

Podcast | How TikTok Took Over the World

AUDIO |

eMarketer Editors

In the latest episode of "Behind the Numbers," eMarketer principal analyst Debra Aho Williamson and research analyst Man-Chung Cheung discuss the new video-sharing sensation TikTok.

TikTok App Ranking in the US and Worldwide, June 2018-Nov 2018

| | US | Worldwide |
|-----------|-----------|------------------|
| June | 7 | 3 |
| July | 5 | 4 |
| August | 6 | 4 |
| September | 6 | 4 |
| October | 2 | 4 |
| November | 2 | 3 |

Note: based on monthly iOS and Google Play downloads among social, communication, photo and video apps; represents activity on App Annie's platform, broader industry metrics may vary
Source: App Annie, Dec 17, 2018

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