

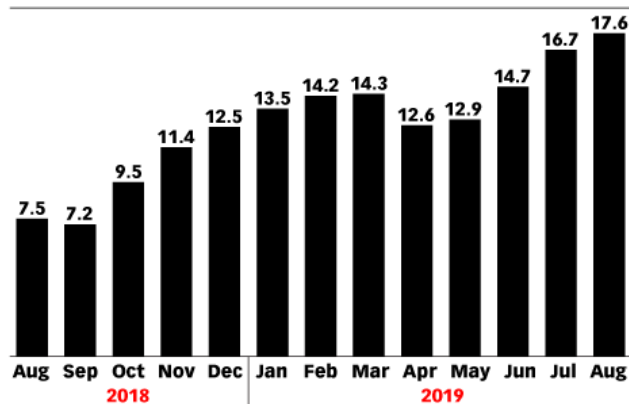
# TikTok Could Hit Some Roadblocks this Year

**AUDIO** |

## eMarketer Editors

eMarketer junior analyst Blake Drosch and principal analyst Debra Aho Williamson discuss how TikTok will handle the many hurdles it faces in 2020. They then talk about the "Off-Facebook Activity" tool, Facebook's first Super Bowl commercial and the plan for WhatsApp ads.

**US TikTok Mobile App Monthly Unique Visitors, Aug 2018-Aug 2019**  
millions



Note: ages 18+; includes smartphones and tablets  
Source: Comscore Mobile Metrix; eMarketer calculations, Sep 24, 2019

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