

A Brief Analysis of Tik Tok's Successful Strategies as a Multi-Sided Internet Platform

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Abstract: Since the establishment of Tik Tok in 2016, its user base has been increasing with good momentum. Compared with the Internet platforms of the same period or earlier, the number of users of Tik Tok and the growth rate of the platform volume has significant advantages. Therefore, the research on the strategies adopted by Tik Tok in various development periods is worth studying and worth learning from emerging Internet platforms. This article analyzes Tik Tok's well-developed strategies, using perspectives in economics and other fields to explain Tik Tok's success. In the writing of this article, a large number of previous works of literature were analyzed and cited, combined with some authoritative data statistics. Finally, the strategies used in the successful process of Tik Tok were found. In addition, after analysis, the conclusion is that Tik Tok uses different strategies at different stages of development. At the same time, regardless of its state and external conditions, the network effect is the core of Tik Tok's strategies. In general, the strategies used by Tik Tok can be summarized as identifying targeted user groups, accumulating user volume, and continuously transforming to provide a more attractive service scope.

Keywords: Tik Tok, multi-sided internet platform, successful strategies

1. Introduction

Since the 21st century, with the continuous advancement of technology, people's lives have undergone tremendous changes. With the popularity of mobile phones and the continuous emergence of various APPs, ordinary citizens' social interaction and entertainment, especially young people, have gradually become closely related to the Internet. In 2016, a legendary social app was born. TikTok, or Douyin in the Chinese market, is an emerging Internet platform with both short-form video viewing and social networking functions [1]. At the same time, the recently implanted live broadcast and shopping functions are bringing continuous income to the platform [1]. Although many social Apps, such as Instagram and Facebook, and a considerable amount of shopping networks, such as Amazon and eBay, have occupied most of the market share, Tik Tok's new attempt at function combination achieved 3 billion downloads in 2021 [2]. However, the success of Tik Tok is not achieved overnight; failures and improvements are accompanied by the expected growth of Tik Tok and its developers. The following text will include an explanation of the development process of Tik Tok, an

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