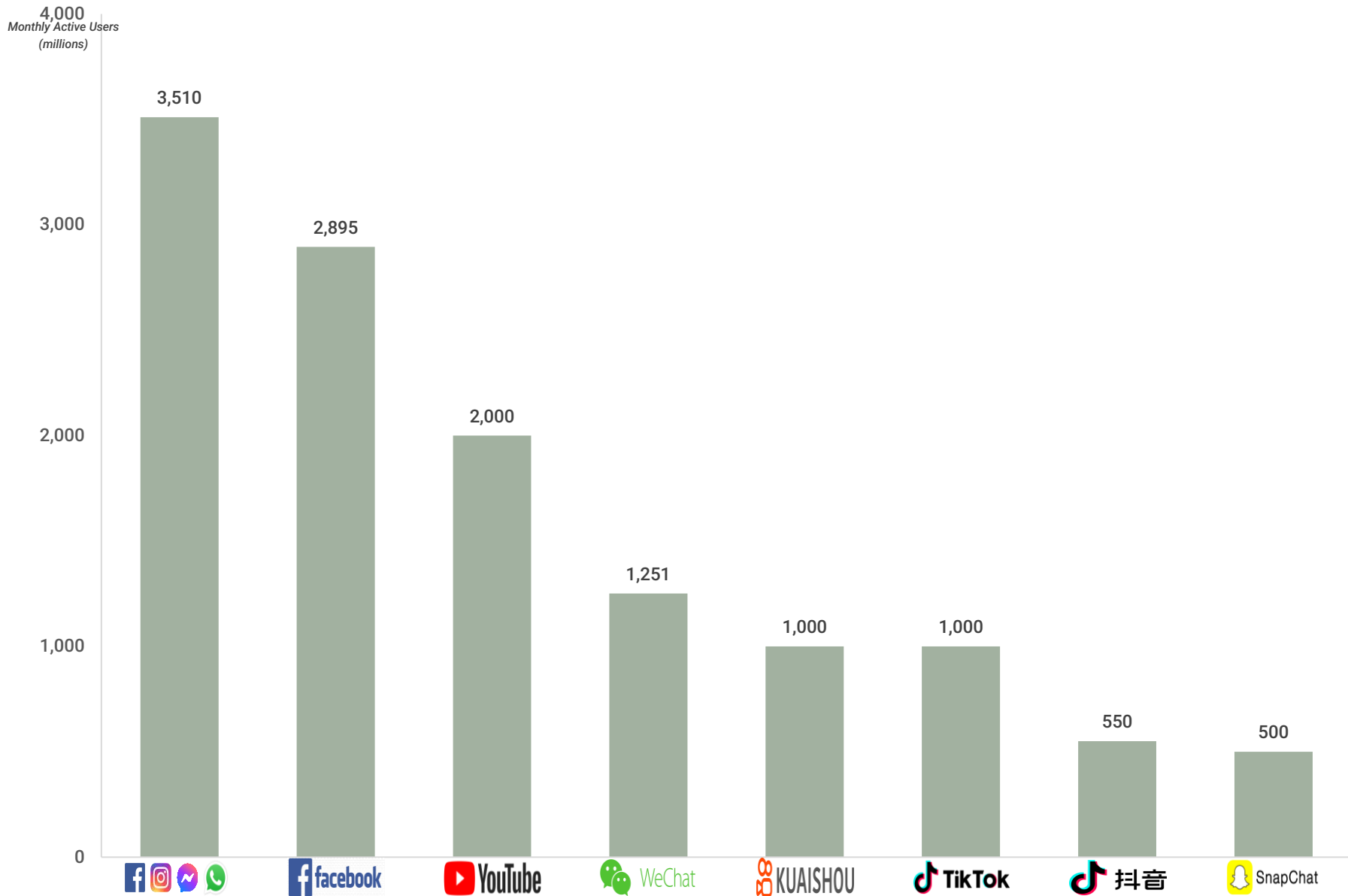


In Just Over 4 Years From Launch, TikTok Has Reached 1 Billion Monthly Active Users Worldwide



How will social platforms add new features that reduce their dependence on advertising revenue?

Source: Company Reports; EMC Analysis

Note: Facebook Family (3,510M) represents the number of unique people using at least one of Facebook, Instagram, Messenger, and WhatsApp. Douyin (550M) is TikTok's sister app and only available in China; Douyin was launched in September 2016, but TikTok was released internationally (ex-China) in September 2017