
MARKET FACTS!

MARKET FACT #265

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98%

of Tik Tok's public content is being produced by 25% of the most active U.S.A. adults.

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COMMENT: I think there's value in reinforcing how Tik Tok actually works in the content production game. Although it looks like the must-go place for companies, rest assured that [REAL DEALS with Universal involving musicians' content have come to a halt](#). **Because Tik Tok benefits from UGC (free) the most:** "Most TikTok users do not present a detailed profile on their accounts, with 70% having not filled out any bio information. Users who have posted videos on TikTok follow nearly four times as many other accounts as those who don't post, and they have more followers as well. Four-in-ten [4 in 10] TikTok users find their 'For You' page extremely or very interesting.". – SOURCE: [Pew Research Center](#).

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