

What's up with TikTok?

Launched in 2016, TikTok has already won against tough competition amongst others in the social media industry and is now much more popular its rivals. What makes this app stay ahead of the curve? We asked experts to comment this phenomenon.

Brian Milton, influencer

Being a dark horse at first, TikTok took and then became wildly popular because it transformed our understanding of social media. It helps younger people express themselves through vines and popular music. It's also way more convenient to upload and edit posts there in comparison any other app. They've succeeded and won a big part of the market share quickly because they suggest a new approach; you don't need to look your friends now. You watch strangers doing funny things as well expressing themselves which gives much more options for self-expression.

Lisa Pattison, business model analyst

I guess, the competitive industry of social media didn't expect a fun app kids to become a key player so fast. While Facebook was taking over other companies such WhatsApp and having won revenues by their own means, TikTok's creators attracted more and more people by ways popular music accompanied by easy instructions; just download the app, open it, however, surprisingly the first thing you do is not to register but instead watch and create funny videos. It lets you immerse immediately into creation of personalized content. As a result, the giant social media - Facebook, admits that now they face intense competition from TikTok.

Mark Goldman, Co-Founder of SmartMedia Research

The idea brief engaging videos is not new. Twitter introduced Vines several years ago, however, they weren't able to make them last a long time. TikTok's having a moment now because teens finally found a place where their parents won't see them. With the help artificial intelligence algorithms, the preferences are quickly analyzed and then suggests the content you would really like. This smart function become a serious competitor for experienced players of the business.