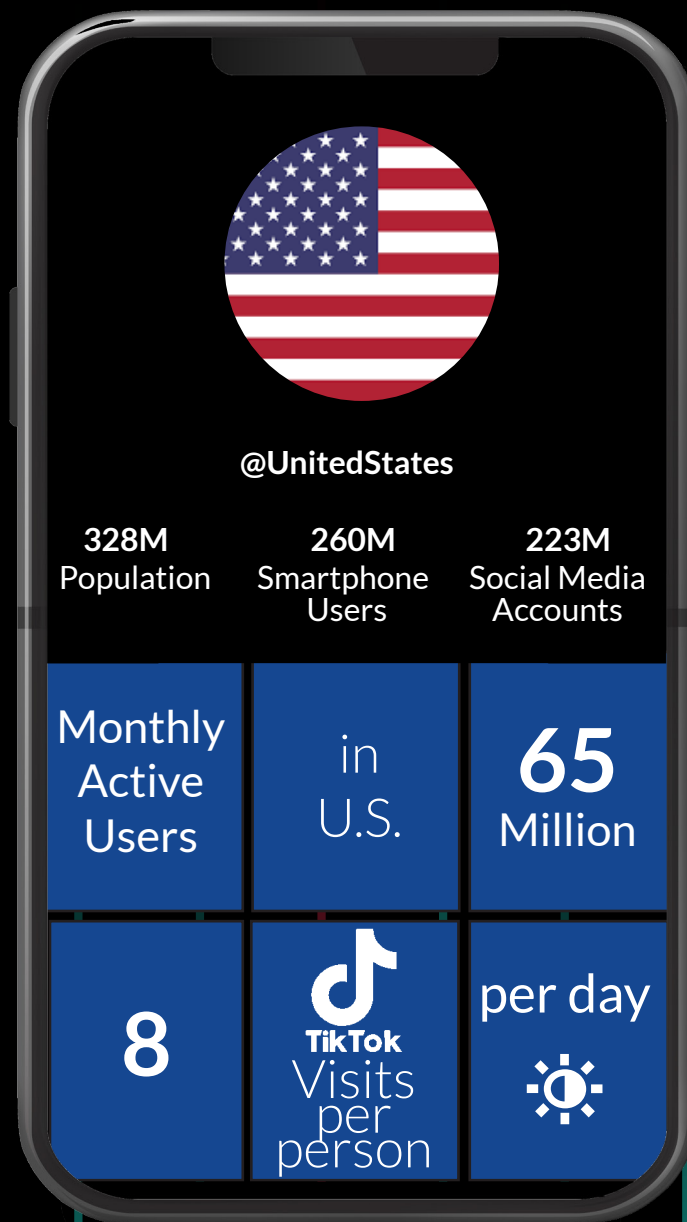
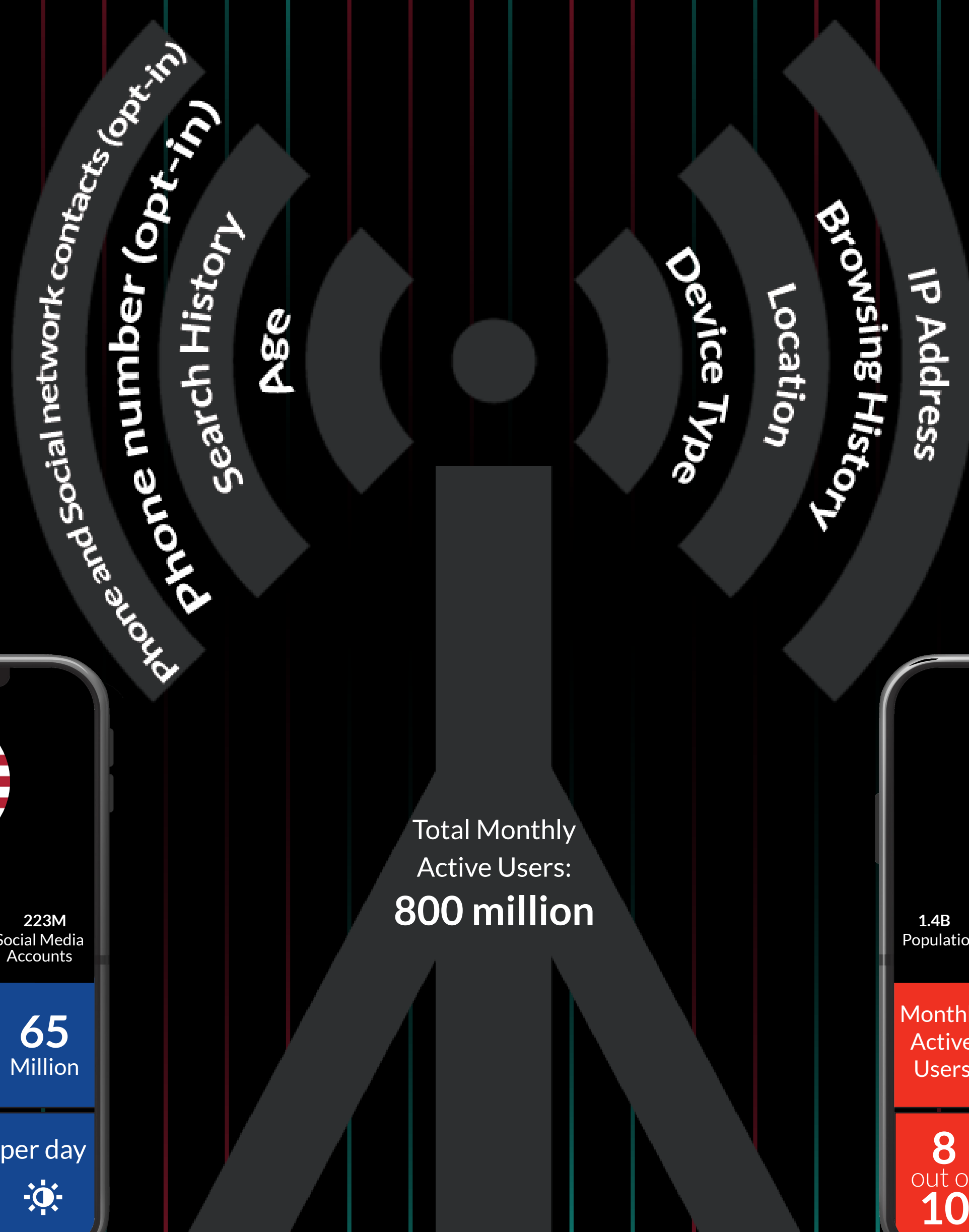


TikTok's Mixed Signals



Total Monthly
Active Users:
800 million

<https://www.businessofapps.com/data/tik-tok-statistics/>

<https://fortune.com/2020/06/15/bytedance-tiktok-india-vigo-app/>

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<https://techcrunch.com/2019/01/31/leaked-tiktok-ad-deck-suggests-it-has-17m-maus-in-europe/>

<https://wallaroomedia.com/blog/social-media/tiktok-statistics/#:~:text=Monthly%20Active%20Users%20in%20the,U.S.%20is%20about%2065%20million.>

Statista