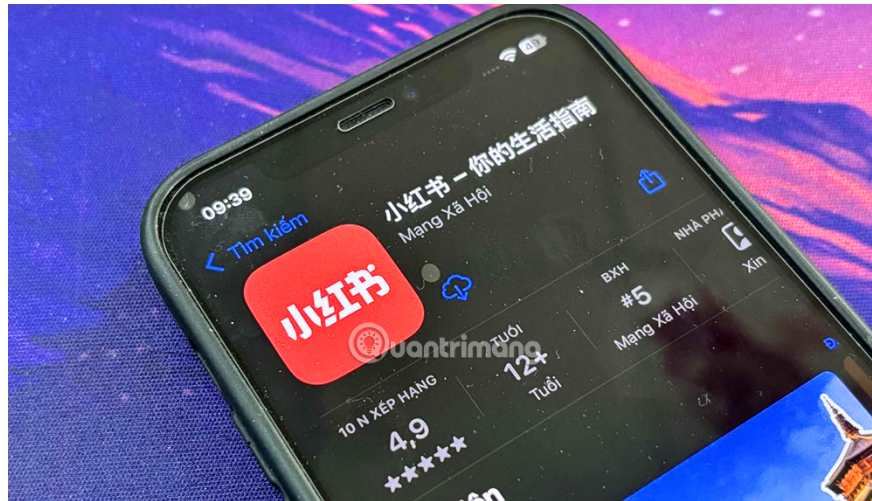


How will RedNote replace TikTok?

RedNote, also known as Xiaohongshu, has quickly risen to the top of the app charts in the US.

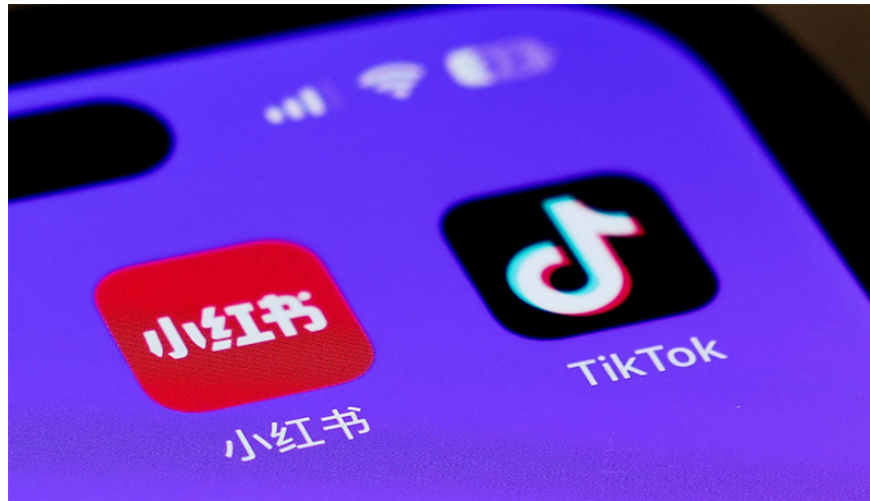
RedNote, also known as Xiaohongshu, has quickly risen to the top of the US app charts, alongside ByteDance's Lemon8, as TikTok faces the threat of a ban in the United States.

The wave of "digital migration" to RedNote



TikTok is facing a January 19 deadline to either sell to another company or be banned in the US on national security grounds. And more than 700,000 new users have joined RedNote in just two days.

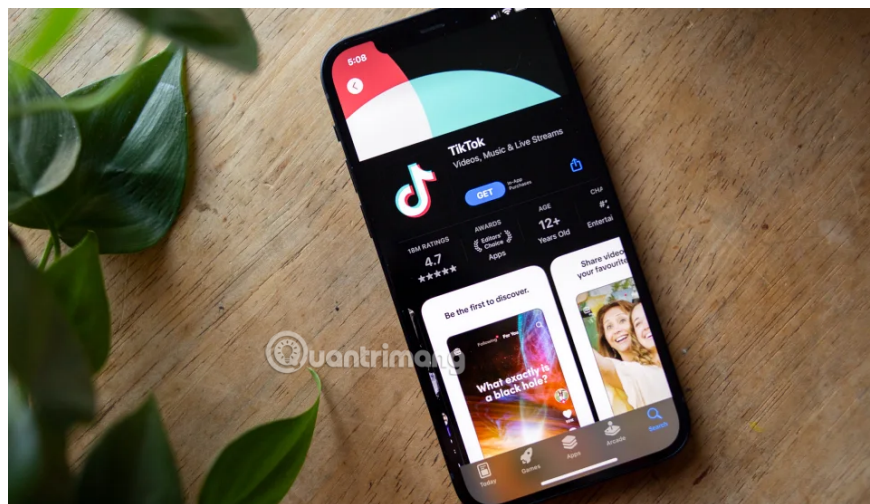
RedNote, recently valued at \$17 billion, serves as a platform for sharing photos, videos, and text content about everyday life. RedNote has risen to the number one spot on the US download charts this week.



The sudden increase in American users forced RedNote to quickly make adjustments, such as finding ways to censor English content to comply with Chinese regulations and developing an automatic translation tool between English and Chinese.

Unlike other Chinese apps like TikTok and Douyin (domestic versions), RedNote maintains only one version globally. This gives them the opportunity to grow internationally but also poses challenges in terms of content management.

Many Americans see the use of RedNote as a way to express resistance to the US government on privacy and corporate interference issues.



Stella Kittrell, 29, a content creator in Baltimore, said she joined RedNote to work with Chinese companies and take advantage of business opportunities. Meanwhile, some other users are looking for alternatives to Meta (Facebook, Instagram) or X (formerly Twitter).

But many are skeptical of TikTok's ability to build a community in the same natural way it does.

"There's no other app like TikTok," said Brian Atabansi, 29, a business analyst in San Diego. "The way TikTok builds community is really natural."

RedNote and Lemon8 are emerging as TikTok alternatives, but maintaining engagement and building a community at scale will be a tall order.

If TikTok is banned, it will be an opportunity for other Chinese apps like RedNote to step in and dominate the international market. However, content censorship and data security concerns will still be major hurdles.

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