

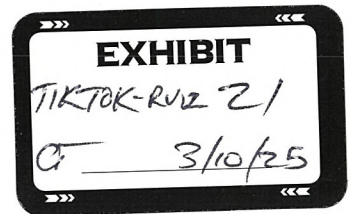
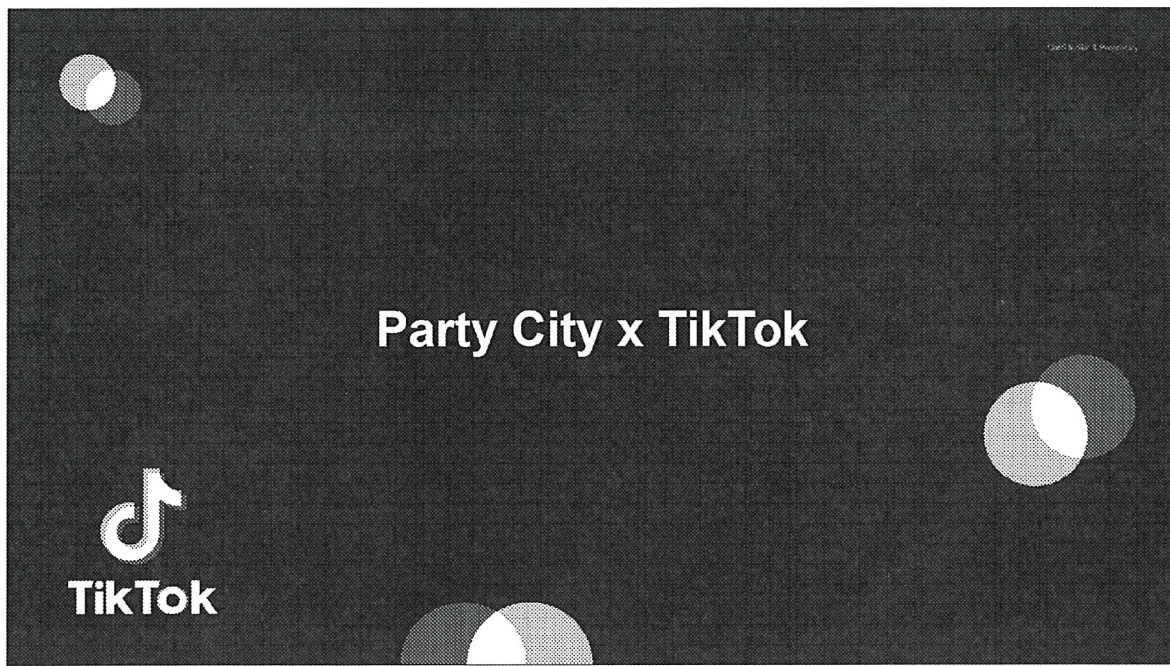
AMENDED Exhibit 441

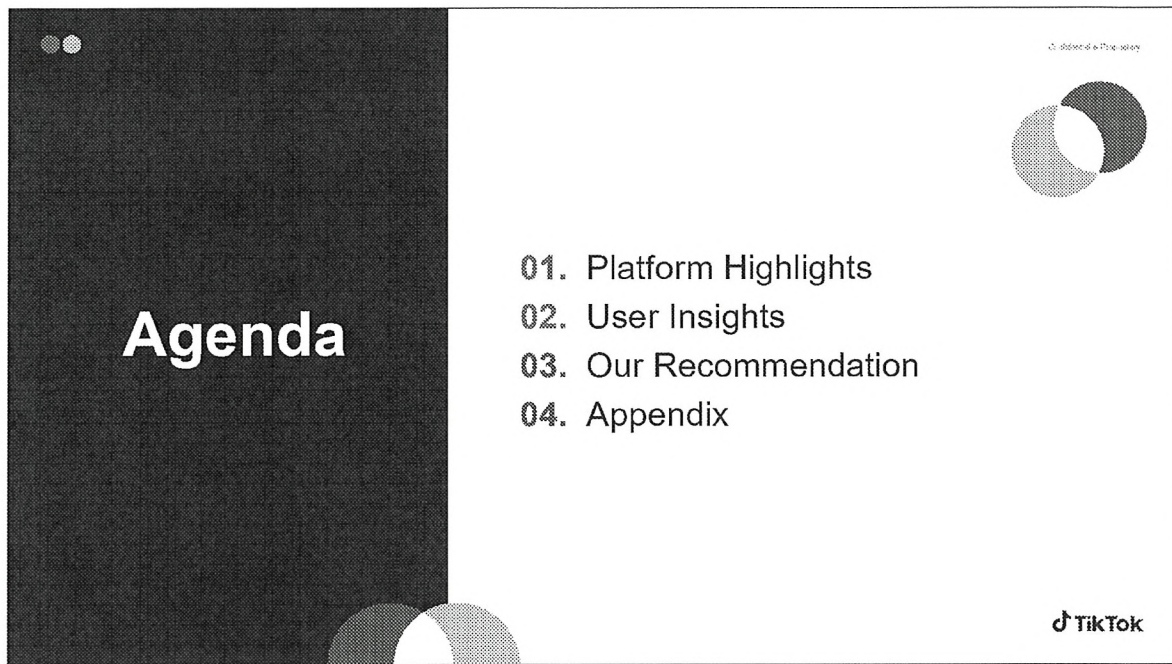
PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

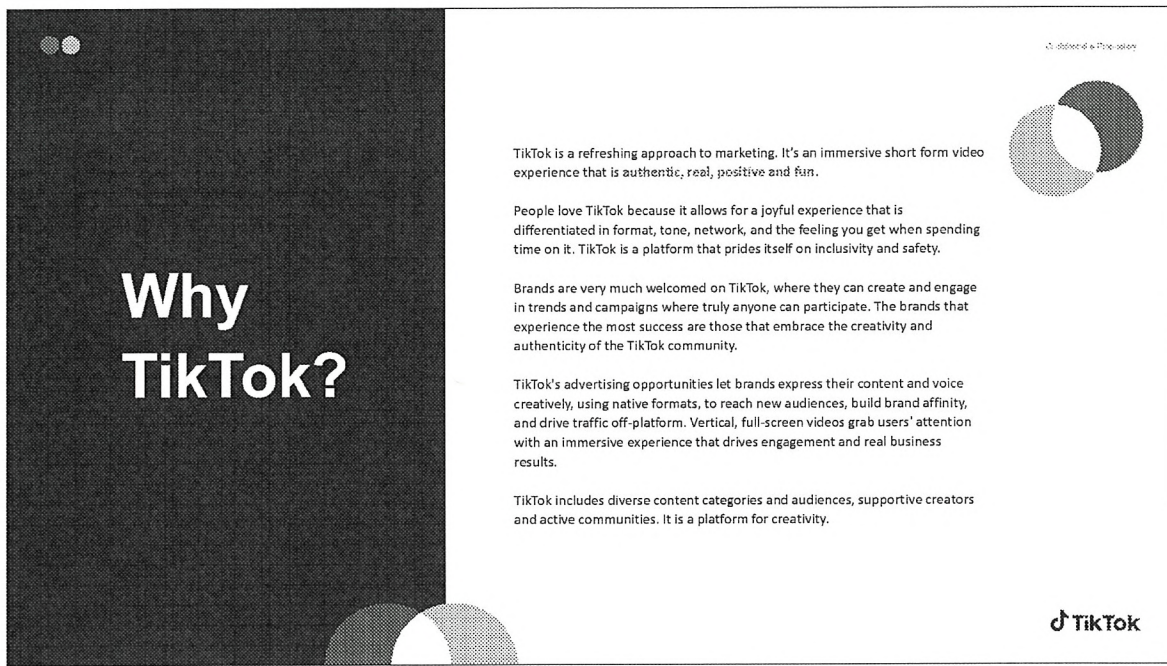
Case No.: 4:22-md-03047-YGR

MDL No. 3047

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







**Why
TikTok?**

TikTok is a refreshing approach to marketing. It's an immersive short form video experience that is authentic, real, positive and fun.

People love TikTok because it allows for a joyful experience that is differentiated in format, tone, network, and the feeling you get when spending time on it. TikTok is a platform that prides itself on inclusivity and safety.

Brands are very much welcomed on TikTok, where they can create and engage in trends and campaigns where truly anyone can participate. The brands that experience the most success are those that embrace the creativity and authenticity of the TikTok community.

TikTok's advertising opportunities let brands express their content and voice creatively, using native formats, to reach new audiences, build brand affinity, and drive traffic off-platform. Vertical, full-screen videos grab users' attention with an immersive experience that drives engagement and real business results.

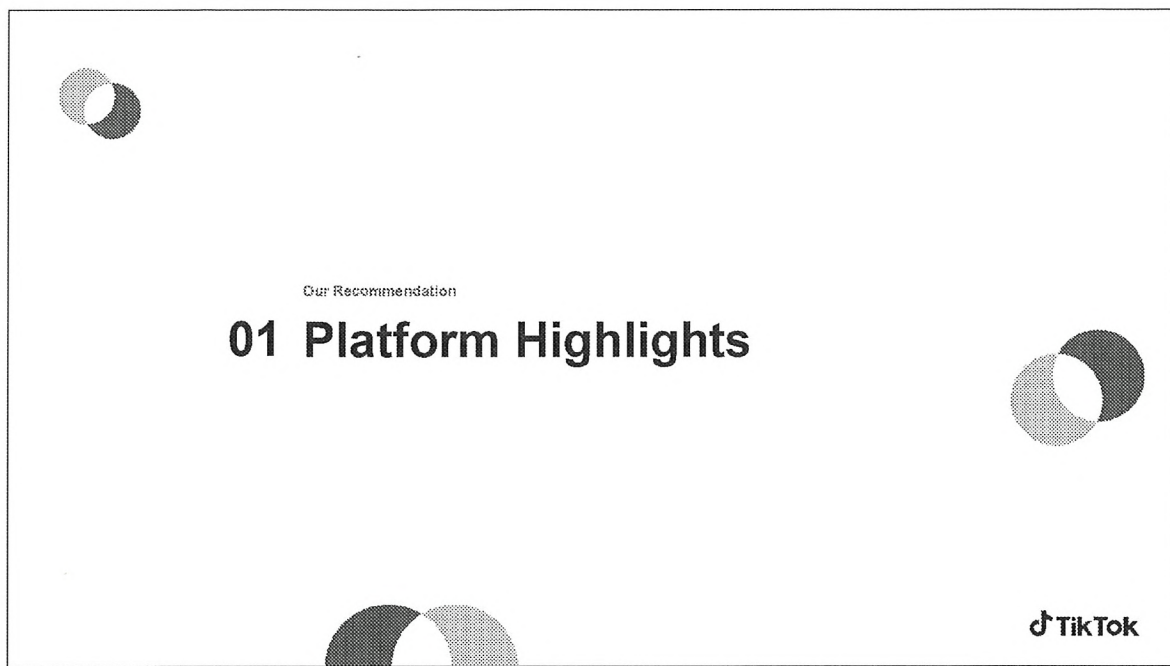
TikTok includes diverse content categories and audiences, supportive creators and active communities. It is a platform for creativity.

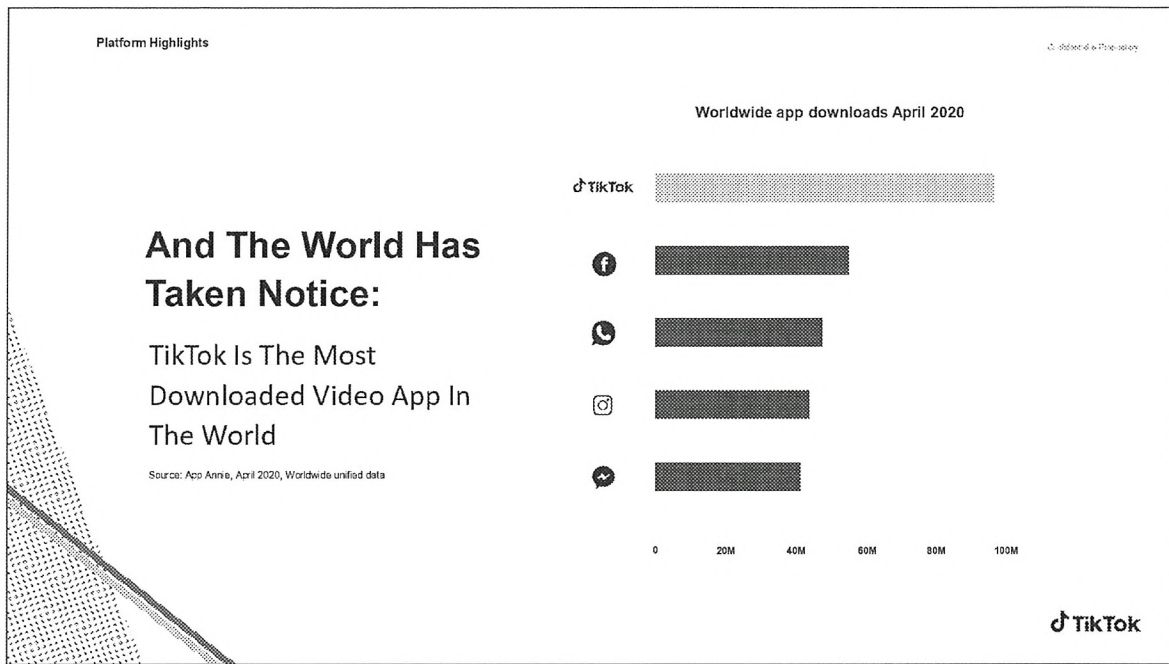


To give you a quick background on TikTok.

Before it was called TikTok there was Music.ly, which was a lip syncing and dance app. But TikTok rebranded in 2018 from Musicly and has evolved into what it is today, which is the premier short form destination for mobile videos.

And Our mission is plain and simple. It is to inspire creativity and spread joy.

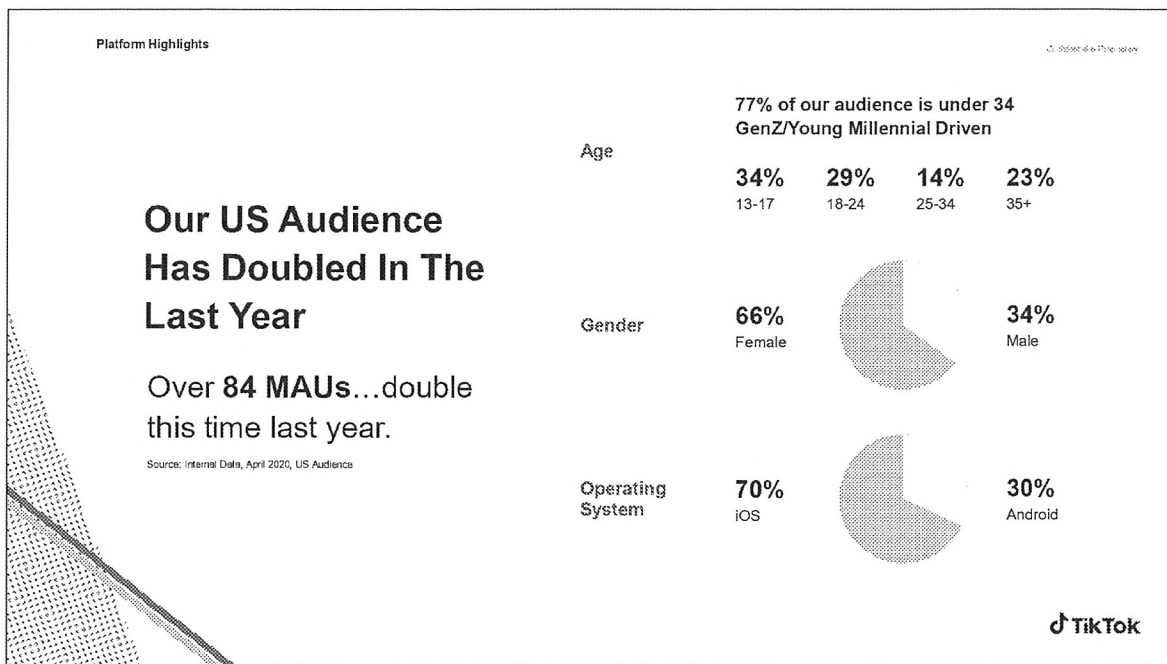




TikTok has been one of the fastest growing apps globally

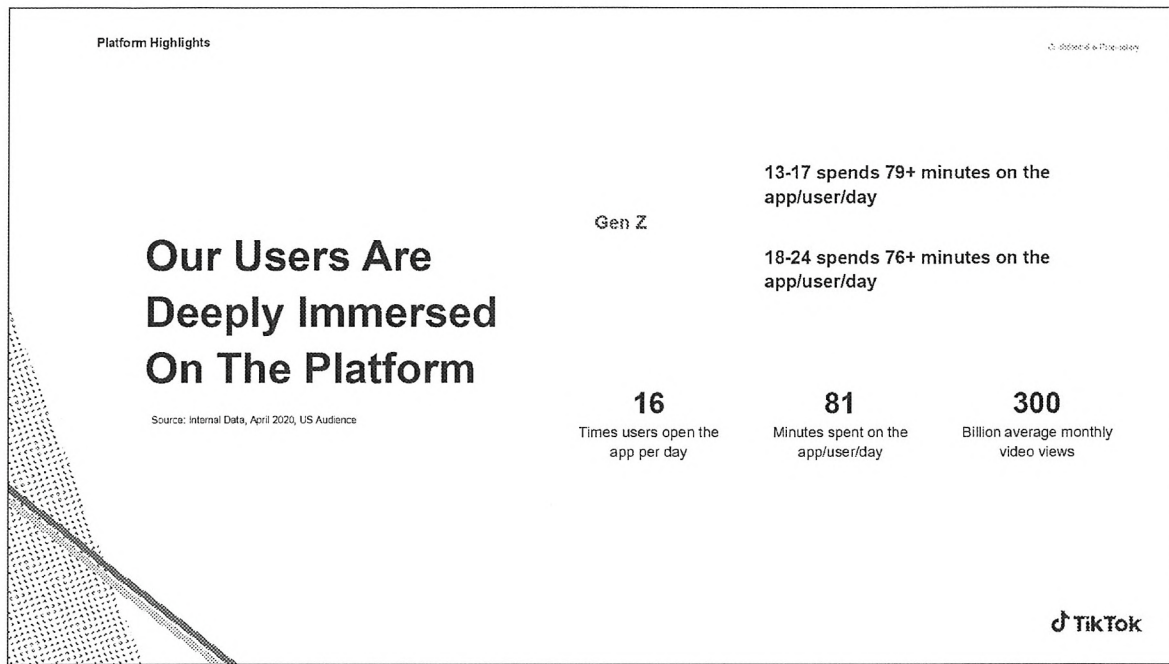


TikTok was popular around the world before it made its way to the US. Which has given us tons of learnings from other markets



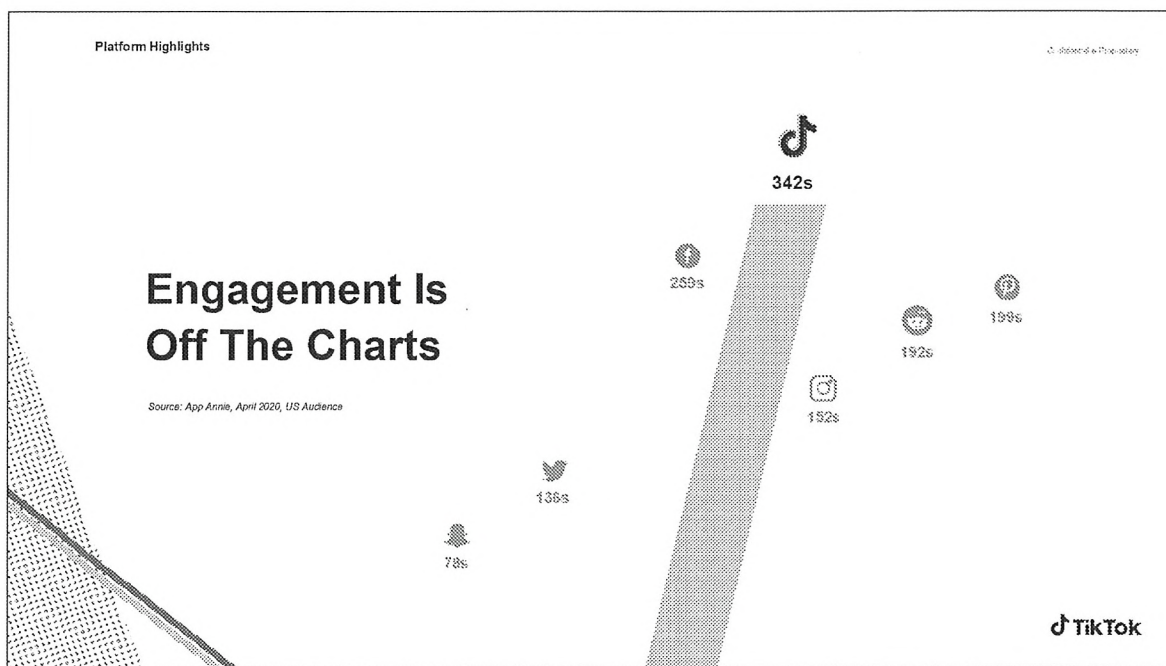
As of April, there are 84M monthly active users, which is grown 55% since January. Historically across all channels, the early adopters are a younger demo and that was the case for TT as well. But we are starting to see the ages shift and our fastest growing demographic is the parents/older siblings to those younger kids that want to see what all the fuss is about and they end up sticking around.

Additionally, 50% of the older demos are starting to post content, which encourages their age bracket to join the party.

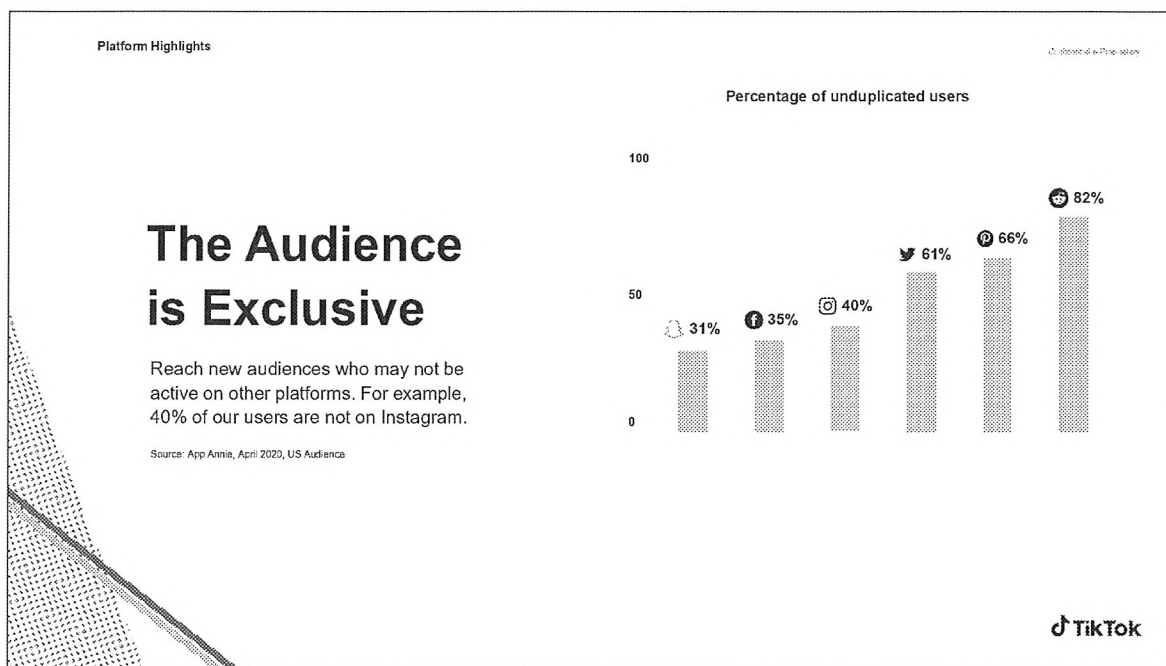


In addition to the huge audience, the time spent in app is incredible.

If you've ever been on TikTok, you know how easy it is to lost in your For You feed. You are not passively scrolling, you are fully immersed every time you open the app, spending an average of 80 minutes on it per day. Which is 1/3 of the time people spend on their phone per day



As you can see, you get sucked in unlike any other channel. People are enjoying being on the platform and you have their full attention so now is the time to show them what you company and products are all about



What's great about TikTok is that 40% of users are not on IG, 61% are not on Twitter. It's not just shifting dollars, it's reaching new users.

DOCUMENT METADATA

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