

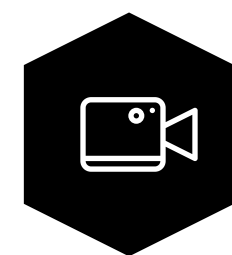
TikTok



Make Every Second Count



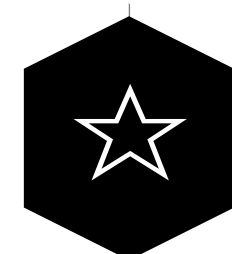
For You Page



Open TikTok



Home Page



For You

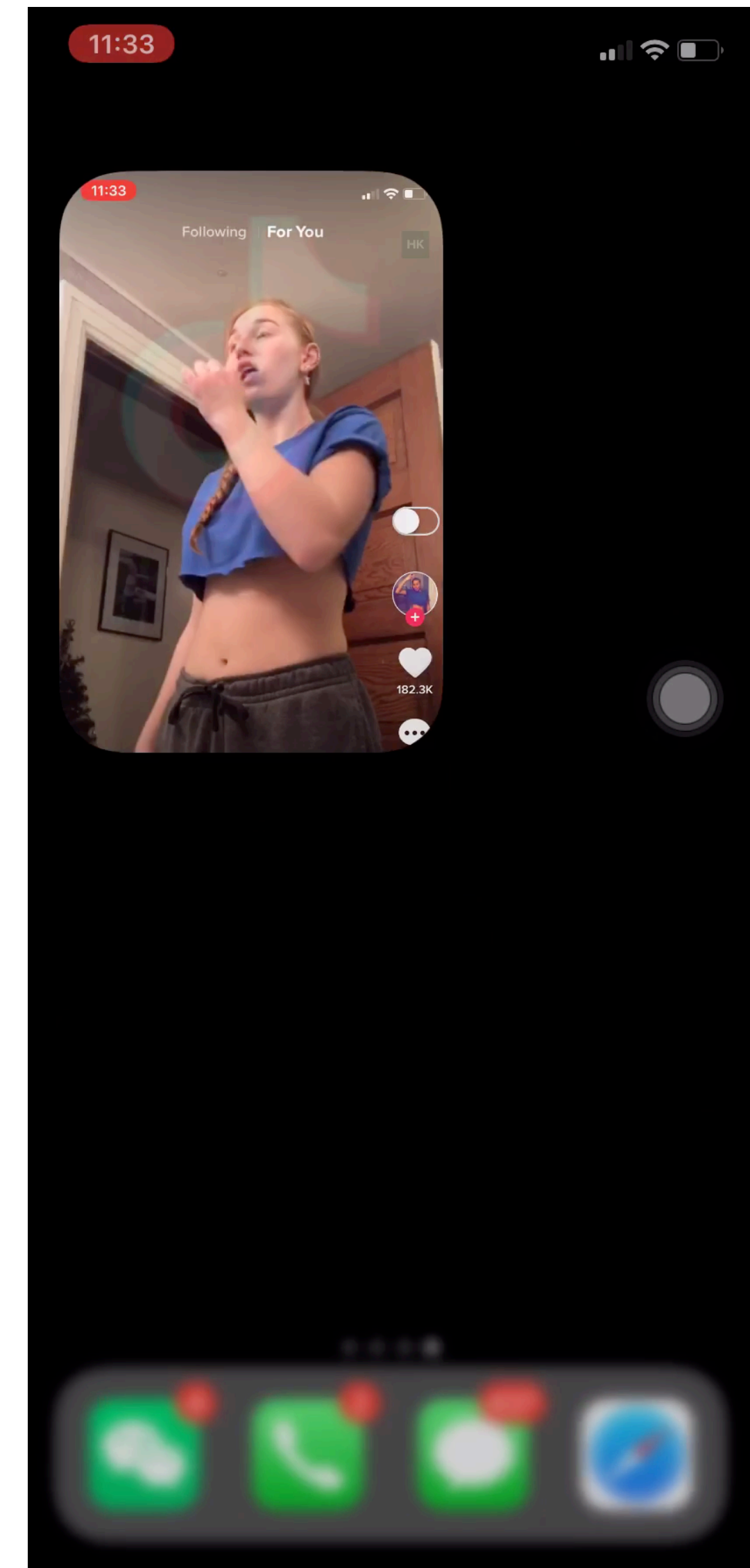
Where is the For You page?

When you open TikTok, the first page “Home Page” is actually the For You page

How does For You page work and beneficial to creators?

Videos are customized for each user based on our TikTok Algorithm calculations

As our creators, your high-quality videos will be prioritized displaying on the For You page



Discover Page

Where is the Discover page?

Next to the Home page, it is the Discover page

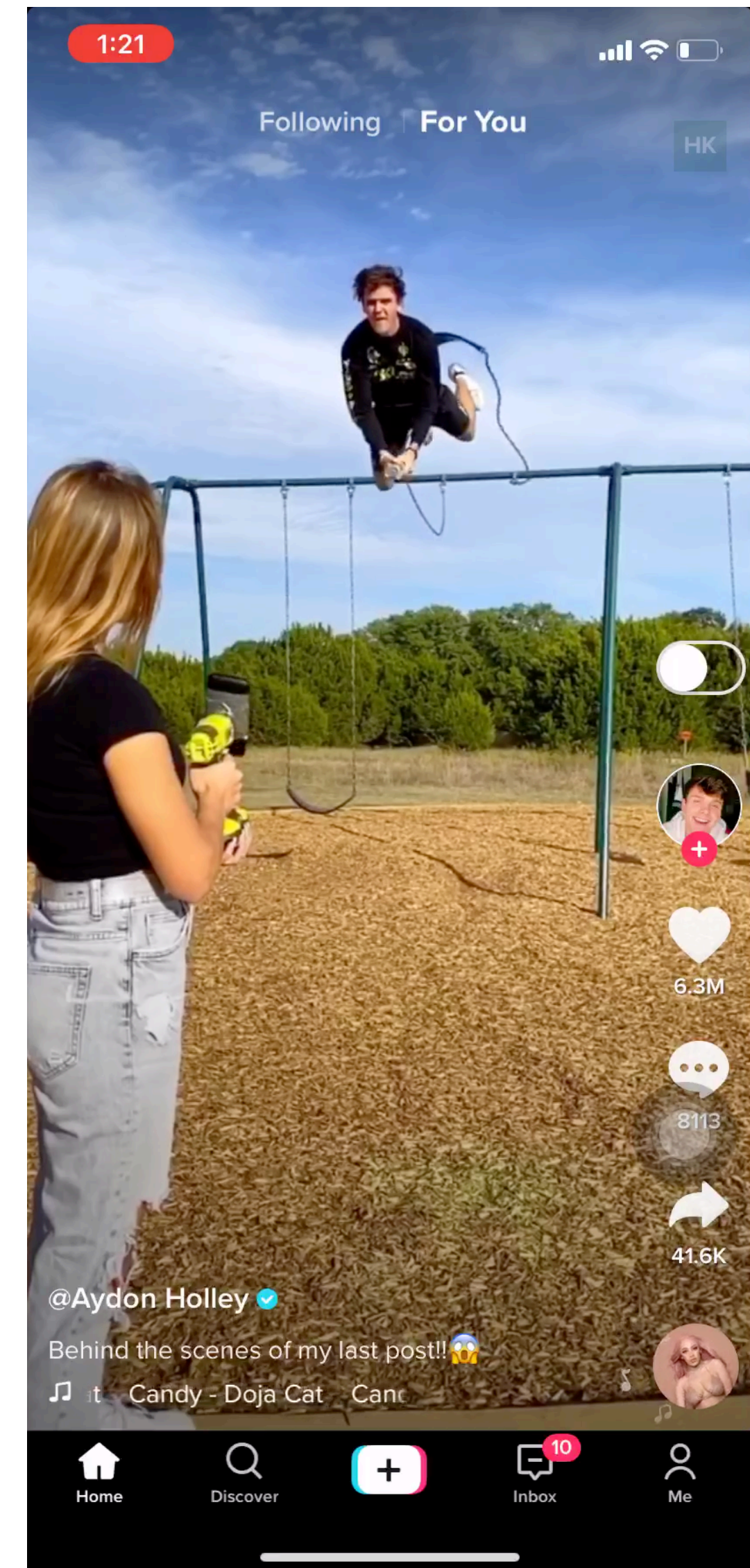
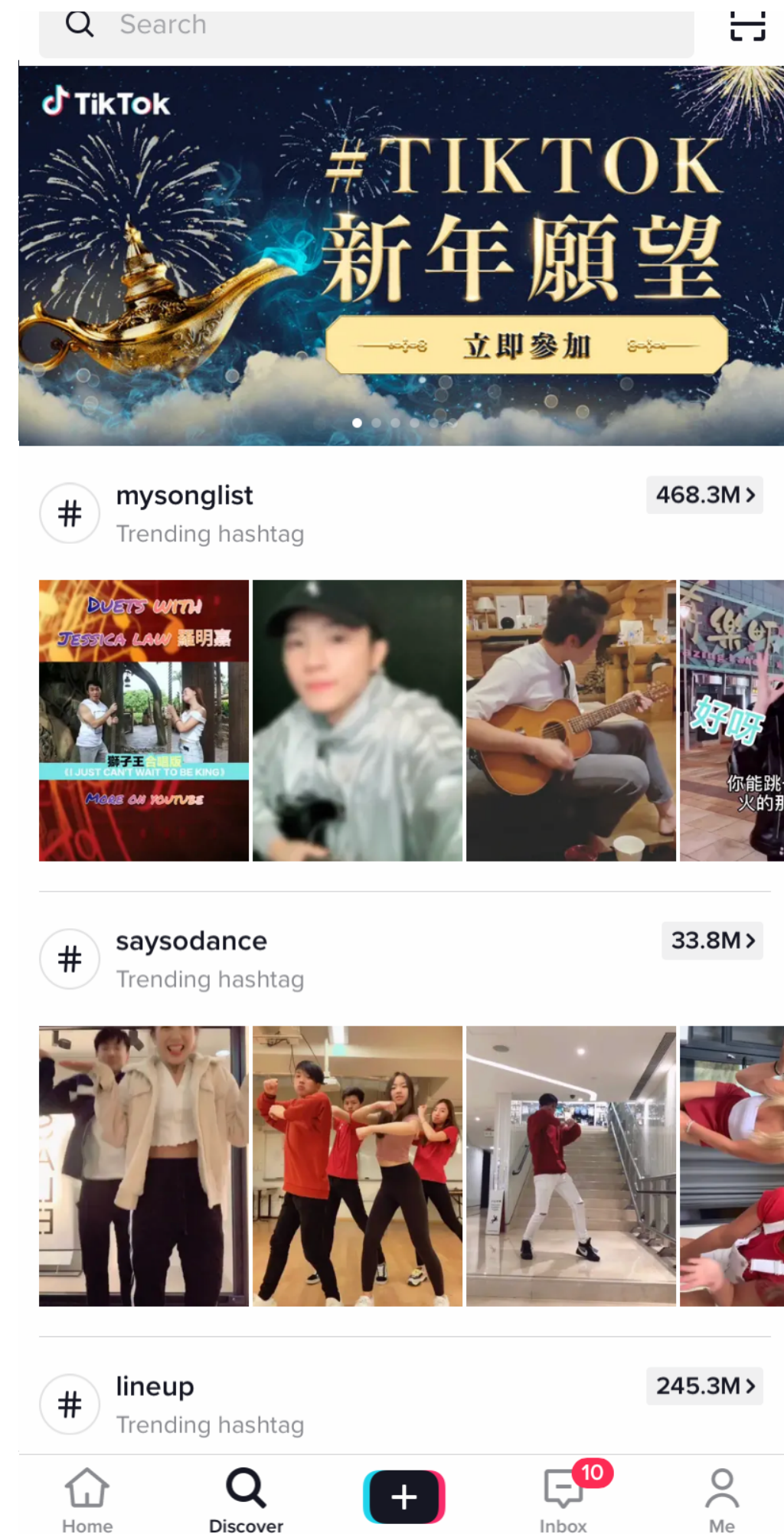
How does Discover page work?

All trending hashtags are placed on Discover page and this page is updated per week

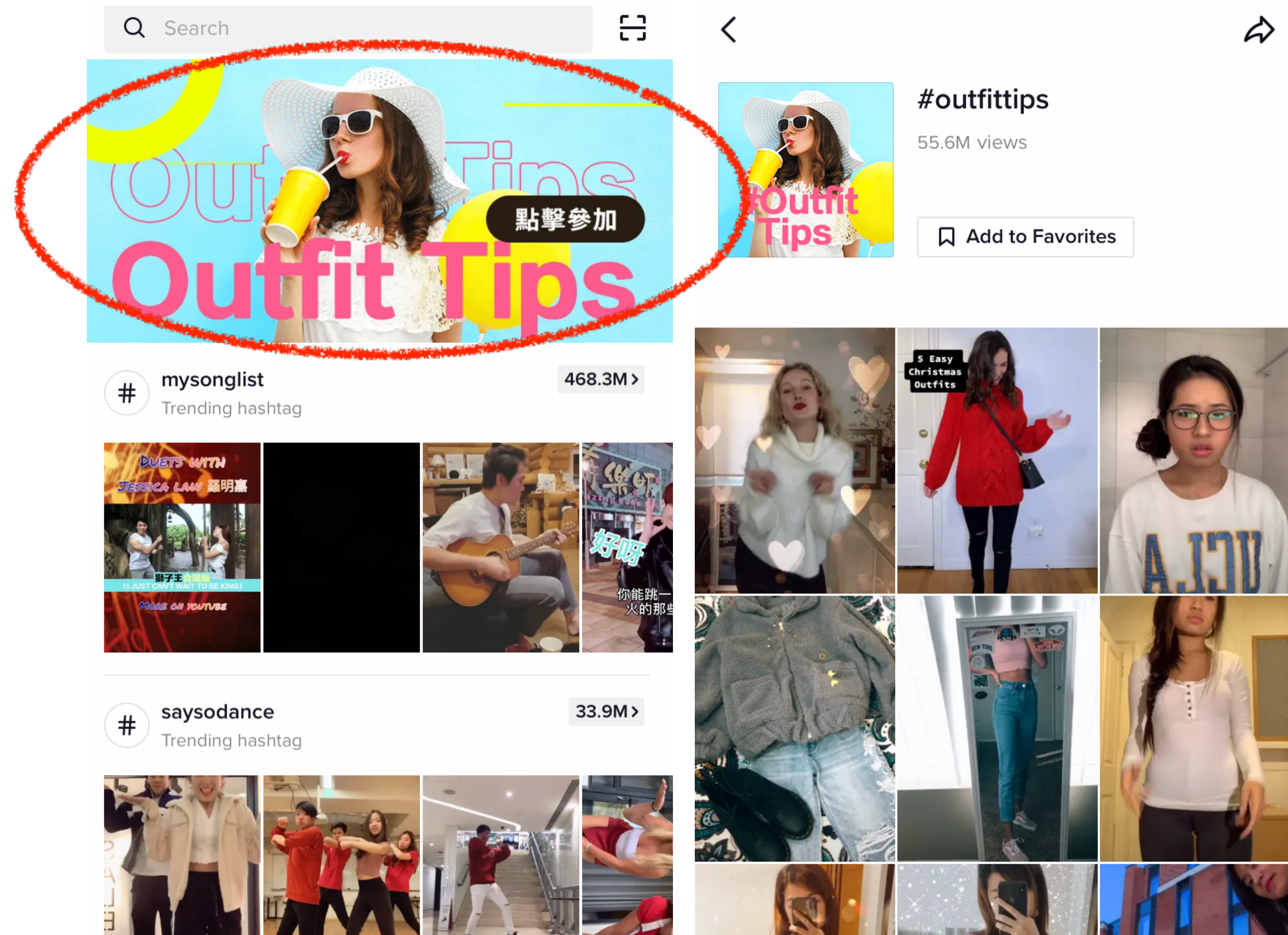
How could creators get exposure?

Hashtags will be given to creators in advanced with reference links

Creators who join the hashtag challenges, your videos would have a higher priority to pin on top of the challenge



Challenge Banner



Where is the Banner?

On top of the Discover page

How does Banner work?

When clicking into the banner, details of the challenge (e.g. challenge information, video demo, users' videos etc) will be shown clearly

It helps attracting our user to click in and join the challenge

*Partner has to provide banner design for the challenge



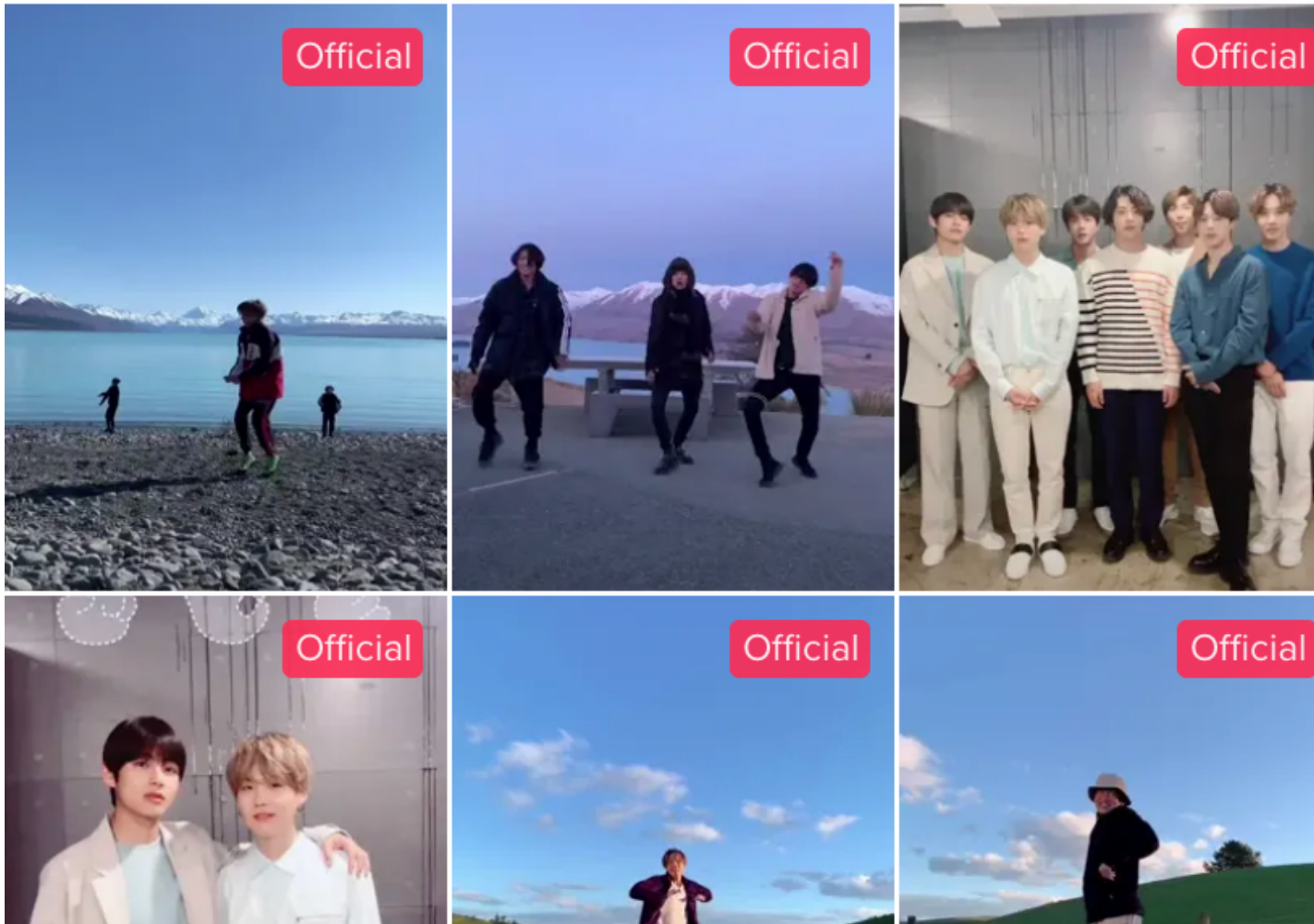
Examples

#cnschallenge

476.5M views

Add to Favorites

Chicken noodle soup 🐔, chicken noodle soup 🐔, chicken noodle soup with j-hope and Becky G! Let's bring out all the vibes in the world.



#flowershower

106.9M views

Add to Favorites

[Take a FLOWER SHOWER!] Join #FLOWERSHOWER challenge and get HyunA's sign CD! HyunA's PICK videos could be used for special collaboration video 💕🌸

Expand ▼



#arashichallenge

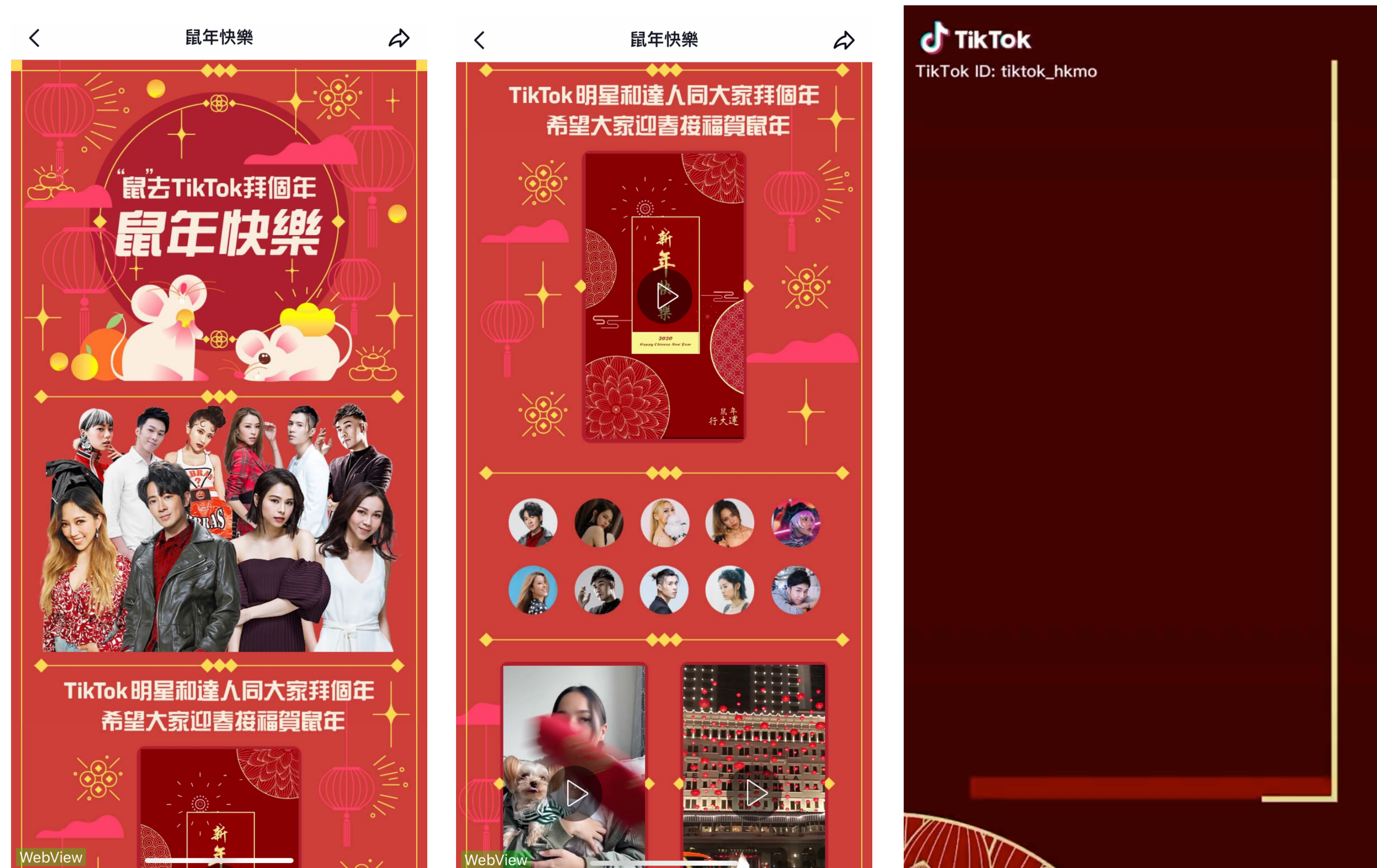
277.0M views

Add to Favorites

J-POP storm has arrived! Show us your moves using Arashi's new song 「TurningUp」 🎵! Check out ARASHI's members dance choreography... Expand ▼



Challenge Video Demo





**Join Us
Have fun on TikTok**