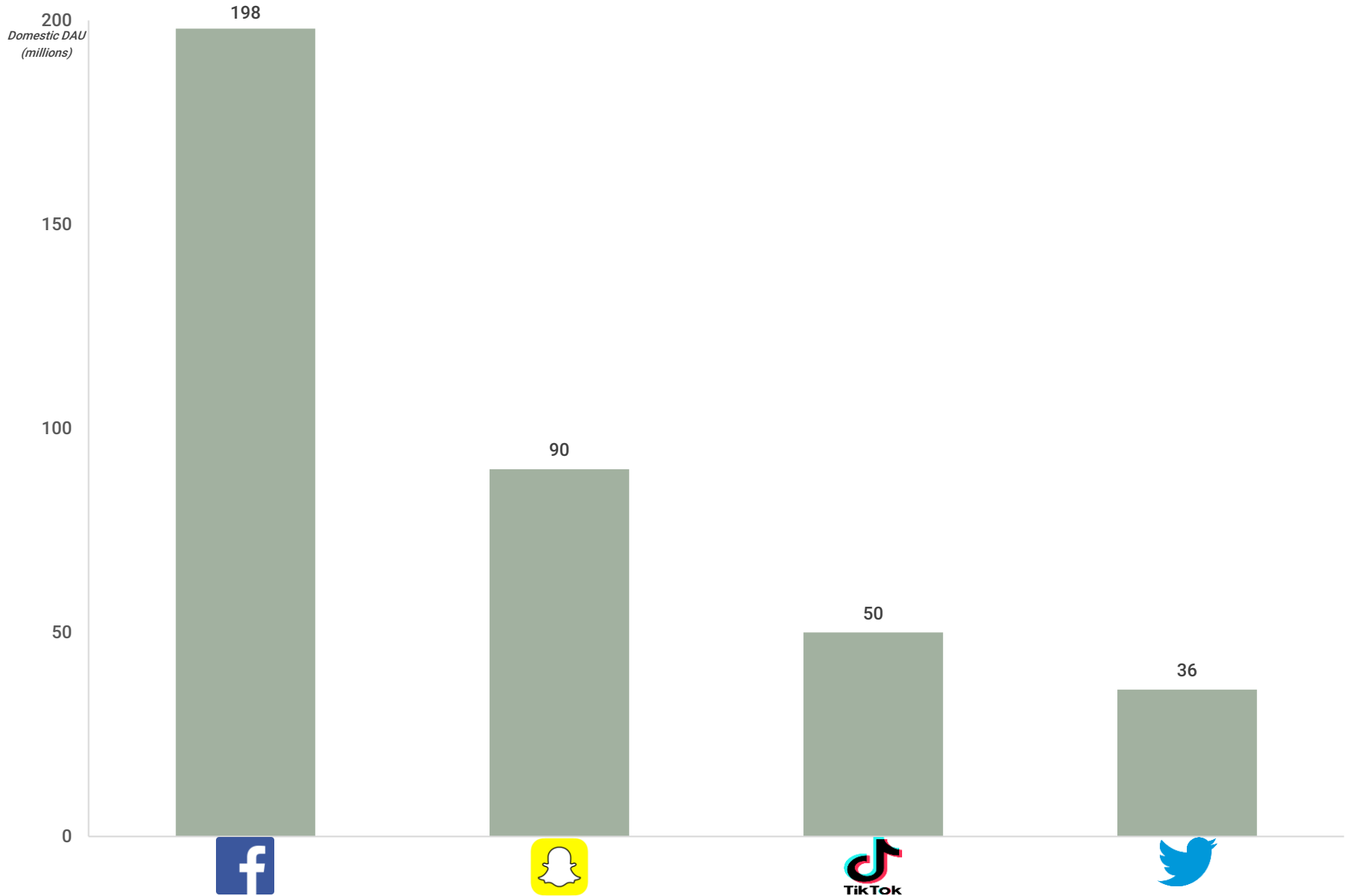


# In Less Than Two Years, TikTok Has Become One Of The Most Used Social Networks In America



*Will TikTok complete a sale of its U.S. operations by the imposed deadline of September 15<sup>th</sup>?*

Source: Company Reports; EMC Analysis  
Note: Facebook includes DAU in U.S. and Canada; Snapchat includes DAU in U.S., Mexico, the Caribbean, and Central America; Twitter and TikTok only includes DAU in U.S.



# TikTok Utilizes Its Algorithm, Rather Than A Follower Graph, To Drive Engagement On The App

Seconds Spent  
in App  
(per session)



342 seconds



259 seconds



152 seconds



136 seconds



78 seconds

*Will Instagram see the same type of instant success with Reels as it did when it added Stories?*