

5 possible growth areas for TikTok

Article

The challenger: TikTok parent company **ByteDance** filed for a “TikTok Music” US trademark, [per](#) Insider, potentially positioning the social media juggernaut as a player in the music streaming space and pitting it against **Spotify** and **Apple**.

TikTok’s music inroads: TikTok is considered the go-to platform for [discovering new music](#), which has propelled obscure songs into the **Billboard 100** and **Spotify Viral 50**.

- The company already runs a music app called **Resso** in India, Brazil, and Indonesia.

- TikTok teamed up with **Ticketmaster** and now enables users to discover events and buy concert tickets through the app.
- The combination of social video feeds and streaming music on demand is a one-two punch that could augment TikTok's dominance and create a super app.

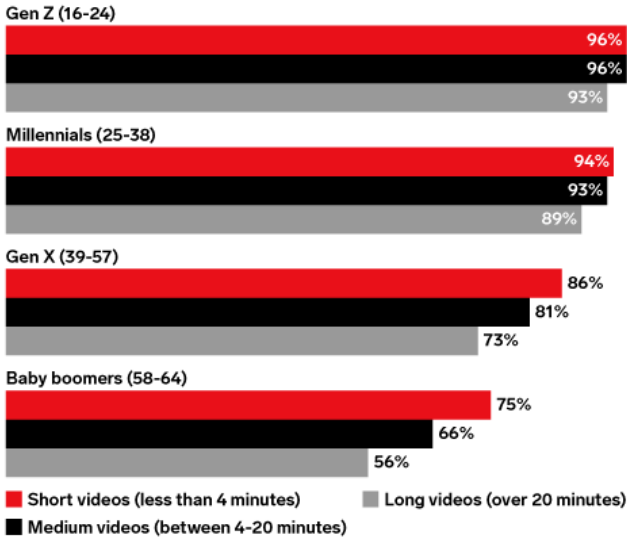
Four other potential areas of growth: TikTok has the advantage of being a cross-platform service accessible across **iOS** and **Android** devices and on the web. This gives it access to TikTok's 1 billion active users and makes it possible to expand its services ecosystem.

- **Messaging and chat:** Private messages and DMs are already possible on TikTok for registered account holders age 16 and older. TikTok can spin off a standalone messaging app that will work across platforms and devices, challenging the likes of **Viber**, **WhatsApp**, **iMessage**, and **Google Duo**.
- **Mobile games:** ByteDance already has mobile gaming aspirations. The Chinese tech giant produced **\$1 billion in player expenditures** across its mobile games, a 16% increase from the year prior, per Sensor Tower. It could easily create a library of games exclusive to TikTok users.
- **Online learning:** TikTok could convert engagement into education by leaning into more informative content. The company already has a series of 30-second "**TikTok Taught Me**" ads, setting up potential for e-learning in snappy, bite-size videos.
- **Search:** TikTok is already nipping at the heels of **YouTube** in user time spent, and the service has similarly beaten **Google** as the most visited website in 2021. This positions it perfectly for a search play as well as a vital cog in any super app aspirations.

The big takeaway: While various competitors scramble to copy TikTok's success, it could flip the script and similarly emulate competing services in a range of areas, securing future user growth and engagement.

Length of Videos Watched by Social Media Users Worldwide, by Generation, Aug 2021

% of respondents in each group



Note: n=9,382 in Brazil, France, Germany, India, Italy, Japan, UK, and USA; in the past month
Source: GWI, "Social: The latest trends in social media," March 2022

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