

Trump targets TikTok for termination

U.S. President Donald Trump wants to ban *TikTok*, the Chinese-made social media app known for its quirky short video clips, a move that will further damage relations between Washington and Beijing

● **Mar 2012:** *ByteDance* founded. *Neihan Duanzi* joke sharing app launched

● **Aug 2012:** Launches *Toutiao* Chinese news gathering service

● **Sep 2016:** Creates *A.me* (later rebranded *Douyin*). App allows users to create and share short dance, lip-sync, comedy and talent videos

● **Sep 2017:** Douyin, now with 100m users, rebrands as *TikTok* in some markets outside China and launches on *iOS* and *Android*

 **TikTok**

● **Nov 2017:** ByteDance makes \$1bn acquisition of *Musical.ly* – rival Chinese lip-sync video service with 90m users and offices in California

● **Aug 2018:** TikTok absorbs Musical.ly to create larger video community, consolidating accounts and data into one app. Launches worldwide, including in **U.S.**



ByteDance founder and CEO **Zhang Yiming**


■ Acquiring
■ TikTok in U.S. would allow *Microsoft* to expand its small range of consumer technology assets

Third highest social media engagement among U.S. teens

Instagram **85%**

Snapchat **82%**

TikTok **62%**

 Security firm *Disconnect* finds during first 9 seconds, TikTok app makes **210** network requests to send data from your mobile device to its servers – hiding gathered information

TIKTOK STATISTICS



Average daily use, per person

52 mins



Global videos watched daily

1bn



Countries using app

155

Active monthly users

800m



Microsoft CEO **Satya Nadella** is seeking to buy TikTok



Trump fears Chinese tech firms are gathering sensitive data that could be shared with Chinese government

● TikTok grows to at least **40m** monthly active users in U.S. – one third in **16-24** age range

● **Jun 1, 2020:** *Kevin Mayer*, formerly head of streaming at *Disney*, becomes CEO of TikTok

● **Jun 20:** Trump's election rally in Tulsa, Oklahoma, is ruined by TikTok and *Twitter* users who coordinate to register for tickets and do not turn up – leaving swathes of seats empty

● **Jun 29:** *India* bans TikTok and other Chinese apps following deadly border clash with China

● **Jul 5:** *Australia* faces calls to ban TikTok over national security concerns

● **Jul 6:** U.S. Secretary of State *Mike Pompeo* says Trump administration is looking at restricting access to TikTok

● **Aug 3:** Trump says he will shut down TikTok on **Sep 15**, granting Microsoft six weeks to negotiate deal to buy U.S. arm