	QM24S2402528	MILLION DOLLAR BABY	Tommy Richman	2024-04-26	False
1	USUG12400910	Not Like Us	Kendrick Lamar	2024-05-04	True
2	QZJ842400387	i like the way you kiss me	Artemas	2024-03-19	False

Track Score	Spotify Streams	Spotify Playlist Count	Spotify Playlist Reach	Spotify Popularity	YouTube Views	YouTube Likes	TikTok Posts	TikTok Likes	TikTok Views	YouTube Playlist Reach
725.4	390470936.0	30716.0	196631588.0	92.0	84274754.0	1713126.0	5767700.0	651565900.0	5.332282e+09	150597040.0
545.9	323703884.0	28113.0	174597137.0	92.0	116347040.0	3486739.0	674700.0	35223547.0	2.083390e+08	156380351.0
538.4	601309283.0	54331.0	211607669.0	92.0	122599116.0	2228730.0	3025400.0	275154237.0	3.369121e+09	373784955.0

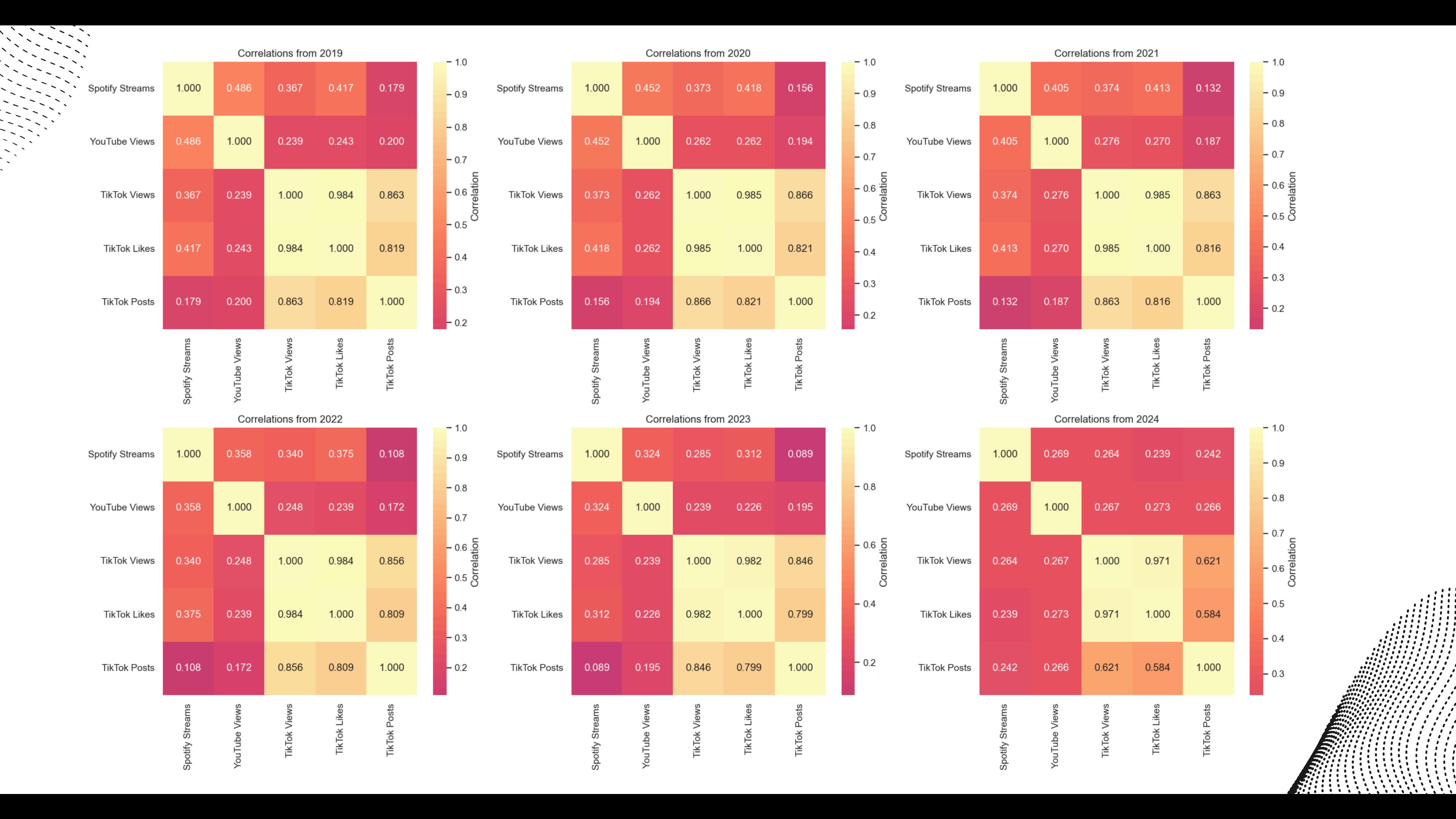
# PLATFORMS PANORAMA



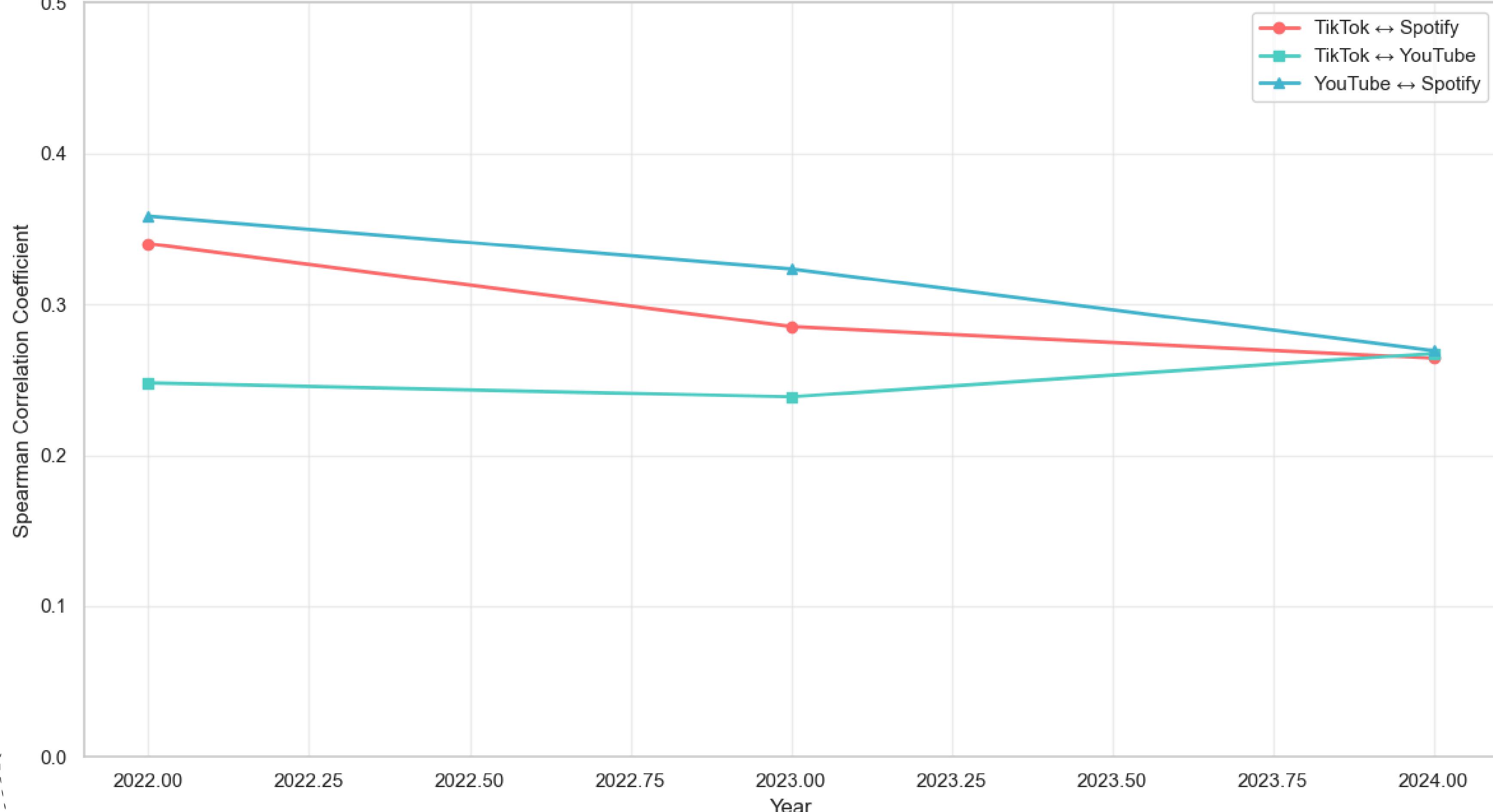
# TIKTOK IMPACT

BEFORE  
2020

AFTER  
2020



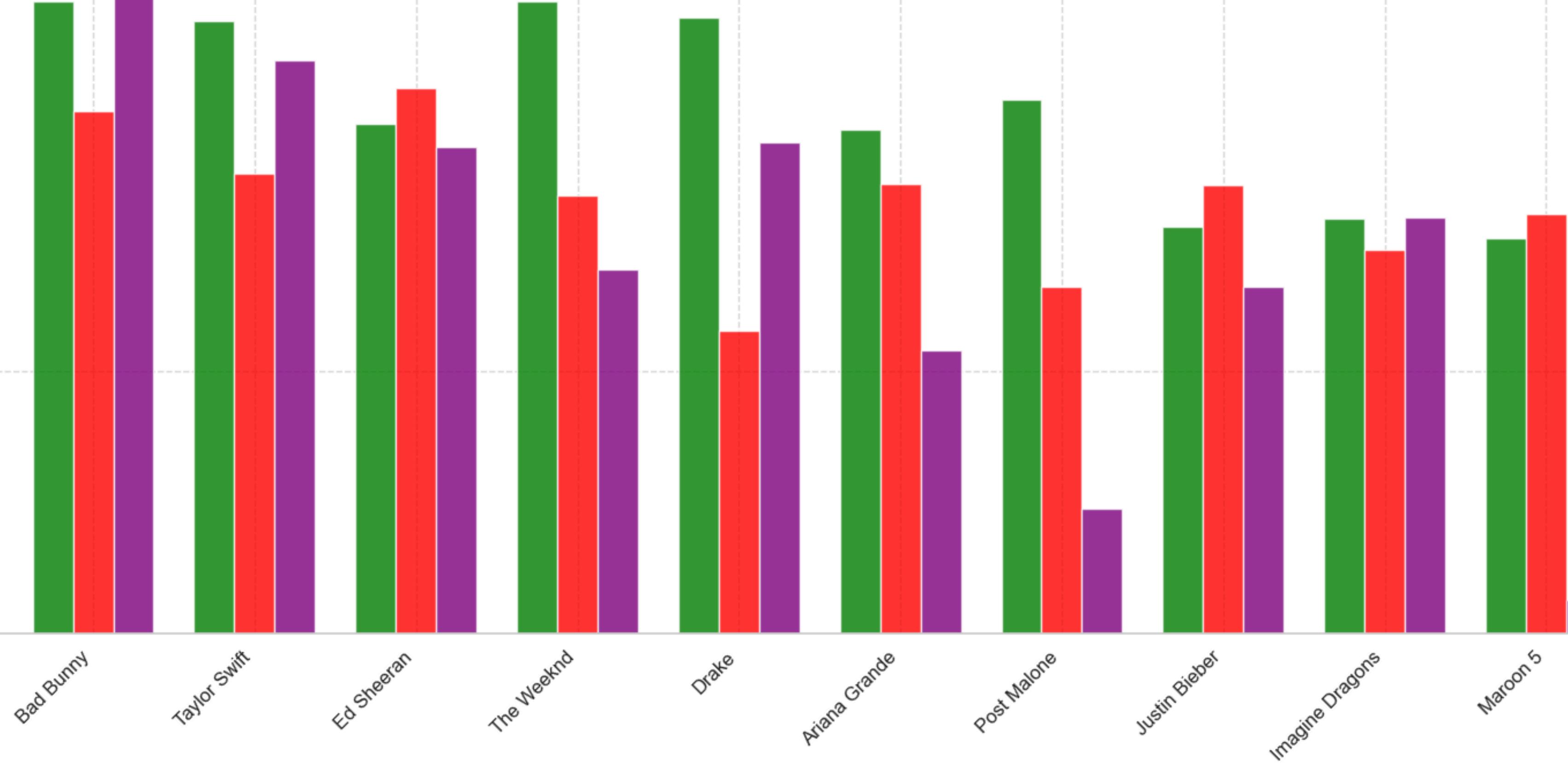
## Trends in Platform Correlations (2022–2024)



# ARTISTS POPULARITY

SPOTIFY   YOUTUBE   TIKTOK

Spotify  
YouTube  
TikTok



# CONCLUSIONS

- Songs released on 2024 has better correlation between Spotify and YouTube than 2023; on 2019 has better correlation before 2023
- Songs success not only depends on virality from TikTok, but it helps.
- TikTok is not lack of power nowdays, is evolving to a more strategic background beyond loyalty and fan bases.

# TikTok

across the years



# THANKS

Keberth