

# Is the TikTok Craze Sustainable?

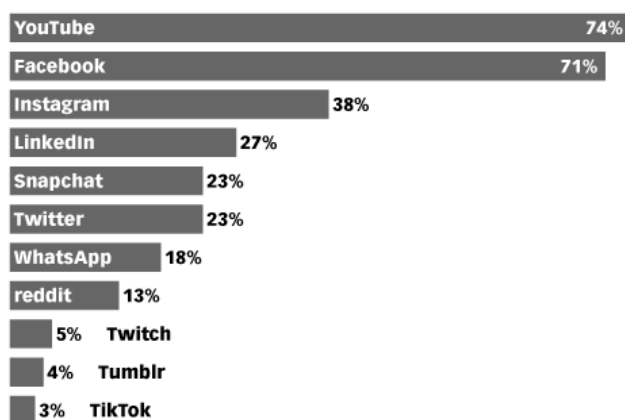
## AUDIO |

### eMarketer Editors

eMarketer principal analyst Debra Aho Williamson and junior analyst Blake Droesch explain whether people (and advertisers) should get excited about the new social media phenomenon TikTok. They also discuss Instagram's new messaging app Threads, Facebook's potential rebrand, Snapchat's new dynamic ads and more.

#### US Social Media Users, by Platform, July 2019

% of population



Note: ages 18+; ever used

Source: Pew Research Center, "Americans Are Wary of the Role Social Media Sites Play in Delivering the News," Oct 2, 2019

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