

UNDERSTANDING GEN Z THROUGH TikTok's LENS

HCMC, June 2019



Gen Z?



6 THINGS WE NEED TO KNOW ABOUT GEN Z

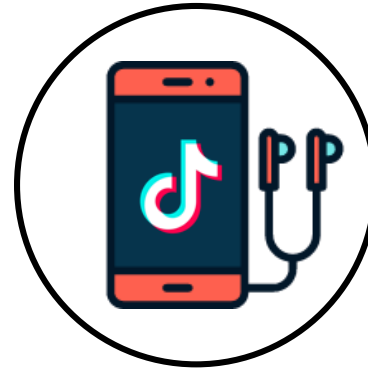
NO. 1 – MOBILE FIRST, ALWAYS

SMART
PHONE



72%

TIKTOK
GEN Z



7.2M

NO. 2- SOCIAL MEDIA IS INTEGRAL

SOCIAL MEDIA USERS



58.0

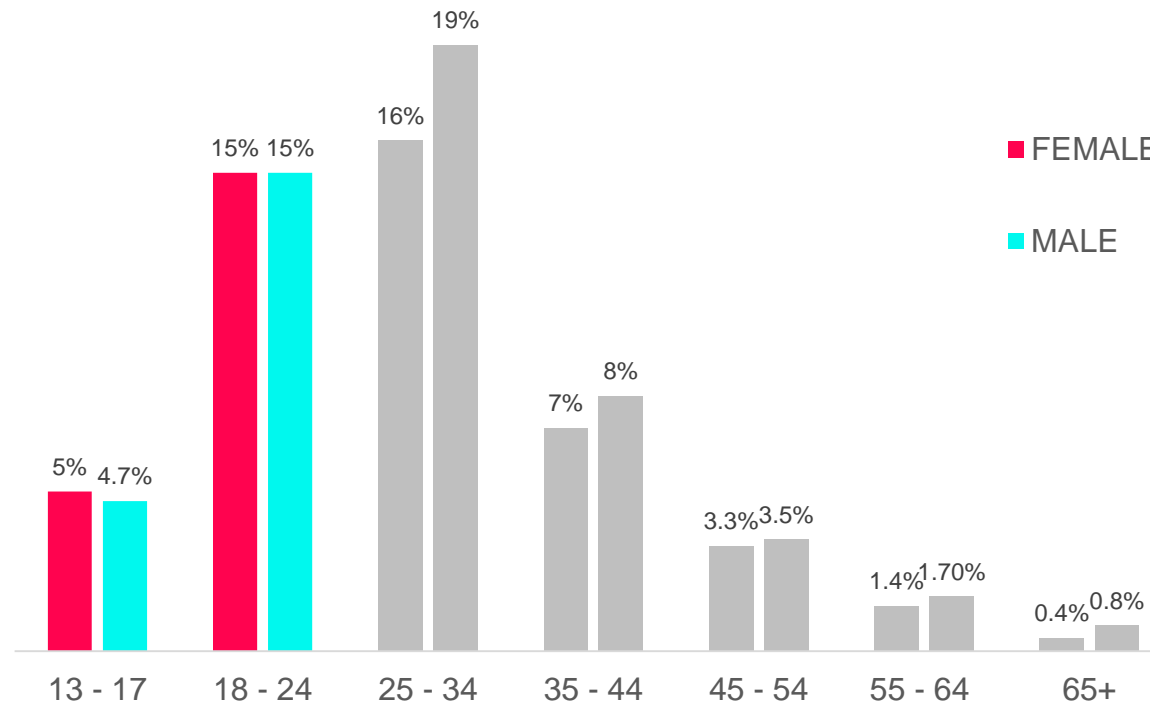
million

60%

penetration



SOCIAL MEDIA PROFILE



*Source : digital in 2019 Southeast Asia/East Asia/West Asia , hootsuite & we are social



NO. 3- VIDEO CONTENT IS THE FASTEST AND EASIEST ROUTE TO APPROACH GEN Z

MAU



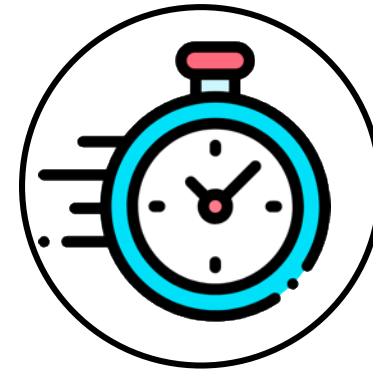
12M

TOTAL
VIDEO VIEW



15B

AVG
USING TIME



29mins

NO. 4 – PERSONALIZATION GRABS THEIR ATTENTION

For You



More Personalized

Based on unique intelligent machine learning technology, you can see personalized content recommended for you



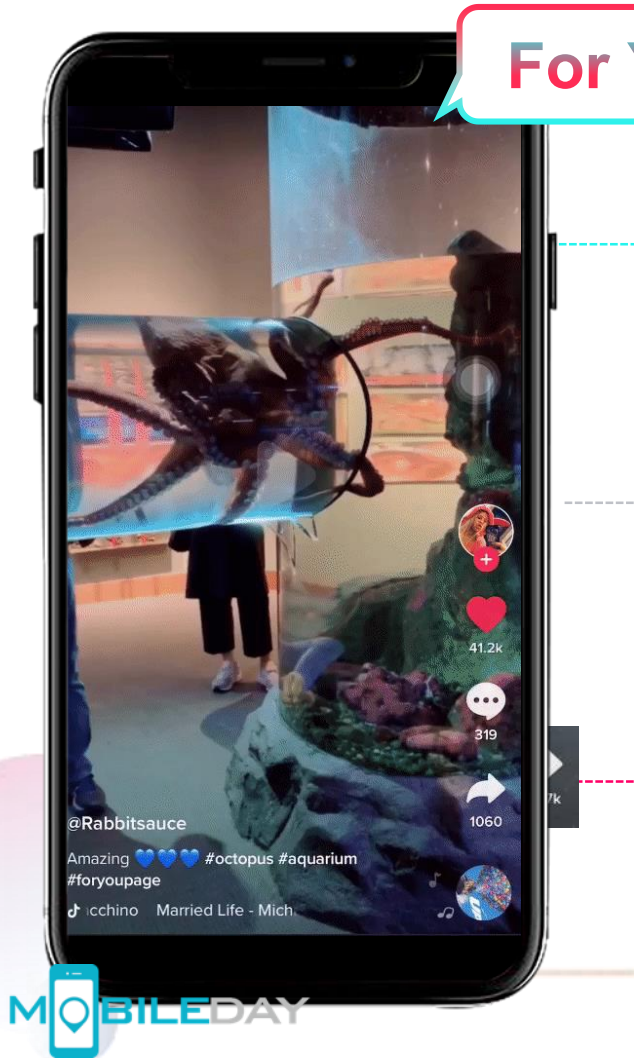
More Accurate

It constantly learns your preference through video viewing and interaction behaviors; The longer you spend time with TikTok, the better it understands your content preference



More Diversified

Compared to subscription, you can enjoy broader and more diversified content you may be interested in



NO. 5 – CO CREATION CULTURE

#tiktoklol



Video Views: 85.8m

#jenniesolo



Video Views: 200m

#tripleshoot



Video Views: 163m

#niemtinchienthang



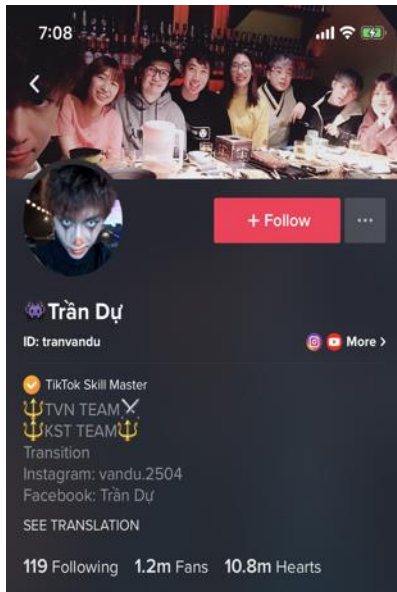
Video Views: 135m

#อร่อยไปกิน
(#Delicious)



Video Views: 313m

NO. 6 – “ in (the right) INFLUENCERS we TRUST”



TikTok celebrates Gen Z's creativity





**THANKS
FOR LISTENING**

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**Make
every
second
count.**

