

AMENDED Exhibit 473

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

QuickTok

Issue 01/23

Make Back-to-School Cool on TikTok

Summer's only just begun, but we're already kicking into gear and preparing for back-to-school content on TikTok. With our audience creating, consuming, and engaging more every day, the platform can expect to see an influx of school supplies and clothing hauls from students and parents alike, tips from teachers on preparing for the new school year, and hilarious content coming straight from the hallways—and there are endless opportunities for brands to join in on the playground fun. So sharpen those pencils and open up your textbooks to learn more about how to earn brag-worthy marks when launching your brand's back-to-school campaign on TikTok.

On TikTok, Everyone is in Attendance

Over July through September of 2021, weekly views for #BackToSchool skyrocketed by [REDACTED] in July to [REDACTED] in September. This massive jump in viewership can be attributed to TikTok's diverse audience of Gen-Z students, edu-Creators, and parents of children in grade school.

Students

Teachers

Parents

Redacted – SCA

Class is in Session, and the Topic is Gen-Z Shopping

For students, getting back in the classroom means one thing: an excuse to go shopping. From fresh new fits, to supplies that pass the vibe check, to the essentials for the perfect packed lunch—our Gen-Z users create their #BackToSchoolHauls by tuning into what's trending on TikTok.

Gen-Z TikTok users are...

1.4x

more likely than other platform users to discover their business products on the platform

1.3x

more likely than other platform users to have bought something because it was trending

1.2x

more likely than other platform users to purchase something to buy a product they saw on TikTok

1.2x

more likely than other platform users to feel excited or inspired about what purchases

Teacher's Pet Energy

Views for #FirstYearTeacher, #HighSchoolTeacher, and #ClassroomSetup*

Unauthenticated view

With communities like

#TeachersOfTikTok—which has amassed over [REDACTED] views—on the rise, educators get to be the main character of the classroom. From fresh-out-of-college teachers just starting out, to seasoned and beloved veterans of the profession, #TeacherTok is where educators show off their passion for teaching with a creative twist, while providing expert #teachingtips and tricks.

The Group Project? TikTok.

Part of the fun of making an original TikTok is getting friends to join in! And this is especially true for our Gen-Z users, with [REDACTED] of those creating original content on TikTok doing so with someone else*. Between classes, during lunch, and after that final bell rings, Gen-Z users on TikTok are pulling the squad together to dance, participate in trends, and create on TikTok.

of Gen-Z users who have been inspired from TikTok to do up a little something else*

of Gen-Z users who participate in trends because of a video someone else*

of Gen-Z users who participate in trending challenges or do so with someone else*

The TikTok Study Guide

When it comes to creating back-to-school content for TikTok, we have a few A+ study tips that will take your brand above-and-beyond. Follow these pointers, add your own creative flair, and you'll be top-of-TikTok-class in no time.

Be a Trends Wiz

Trends are TikTok's unique language, and when brands participate, our community takes it to the next level. Find Discovery tools, TikTok Creative Center to get inspired and start creating your next viral moment.

Meet Your Classmates

Niche communities thrive and drive business on TikTok. Tune into #TeacherTok, #TeacherLife, #highschool, and more to understand our unique audiences, interests and behaviors—you'll be the coolest kid in school in no time.

Show & Tell: Story

Creative storytelling is the backbone of strong content, with [REDACTED] of daily TikTok users creating brand content that's fun and entertaining*. Share your brand's authentic story to the community in with the TikTok Studio.



Sources:

1. TikTok Keyword Report, October 2021 (September 2021)
2. TikTok TeacherTok Community Group Description, Facebook, August 16, 2021 (8/16/21)
3. TikTok Keyword Report, October 2021 (September 2021)
4. TikTok Advertising Trends Data, TikTok Spark Ads Study, October 2021 (September 2021)

DOCUMENT METADATA

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