

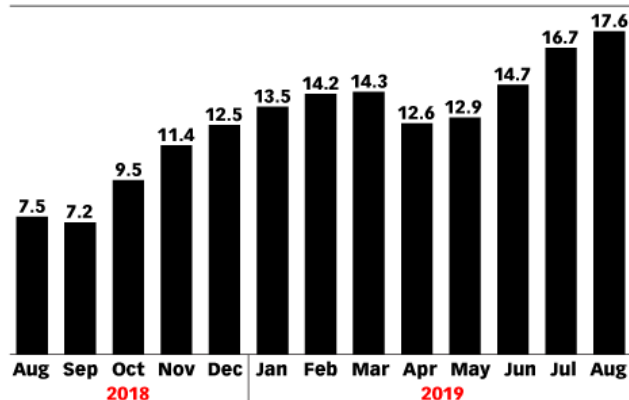
TikTok Copycats, In-App Shopping and US Government Questions

AUDIO

eMarketer Editors

eMarketer principal analyst Debra Aho Williamson and junior analyst Blake Driesch discuss TikTok's US image, whether competitors can copy it out of business and how in-app buying will affect the platform. Then they talk about the ANA Influencer Marketing Conference, why Facebook is introducing Stories to its dating service and whether Americans will miss seeing Instagram likes when they go away.

**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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