

TikTok videos to be 10 minutes long

3rd March, 2022



TikTok users will soon be able to upload 10-minute-long videos. The video platform launched worldwide in 2018 allowing users to create one-minute videos. That length tripled in July 2021 to three minutes. TikTok says an extension to 10 minutes will allow people to be

more creative. A company spokesperson said: "We're always thinking about new ways to...enrich the TikTok experience." She added: "We introduced longer videos, giving our community more time to create and be entertained. Today, we're excited to start rolling out the ability to upload videos that are up to 10 minutes, which we hope would unleash even more creative possibilities for our creators around the world."

Social media consultant Matt Navarra said the new time limit means TikTok will be a bigger rival to YouTube. However, TikTok could lose users who prefer shorter videos. They could switch to other social media platforms, like Instagram's Reels, Snapchat's Spotlight, or YouTube's Shorts. Mr Navarra says shorter videos are more popular with younger people, who are used to "whizzing" through videos "at speed". He says longer videos are more suited to older people. Navarra believes the longer videos may increase TikTok's profits as they are "easier to monetize and keep people on-platform longer". Short, bite-sized videos are one of the reasons for TikTok's huge popularity. It has more than one billion monthly active users.

Sources: [theverge.com](https://www.theverge.com) / [variety.com](https://www.variety.com) / [japantoday.com](https://www.japantoday.com)

Writing

One-minute videos are better than 10-minute videos. Discuss.

Chat

Talk about these words from the article.

TikTok / upload / video / platform / length / 10 minutes / experience / community / time limit / rival / younger people / speed / profits / monetize / reasons / popularity

True / False

- 1) Ten-minute TikTok videos started last week. T / F
- 2) The length of TikTok videos increased three-fold in 2021. T / F
- 3) TikTok hopes its site will allow people to be more creative. T / F
- 4) A spokesperson said TikTok will move up to one-hour videos in 2024. T / F
- 5) A social media consultant said TikTok is now bigger than YouTube. T / F
- 6) Longer videos may make younger people stop using TikTok. T / F
- 7) Younger people like looking at lots of videos quickly. T / F
- 8) More than one billion use TikTok every month. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|---------------------|--------------------|
| 1. upload | a. competitor |
| 2. launched | b. improve |
| 3. extension | c. financial gains |
| 4. enrich | d. started |
| 5. unleash | e. change |
| 6. rival | f. increase |
| 7. switch | g. speeding |
| 8. whizzing | h. post |
| 9. profits | i. very large |
| 10. huge | j. let loose |

Discussion – Student A

- a) What do you think about what you read?
- b) What do you think of online videos?
- c) What social media platforms do you like and dislike?
- d) Do you prefer one-minute or 10-minute videos?
- e) Which is better - TikTok or YouTube?
- f) Why are longer videos more popular with older people?
- g) What videos would you like to make?
- h) What questions would you like to ask TikTok?

Phrase Match

1. TikTok users will soon be able to upload
2. The video platform launched
3. allow people to
4. new ways to enrich
5. creative
6. TikTok will be a bigger
7. They could switch to other
8. whizzing through
9. Short, bite-
10. It has more than one billion

- a. possibilities
- b. the TikTok experience
- c. videos at speed
- d. worldwide in 2018
- e. social media platforms
- f. monthly active users
- g. 10-minute-long videos
- h. sized videos
- i. be more creative
- j. rival to YouTube

Discussion – Student B

- a) What do you know about TikTok?
- b) What do you use social media for?
- c) How often do you watch videos on social media sites?
- d) Have you ever created a video?
- e) Why do people like sites like TikTok?
- f) Which are better - movies or social media videos?
- g) Should there be no time limit on social media videos?
- h) Are social media videos bad for us?

Spelling

1. The video platform neaudhlc worldwide
2. an oexenstni to 10 minutes
3. ways to cheirn the TikTok experience
4. giving our mcyumotni more time
5. which we hope would naeslhu even more
6. possibilities for our raosecrt around the world
7. Social media nastulncot
8. TikTok will be a bigger liary to YouTube
9. nhizziwq through videos at speed
10. longer videos are more ludest to older people
11. easier to neetzmoi
12. reasons for TikTok's huge rtupyoapil

Role Play

Role A – TikTok

You think TikTok is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): YouTube, Amazon or Wikipedia.

Role B – YouTube

You think YouTube is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): TikTok, Amazon or Wikipedia.

Role C – Amazon

You think Amazon is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): YouTube, TikTok or Wikipedia.

Role D – Wikipedia

You think Wikipedia is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): YouTube, Amazon or TikTok.

Speaking – Websites

Rank these with your partner. Put the best websites at the top. Change partners often and share your rankings.

- | | |
|------------|-------------|
| • TikTok | • Instagram |
| • YouTube | • eBay |
| • Google | • Amazon |
| • Facebook | • Wikipedia |