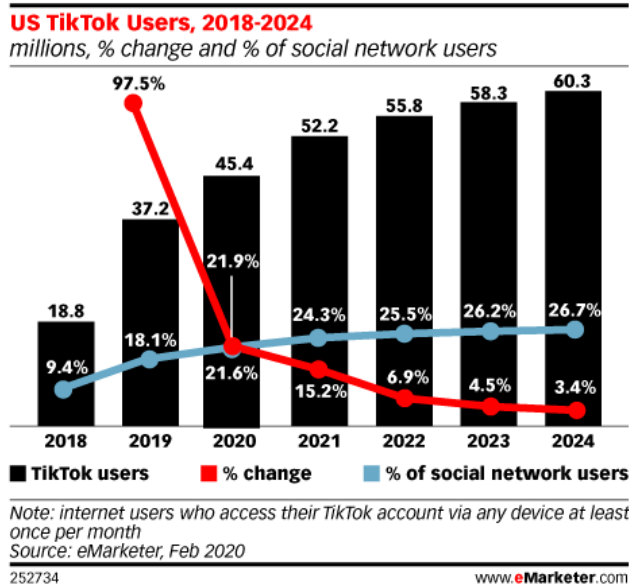


Is TikTok a Social Media Powerhouse or a Passing Fad?

AUDIO |

eMarketer Editors

eMarketer vice president of forecasting Monica Peart hosts senior analyst Jasmine Enberg and junior analyst Blake Drosch in a discussion of TikTok's user forecasts, business model and place in the social media spectrum.



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