

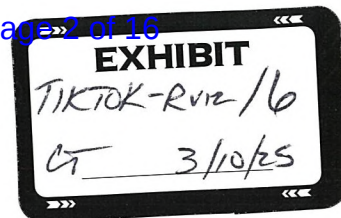
AMENDED Exhibit 438

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation



Document Produced As Native



🔒 Data Disclosure Instructions 🔒

- Since we don't share company and platform data or audience metrics publicly including MAU, time spent or demographics, the data provided is intended for closed door meetings for clients who have signed NDAs only.
- For materials that share our 1st party data and audience metrics including MAU, time spent, and demographics, please do not send those slides as leave-behinds. This data should also not be included in any public webinars, presentations or events.
- Please avoid sending any physical collateral that could be forwarded to media, posted to LinkedIn, etc.
- You can email approved data in the body of an email as a follow up to your clients who have signed an NDA.
- If in doubt, check with your regional PR team before sharing data with clients!



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TikTok Generation Snapshot



Late Gen Z
13 - 17



Early Gen Z
18 - 24



Millennials
25 - 34



Gen X
35 +

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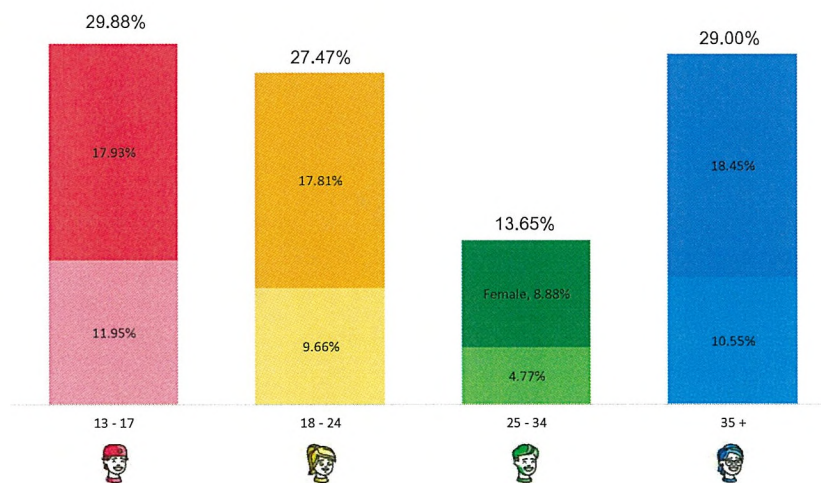


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User Demographics

Over 70% of TikTok users are Gen Z & Millennials.

User Demographics Breakdown



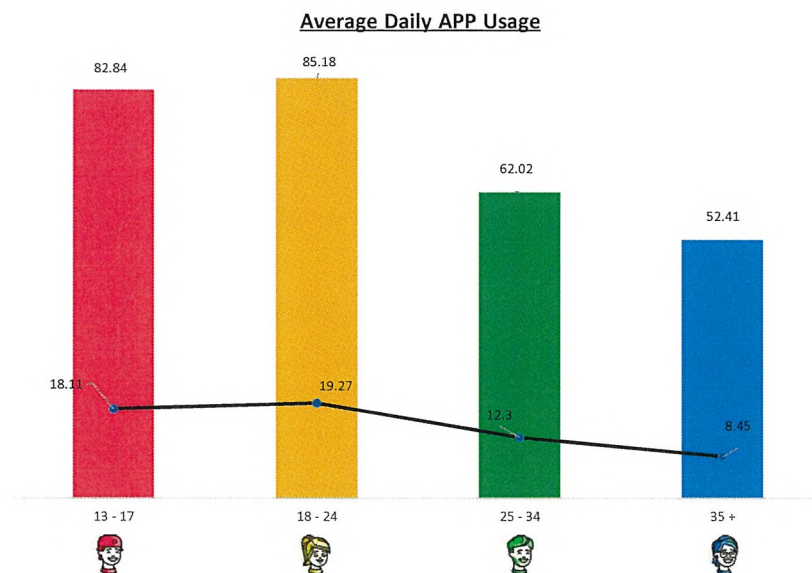
Source: TikTok US Internal Data, October 2020.



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APP Usage

Younger generation opens TikTok more frequent, spends longer time on the APP.



Source: TikTok US Internal Data, October 2020.

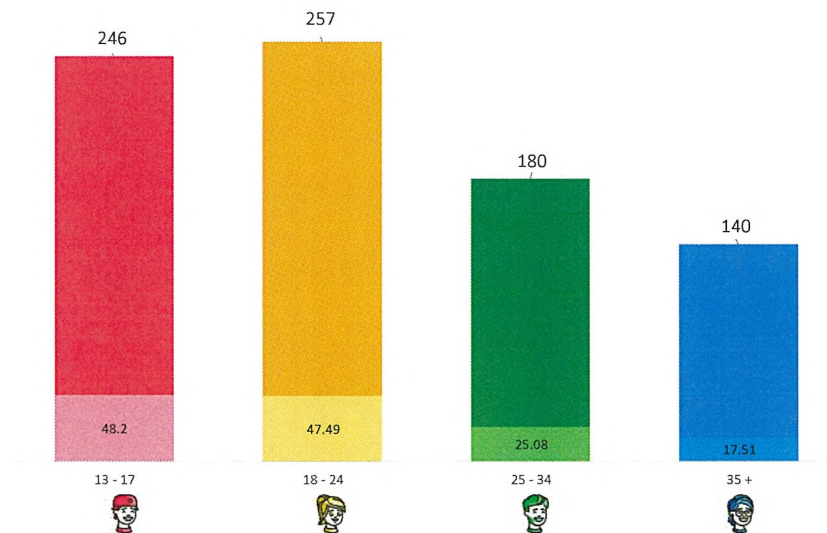


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Video Views

Gen Z watch and interact with more videos per day.

Video Views & Engagement Per Day



Source: TikTok US Internal Data, October 2020.

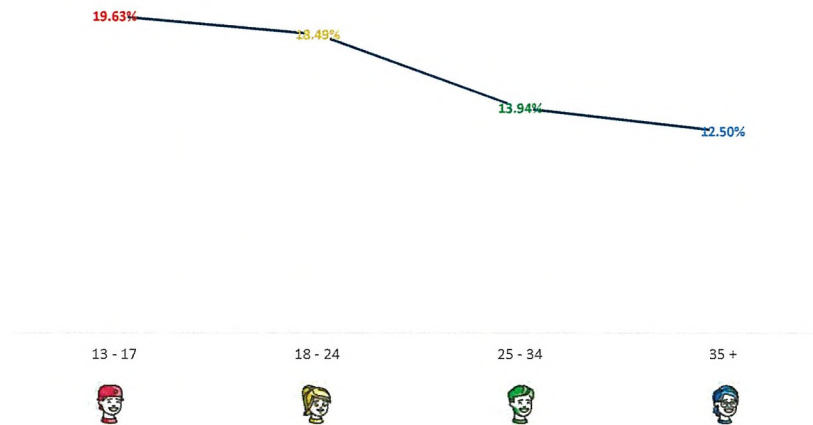


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Video Interactions

Early and Late Gen Z users shows higher engagement rates compare to Millennials and Gen X.

AVERAGE ENGAGEMENT RATE

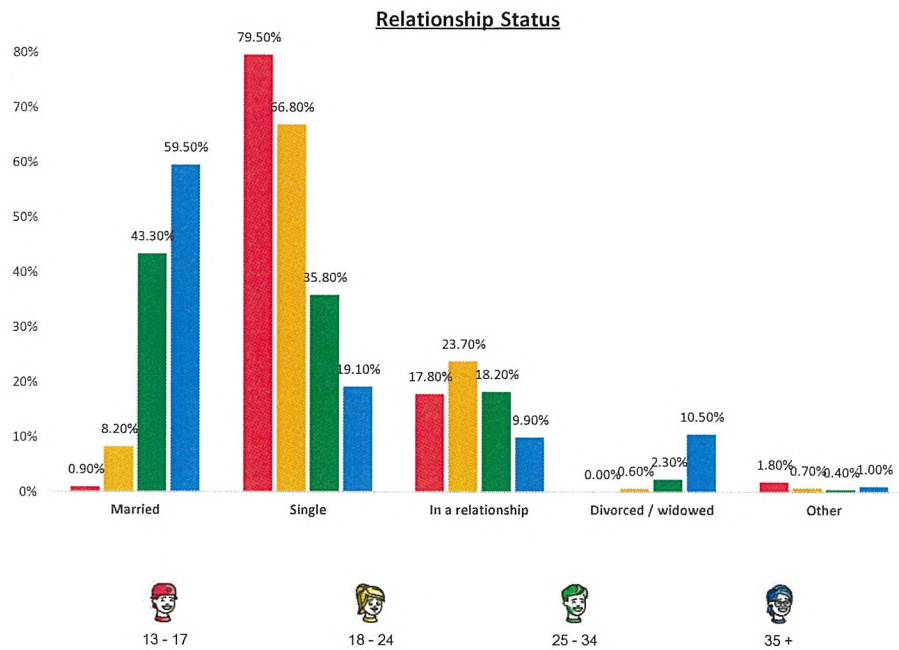


Source: TikTok US Internal Data, October 2020.



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Audience Profile



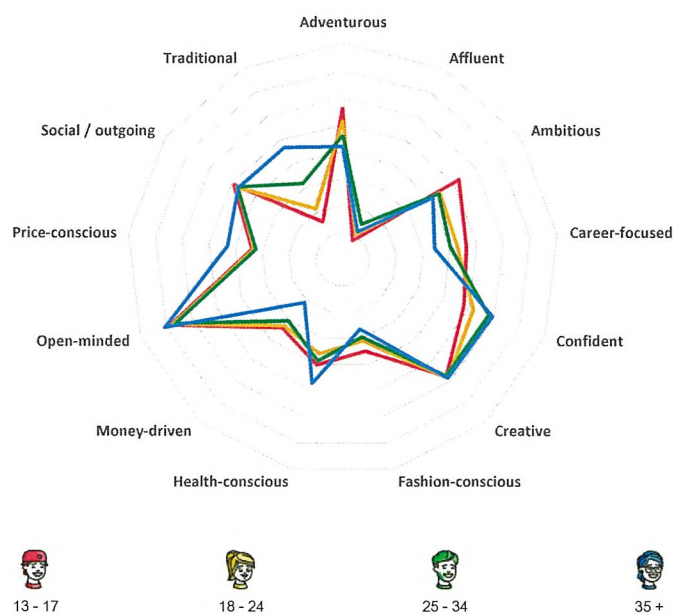
Source: GWI, base audience US TikTok Users, n=3395, Q3 Q4 2019 Q1 Q2 2020.



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Audience Profile

Attitudinal Segments



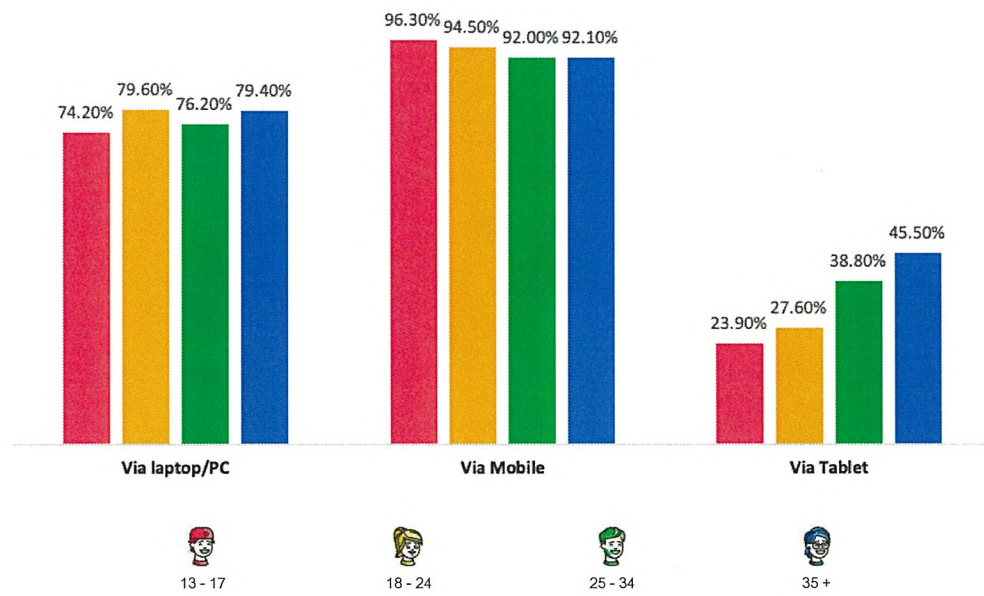
Source: GWI, base audience US TikTok Users, n=3395, Q3 Q4 2019 Q1 Q2 2020.



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Audience Profile

Access to Social Media



Source: GWI, base audience US TikTok Users, n=3395, Q3 Q4 2019 Q1 Q2 2020.



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Audience Profile

Personal Interest

	 13 - 17	 18 - 24	 25 - 34	 35 +
1.	MUSIC	MUSIC	MUSIC	MUSIC
2.	FOOD & DRINK	FOOD & DRINK	FOOD & DRINK	TELEVISION
3.	COOKING	EATING OUT	COOKING	FOOD & DRINK
4.	EATING OUT	COOKING	TELEVISION	COOKING
5.	GAMING	TELEVISION	EATING OUT	EATING OUT

Source: GWI, base audience US TikTok Users, n=3395, Q3 Q4 2019 Q1 Q2 2020.



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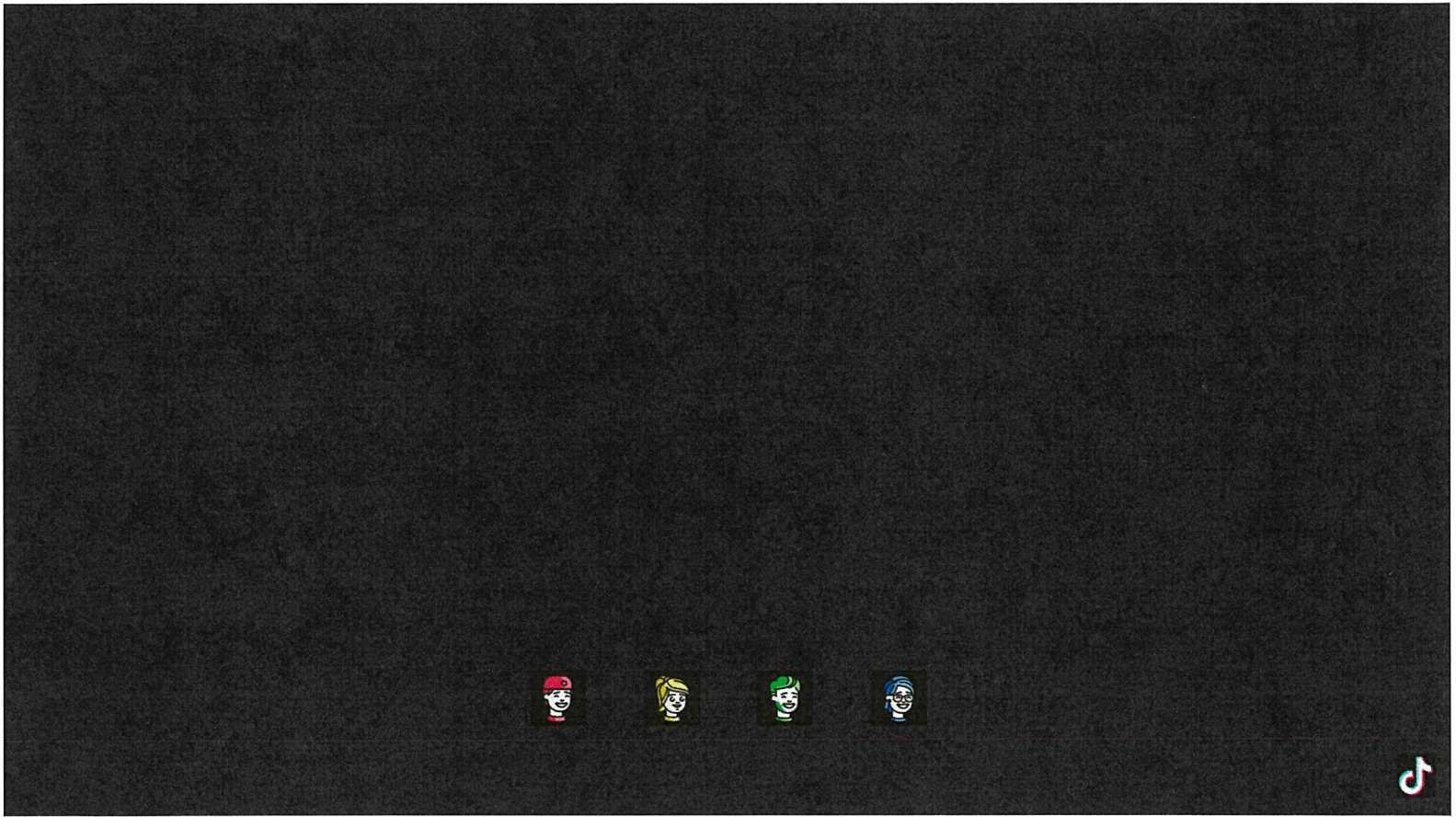
Audience Profile

Product / Brand Research

	 13 - 17	 18 - 24	 25 - 34	 35 +
1.	SEARCH ENGINE	SOCIAL NETWORK	SEARCH ENGINE	SEARCH ENGINE
2.	SOCIAL NETWORK	SEARCH ENGINE	SOCIAL NETWORK	REVIEWS
3.	REVIEWS	REVIEWS	REVIEWS	SOCIAL NETWORK
4.	BRAND SITE	MOBILE APPS	BRAND SITE	BRAND SITE
5.	MOBILE APPS	BRAND SITE	MOBILE APPS	PRICE COMPARISON SITES

Source: GWI, base audience US TikTok Users, n=3395, Q3 Q4 2019 Q1 Q2 2020.





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