

AMENDED Exhibit 439

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



TikTok Brand Partnerships

Q1 2019

Today's Agenda



- 1 Learn Our Platform
- 2 Learn Our Ad Product
- 3 Learnings from Organic Content
- 4 Case Study
- 5 Appendix: Lenses ; Influencers ; Audience ; Measurement

About TikTok



TikTok is the premier global destination for short-form mobile videos—where audiences make every second count.

Our mission is to capture and present the world's creativity, knowledge, and moments that matter—directly from the mobile phone.

TikTok **enables everyone to be a creator**, and encourages users to share their passion and personal creative expression through their videos.

[REDACTED]

[REDACTED]

[REDACTED]

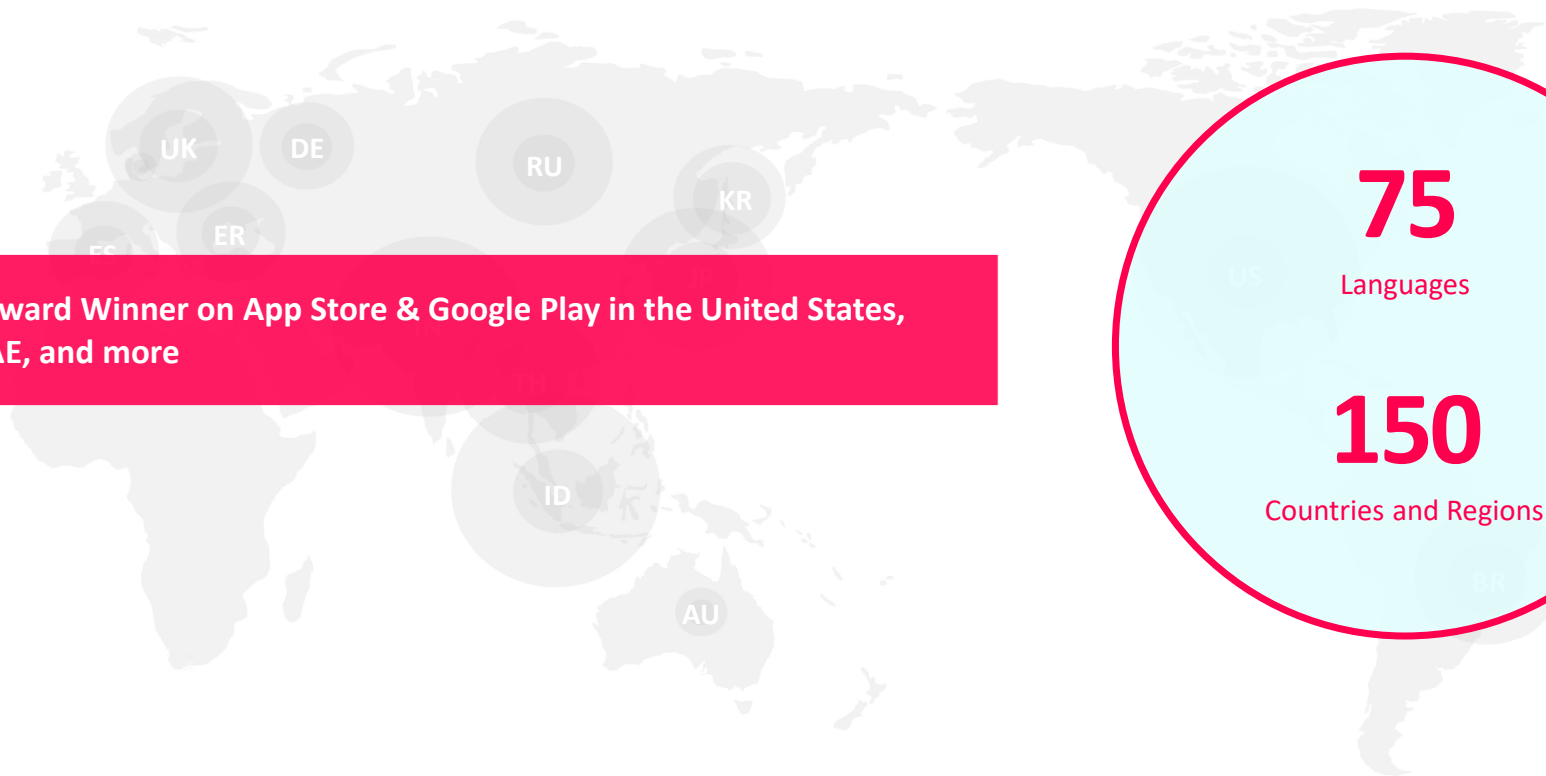
[REDACTED]

[REDACTED]



Learn Our Platform

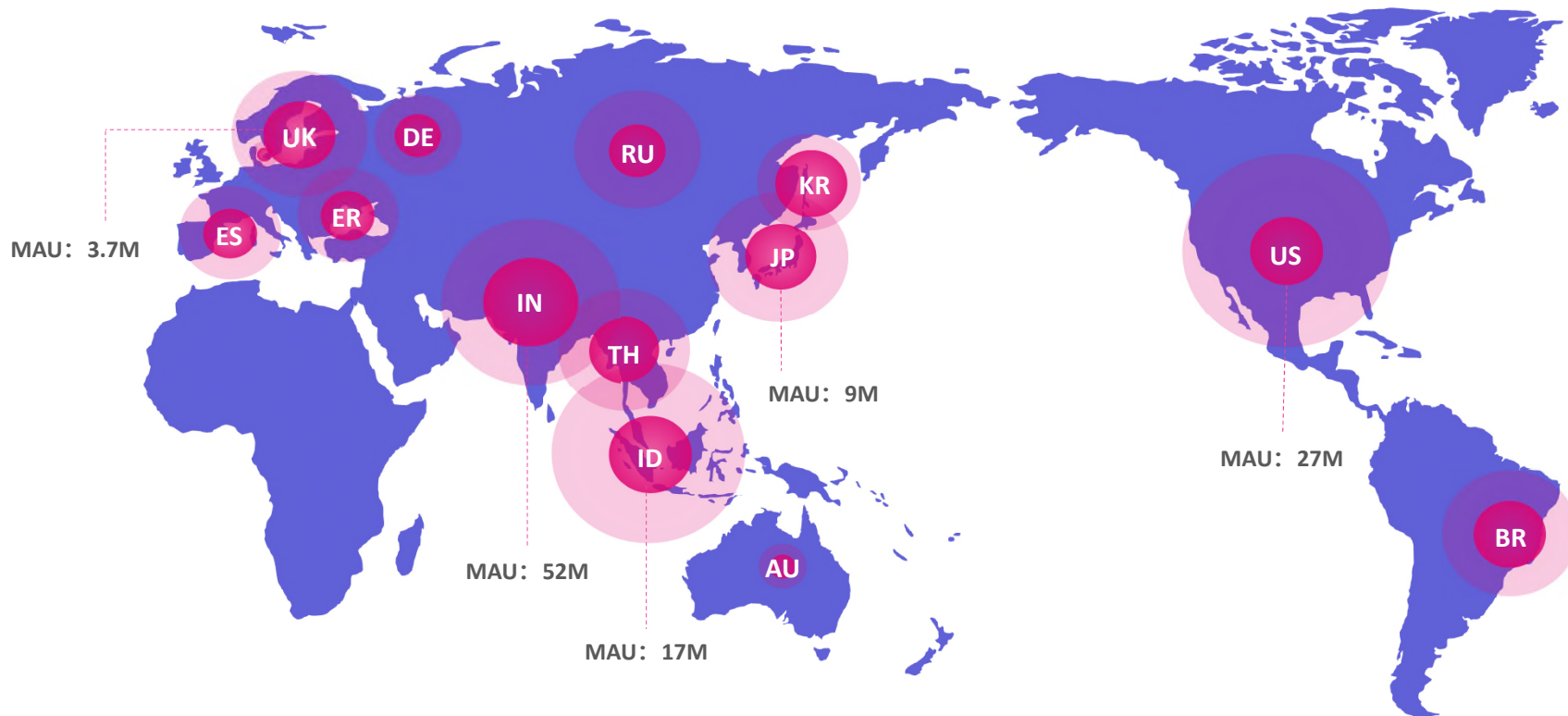
Explosive Growth and Popularity in Global Markets



Best of 2018 Award Winner on App Store & Google Play in the United States, Japan, SEA, UAE, and more

*Source: Internal data 2018.10 (internal use and client communication only)

Explosive Growth and Popularity in Global Markets

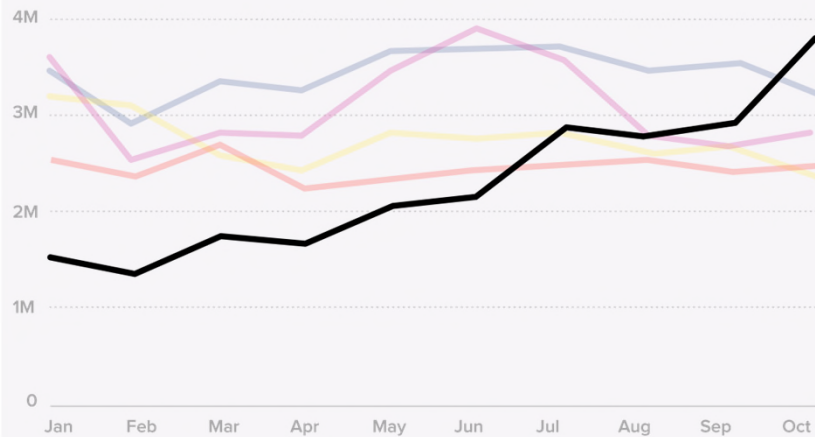


*Source: Internal data 2018.10 (internal use and client communication only)

Massive Growth in 2018



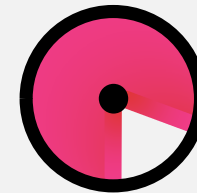
TikTok Monthly Downloads in 2018 (US)



Source: SensorTower

*Topping all other Video Platforms since October.

Video Consumption via mobile



82%

Watch Short Videos

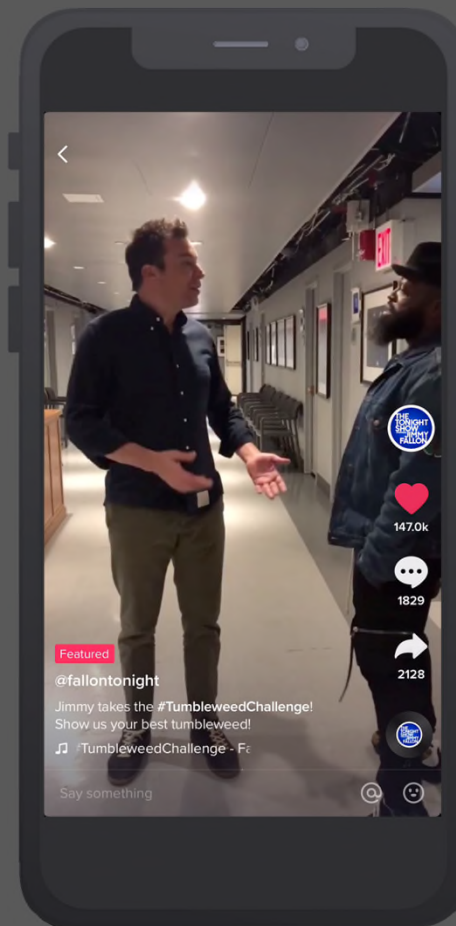
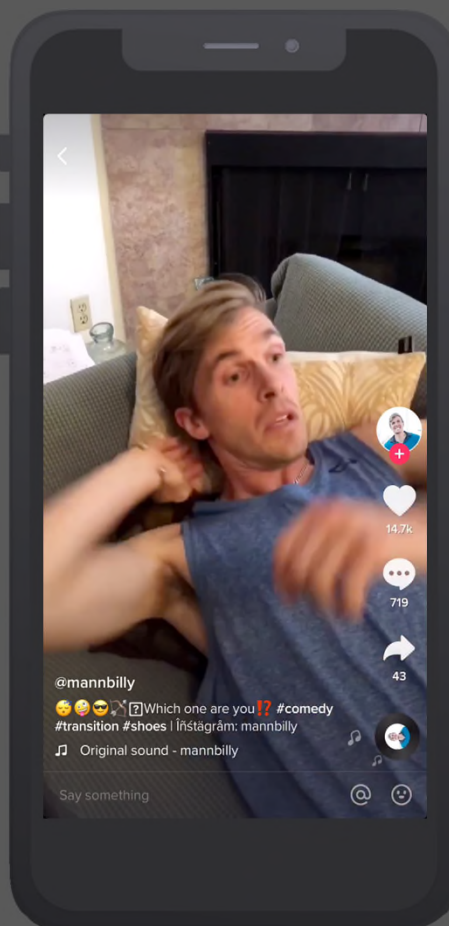
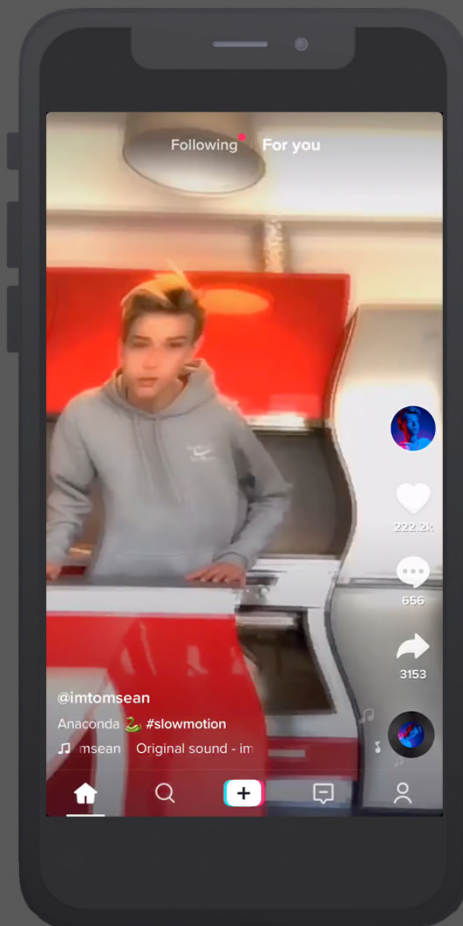


28%

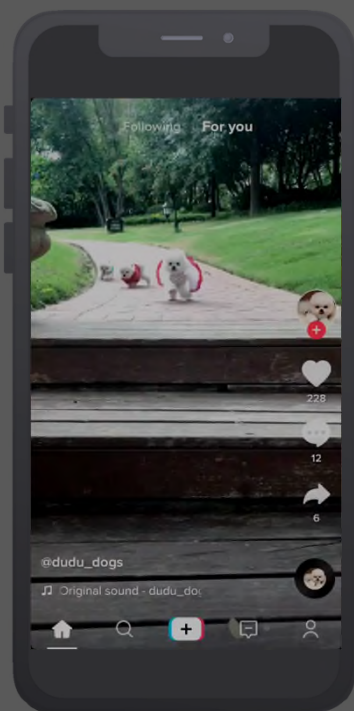
Watch TV Shows/Episodes

Source: Interactive Advertising Bureau (IAB), "Persona Prime Time," Feb 27, 2018

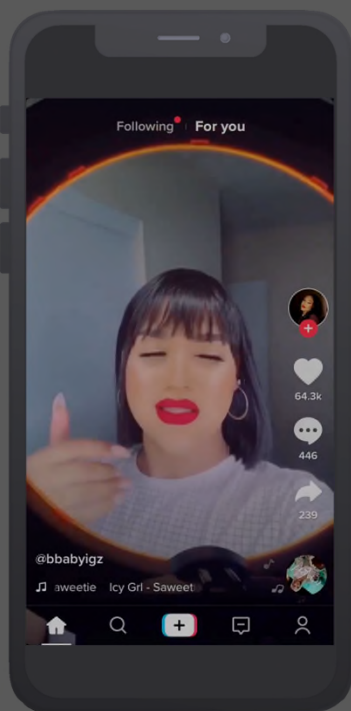
Some TikTok Videos...



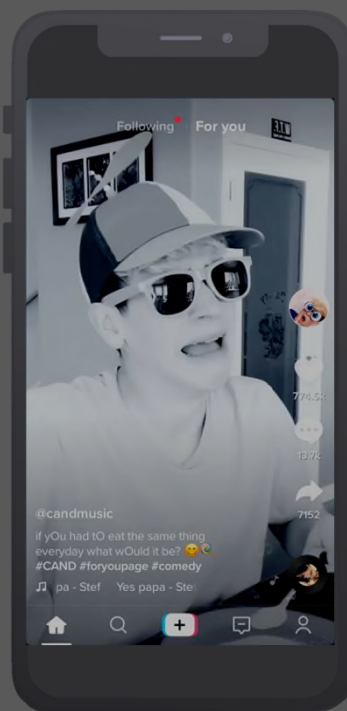
User Interface Snapshot



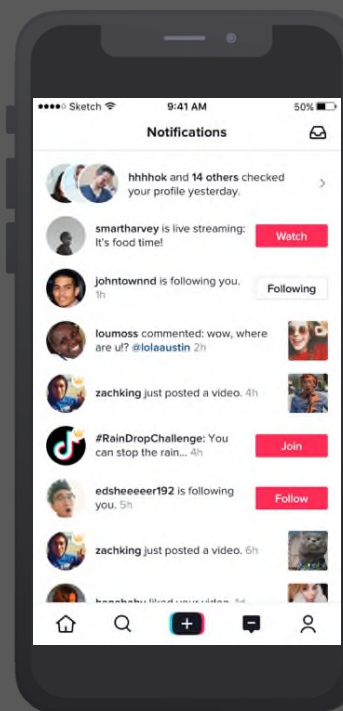
Homepage



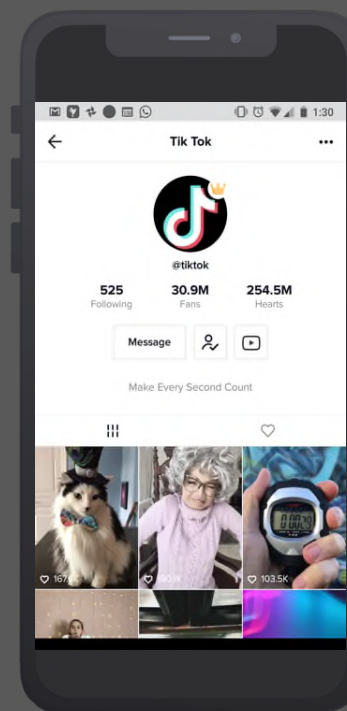
Discovery Page



Video Shooting



Notification

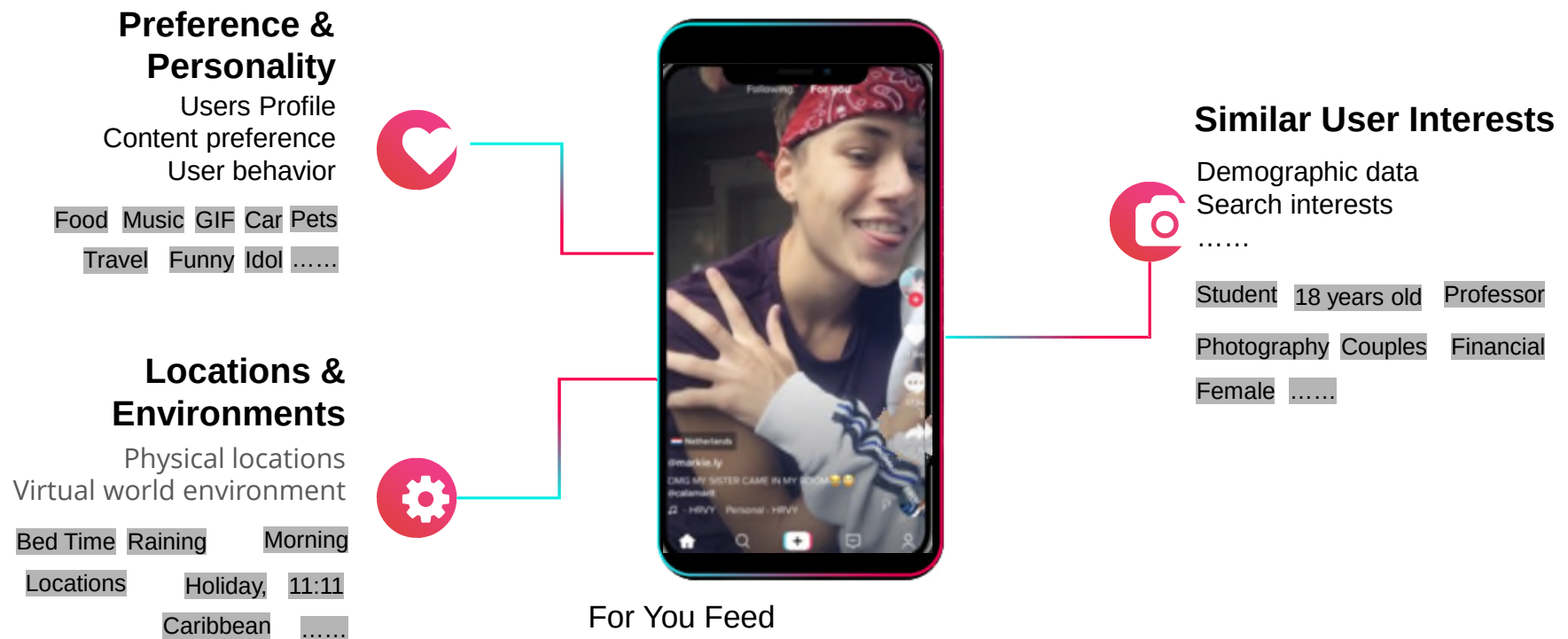


Profile

By You, For You



Personalized Video Recommendations Powered by AI Technology





The TikTok Audience

Our Global Audience



800M Global

Monthly Active Users

27M US

Monthly Active Users

500M China

Monthly Active Users

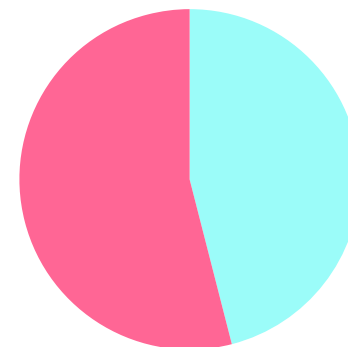
Our Audience in the US



Generation Z Focused

Approx. 80% of audience is under 34.

Age 16-24
60%



Age 25+
40%

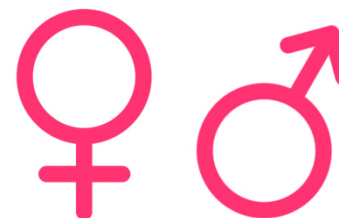


54%



46%

Female
60%



Male
40%

Our Engagement in the US



8+ TIMES

A user opens the app per day



43+ MINUTES

Spent on the app/user/day



25 BILLION

Average monthly video views



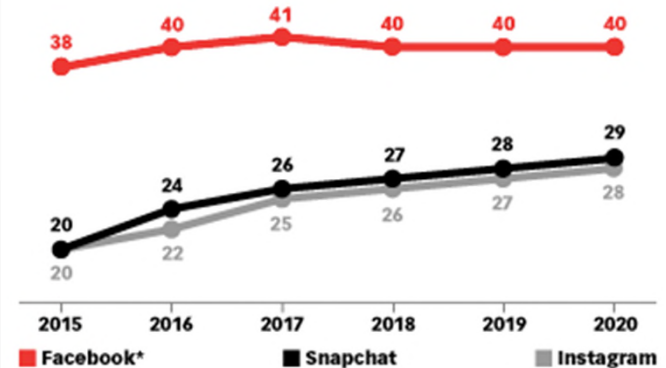
34%

of our DAUs shoot daily.

CHART

Average Time Spent per Day with Facebook, Instagram and Snapchat by US Adult Users of Each Platform, 2015-2020

minutes

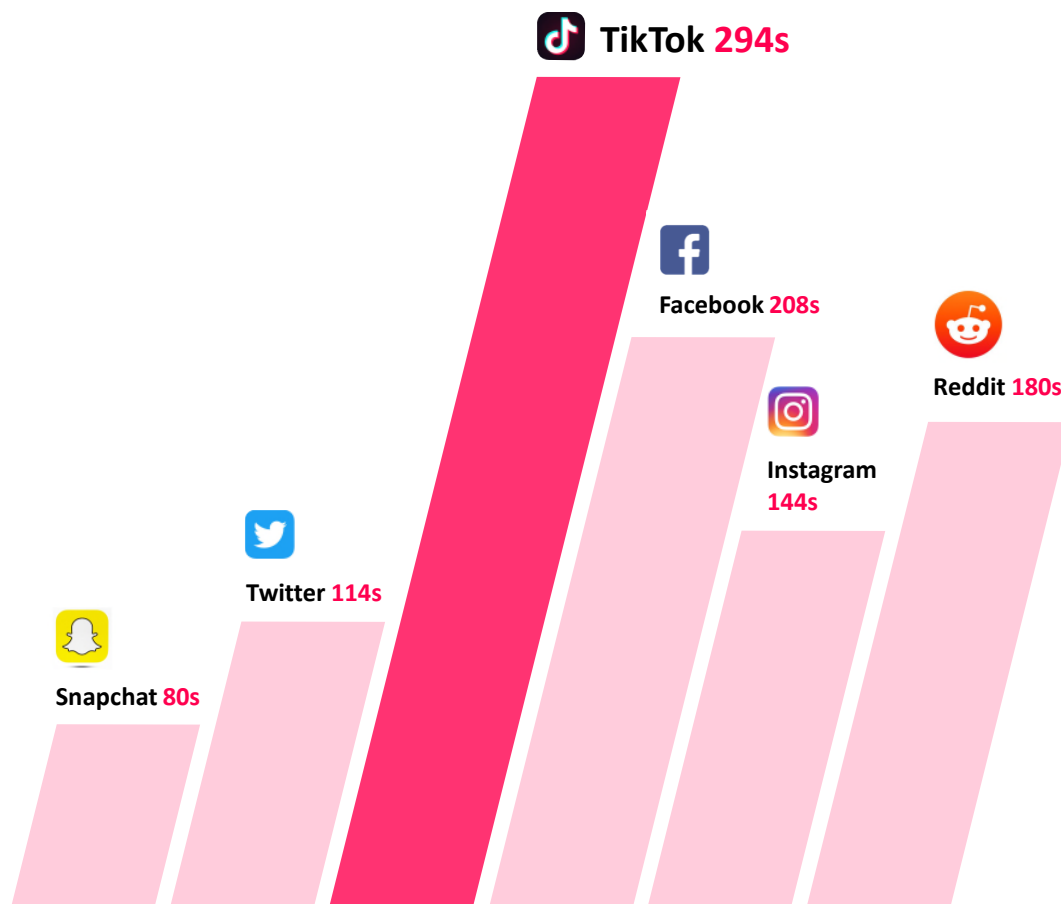


*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on Facebook while using Snapchat is counted as 1 hour for Facebook and 1 hour for Snapchat; *excludes Facebook Messenger*

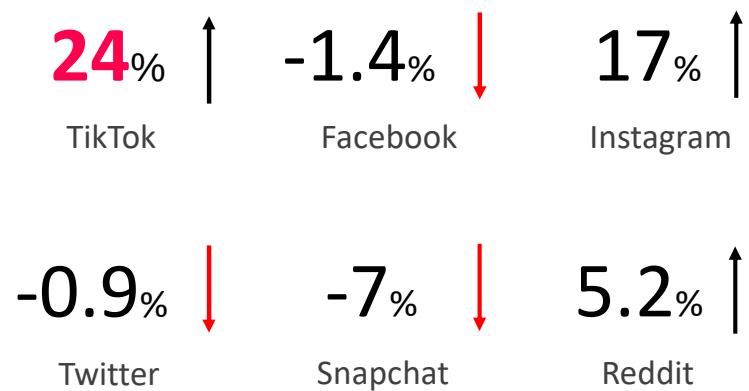
Source: eMarketer, Sep 2018

www.eMarketer.com

Comparison: Average Session Duration

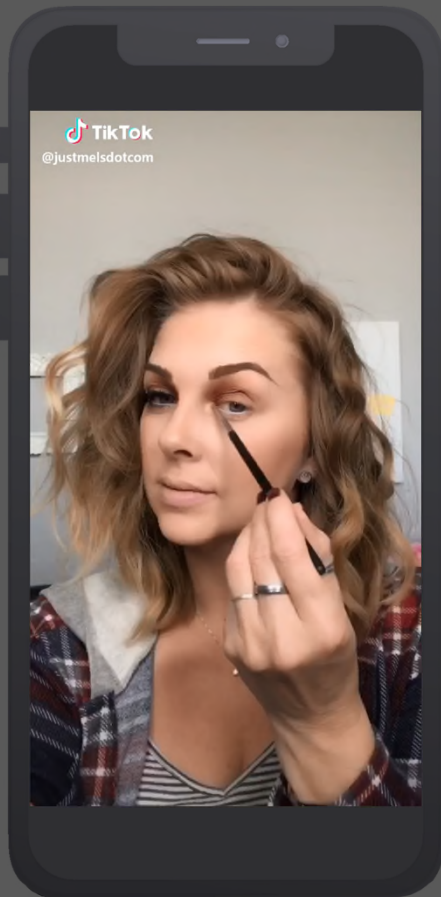


Year-over-year change:



Source: Monthly Avg Session Duration, App Annie, Oct, 2018

What types of content perform best?

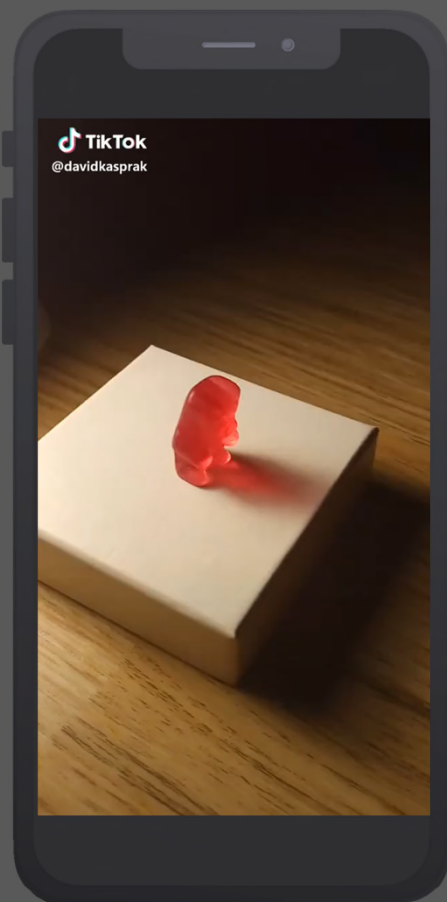


1. **Short, vertical** content that catches users' attention from the moment they start watching
2. Content that **matches the song** it's paired with extremely well – either with the beat or the lyrics

Most popular categories right now

- **Comedy** of all types: pranks, lip-sync comedy, sketch comedy, fails
- **Fashion & beauty:** dramatic transformations
- **Dance:** #dance is 3rd most popular hashtag in terms of views and engagement
- Cute **animals**
- Extreme **sports** / stunts

Example: #HariboChallenge



Why Brands Should Be on TikTok



1

Unique audience: next generation of trendsetters

2

Unique behavior: videos inspire other videos, like a conversation

3

Authenticity goes viral: branded and ad-inspired UGC at scale

Gen Z's Brand Loyalty - Beauty



19%

Shop at a single store for beauty and health items (Gen Z)¹

vs



34%

Shop at a single store for beauty and health items (older Millennial)¹