

TikTok by the numbers

TikTok is a social media application used for creating short mobile videos. The app is popularly used for short dance, lip-sync and comedy videos. The app first launched in September 2016 in China.

Number of video views per day: **1 billion**



Total number of downloads: **1.65 billion**



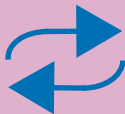
41% of users are between the ages of **16-24**.



Total number of monthly active users: **800 million**



90% of users visit the app more than once per day.



Users spend an average of **52 minutes** per day on the app.

