

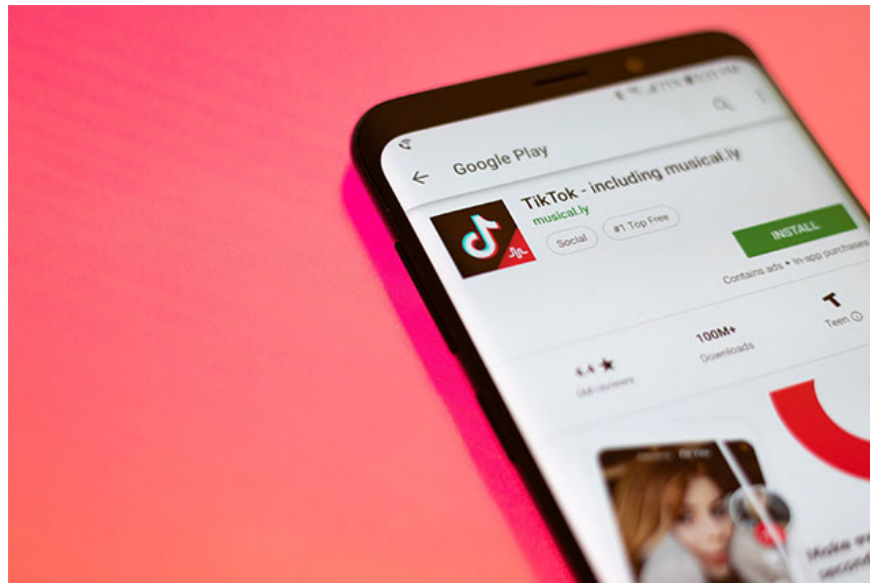
The milestone of 1 billion downloads, TikTok challenges the holder of the Facebook throne

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Whether you love or hate, you may still have to admit that TikTok is on the road to becoming the world's most popular social app. If this growth momentum is kept stable, Facebook's TikTok 'usurpation' scenario is entirely possible.

If you don't know, TikTok is an online video sharing application, owned by Chinese technology company ByteDance. According to Reuters, ByteDance has been valued at about \$ 75 billion and placed on a par with major technology companies in the world.

Going back to the main issue, according to new data from Sensor Tower, an analytics company, TikTok has been downloaded more than 1 billion times worldwide, helping this application to firmly consolidate its dominance. The most downloaded applications rankings on the planet.



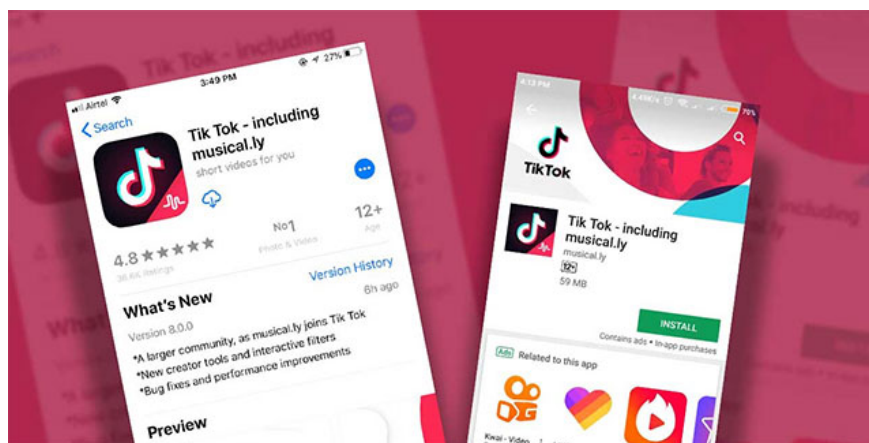
1. Google denies that challenging Momo can cause children to commit suicide on YouTube

More specifically, Sensor Tower has collected information on many installations on different versions of TikTok application for iOS and Android, and the results show that this app has gained more than 71 million new users. just last January.

TikTok declined to comment on Sensor Tower's estimate. It is also known that this estimate does not include the Chinese version of TikTok application on Android (this application owns a large amount of users in China, where it is called Douyin).

Of course, app installs are a very different metric than the number of users who work on a monthly or daily basis, because not everyone who downloads and installs an application accesses it regularly. However, this data shows somewhat the outstanding growth that TikTok has achieved in recent years. Currently this app is ranked 3rd on Apple's App Store, just behind YouTube and Instagram.

Much of the recent growth of TikTok stems from the decision to merge with Musical.ly music video application that the parent company ByteDance acquired in December 2017 in a deal reported to be valuable. to nearly 1 billion dollars. It can be said that the merger of these two platforms last year helped promote TikTok to become one of the most popular applications in 2018.



1. Believe it, the Instagram interface will be as great as it was if it was invented in 1995

In a blog post, Sensor Tower's founder Oliver Yeh said most of the growth that TikTok achieved was in 2018:

"TikTok has about 663 million installations in 2018, while the Facebook application has been installed about 711 million times last year and Instagram is about 444 million new downloads."

While Facebook and Instagram are still two significantly larger platforms with billions of active users every month, TikTok's expansive expansion also expands these applications. can't sit still.

Last November, Facebook released its own TikTok 'copy', called Lasso, as an attempt to capitalize on the popularity of this type of music video application. Even so, Lasso has yet to gain a significant attraction for users, especially teenagers - one of the main factors that makes TikTok successful. Besides, Snapchat has recently released the "Lens Challenge" feature, similar to TikTok-esque for lip-syncing videos, but the success of this feature is still a big question.



1. Facebook launched Lasso, an application that creates short clips copied from Tik Tok

Although popular and widely available to young people, TikTok has only recently started to really make money directly from users. The application currently allows people to buy gifts, according to Sensor Tower estimates, this feature has helped TikTok to collect about \$ 70 million until the present time.

TikTok has not yet responded to the request for comment, but on its website, the company said, "In 2018, TikTok is one of the most downloaded applications in the world."

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