CONVIVA VIEWER INSIGHTS

2021 TikTok® Benchmarks & Strategy Guide for Brands

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TikTok® Goes Mainstream

2020 was the year TikTok® exploded. Likely accelerated by the pandemic, TikTok® seemed to be the one app everyone was talking about as they were stuck inside. For many, TikTok® was a distraction; for others, it was a creative outlet. However you used it, in 2020 TikTok® found a permanent place within popular culture.

TikTok® also encountered a lot of uncertainty in 2020. Facing a potential ban in the United States, and actual bans in places like India, one might forgive the social app if they took their foot off the gas. That didn't happen.

TikTok® is now closing in on one billion monthly average users with no signs of slowing down. The app has become ground zero for new trends, future celebrities, and global movements.

The app also graduated from an experiment for brands to an important part of their digital and social strategy. In particular, TikTok® has become an essential stop for TV, movie, and streaming promotion, for nearly every network, streaming service, and TV show.

In this report, we analyzed and benchmarked TikTok® usage from over 10 different industries and categories to determine, simply, who is doing the best on TikTok®.

TikTok® data for this report was collected utilizing Conviva Viewer Insights and independent analysis. This report contains data from 900 branded TikTok® accounts with a total of over 209k videos. Data was collected in February 2021 and compared to February 2020.

Don't see your account but deserve to be included in our rankings? Fill out this form.

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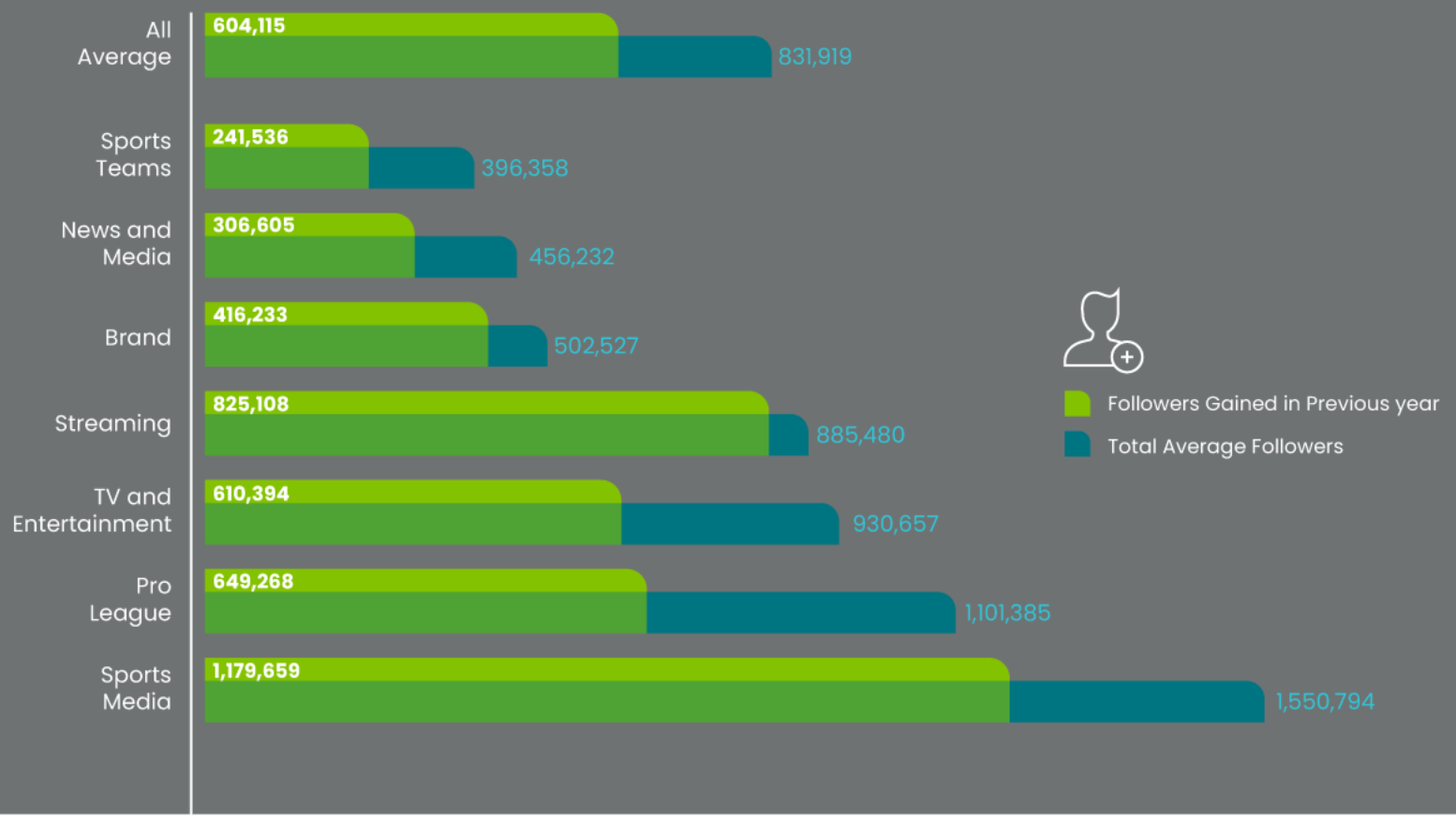

Fastest Growing Accounts on TikTok®

Now is the time for growth on TikTok®. Of the 900 TikTok® accounts measured in this report, accounts gained a staggering average of 604k new followers over the past year. Certain categories flourished, including sports media which leads in both total followers and follower growth over the past year. Streaming has acquired the vast majority of followers within the last year and saw the second highest tally for new followers during that time, despite being fourth in total followers. Pro leagues were earlier adopters of TikTok® and average the second highest total of followers, but growth over the past year for the category was the lowest proportion of total followers of any category.

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2021 TikTok® Benchmark Highlights

TikTok® usage and growth soared during the pandemic as users were at home with little to do. This analysis looked at over 900 brand accounts on TikTok® from February 2020 to February 2021 to determine the top performing accounts from various industries. The 900+ accounts measured had a combined following of 612.7 million and the results clearly indicate that publishers who committed to posting consistent, quality content are reaping the biggest gains in terms of followers.

- Of the accounts measured, the average growth from February 2020 to February 2021 was 604k followers with sports media accounts charting the largest average yearly increase at 1.179 million, followed by streaming accounts at 825k.
- Netflix was the 2020-2021 winner on TikTok®, gaining 10.6 million followers in the past year, more than any other account measured. ESPN came in second at 10 million followers in the past year.
- It takes effort and consistency to grow. The average account posted 241 videos while the top 20 accounts with the most followers posted an average of 1721 videos each.
- Of the eight sports leagues analyzed, teams in the Premier League had the highest average followers at 917k, followed by La Liga at 814k, and then the NFL at 565k.
- FC Barcelona was the most followed sports account with 7.6 million followers, followed by Real Madrid at 4.6 million.
- The most followed US sports teams were the Golden State Warriors at 2.6 million and the Kansas City Chiefs at 1.7 million. The Chiefs and the Warriors were the only American teams in the top 10.
- Of the brands measured, Red Bull had 5.2 million followers but came in second to Guinness World Records with 11.3 million followers. Within the top 10 brands, however, Red Bull claimed four of the top spots with regional accounts for Red Bull Australia, Red Bull Espana, and Red Bull Italia also making the top 10.
- Gaming was prominently featured in the top 10 brands on TikTok® with Roblox, Fortnite, and Xbox securing top 10 spots.
- Categories analyzed included: Brands, Device Manufactures, TV and Entertainment, La Liga, News and Media, MLB, MLS, NBA, NFL, NHL, Premier League, Pro Sports Leagues, Serie A, Sports, and Streaming.

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Conviva's 2021 TikTok® Industry Benchmarks
Averages Per Account Within Category

Category	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Likes Per Video
Sports Media	1,550,794	1,179,659	505	719	49,471
Pro League	1,091,204	649,268	235	517	42,311
TV and Entertainment	930,657	610,394	140	199	71,933
Streaming	860,150	773,666	289	322	27,969
Brands	502,527	416,233	113	144	49,430
News and Media	456,232	306,605	242	307	29,978
Sports Teams	396,358	241,536	59	102	32,934
OVERALL	831,919	604,115	228	329	44,297

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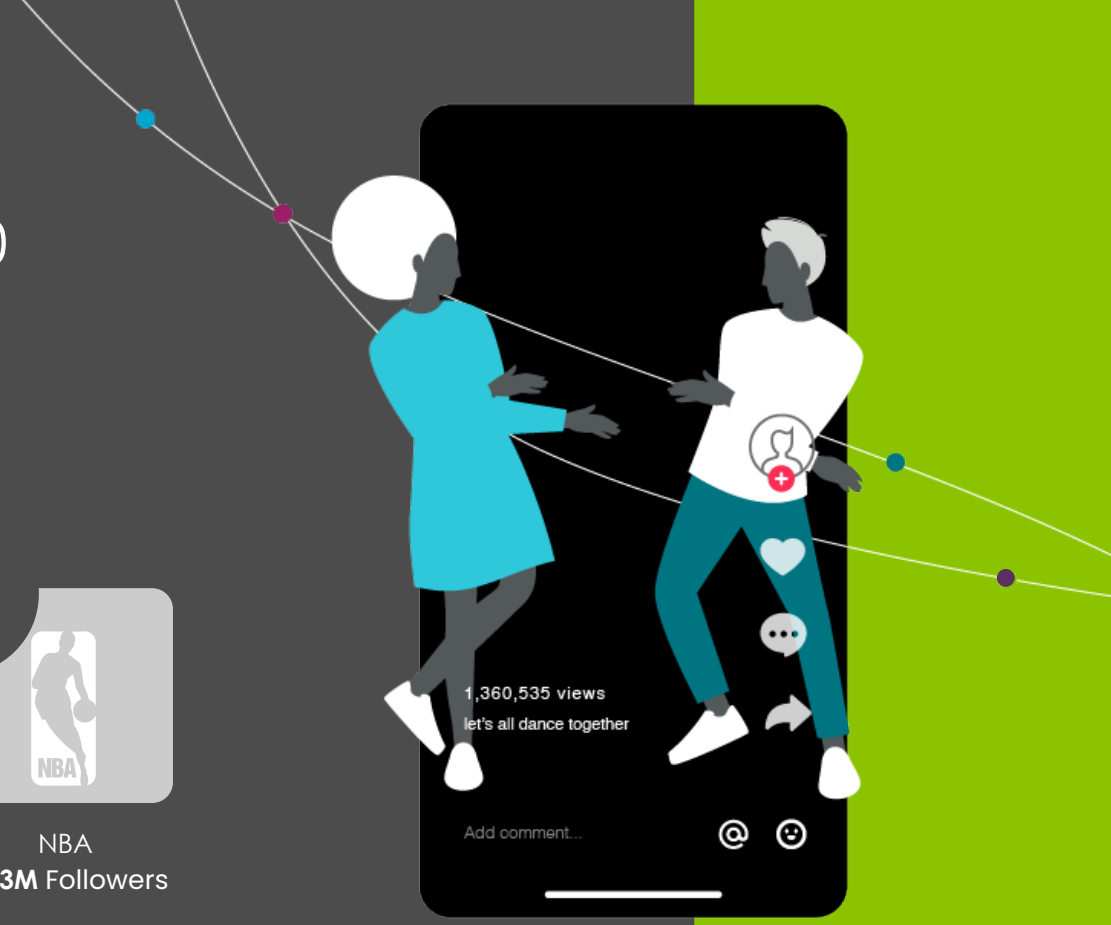
Conviva's TikTok® Top 10 **Followers**

Feb 2021



1. Flighthouse
27.6M Followers

2. Overtime
15M Followers

3. ESPN
13.8M Followers

4. Barstool Sports
13M Followers

5. Netflix
12.4M Followers

6. NBA
12.3M Followers

7. Guinness World Records
11.3M Followers

8. WWE
10.2M Followers

9. Nickelodeon
10.1M Followers

10. America's Funniest Home Videos
8.4M Followers

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Conviva's TikTok® Top 20 Followers **All Accounts**

Rank	Category	Account	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	Entertainment	Flighthouse	27,600,000	5,600,000	411	4,123	2,326,732,967	564,330
2	Sports Media	Overtime	15,000,000	8,900,000	1,174	1,803	1,057,541,631	586,546
3	Sports Media	ESPN	13,800,000	10,000,000	2,070	2,591	823,504,712	317,833
4	Sports Media	Barstool Sports	13,000,000	8,800,000	1,997	2,999	764,235,627	254,830
5	Streaming	Netflix	12,400,000	10,600,000	536	616	173,215,057	281,193
6	Pro League	NBA	12,300,000	3,000,000	1,200	3,994	279,063,018	69,871
7	Brands	Guinness World Records	11,300,000	5,200,000	318	493	245,035,119	497,029
8	Pro League	WWE	10,200,000	7,700,000	905	972	154,737,367	159,195
9	TV	Nickelodeon	10,100,000	4,100,000	586	1,867	188,107,754	100,754
10	TV	AFV	8,400,000	4,600,000	260	1,564	241,294,914	154,281
11	Sports Media	House of Highlights	8,200,000	5,700,000	2,479	2,928	425,705,938	145,391
12	TV	Wild 'N Out	7,700,000	3,800,000	79	105	131,306,732	1,250,540
13	La Liga	FC Barcelona	7,600,000	5,000,000	303	431	82,030,260	190,255
14	TV	Ellen DeGeneres	7,500,000	3,800,000	213	339	82,769,197	244,157
15	Sports Media	Dunk	7,000,000	4,900,000	2,822	3,972	422,553,476	106,383
16	Streaming	Netflix Español	6,400,000	6400000	542	542	76,807,113	141,697
17	Pro League	UFC	6,300,000	4,500,000	192	267	70,705,996	264,816
18	Pro League	NFL	6,100,000	3,600,000	460	716	194,735,467	271,977
19	Sports Media	433	5,400,000	4,100,000	1,032	1,635	134,781,872	82,435
20	Brands	Red Bull	5,200,000	1,700,000	598	2,468	83,084,660	33,665

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Conviva's TikTok® Top 10 YoY Follower Growth

Feb 2020-Feb 2021

1 Netflix
+10.6M Followers

2 ESPN
+10M Followers

3 Overtime
+8.9M Followers

4 Barstool Sports
+8.8M Followers

5 WWE
+7.7M Followers

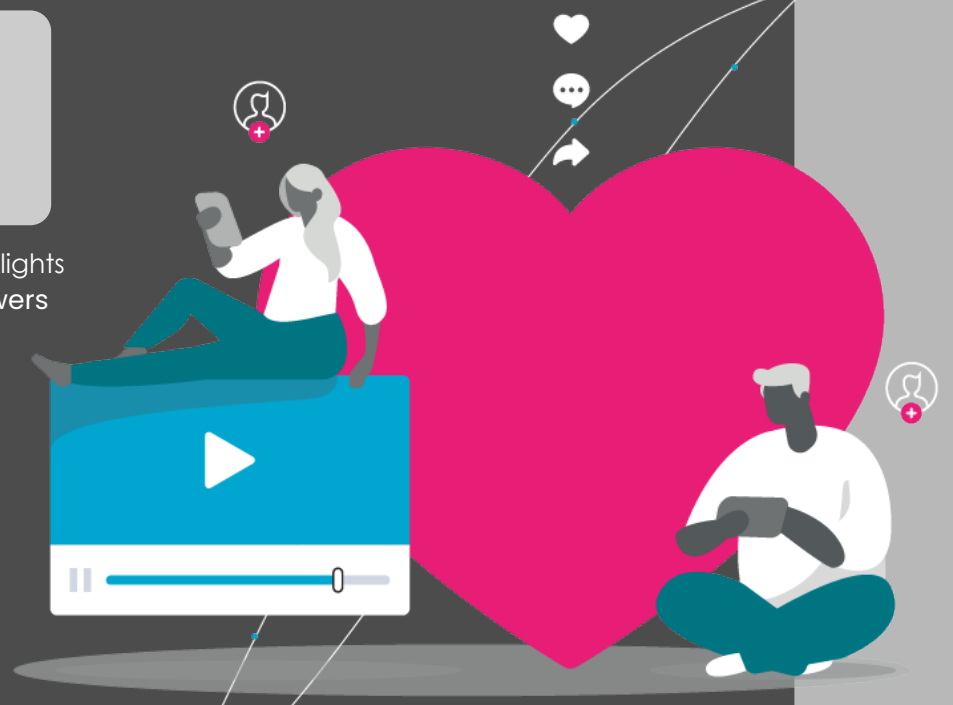
6 Netflix Español
+6.4M Followers

7 House of Highlights
+5.7M Followers

8 Flighthouse
+5.6M Followers

9 Guinness World Records
+5.2M Followers

10 Late Late Show
+5.1M Followers



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Conviva's TikTok®Top 20 YoY Follower Growth **All Accounts**

Rank	Category	Account	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	Streaming	Netflix	12,400,000	10,600,000	536	616	173,215,057	281,193
2	Sports Media	ESPN	13,800,000	10,000,000	2,070	2,591	823,504,712	317,833
3	Sports Media	Overtime	15,000,000	8,900,000	1,174	1,803	1,057,541,631	586,546
4	Sports Media	Barstool Sports	13,000,000	8,800,000	1,997	2,999	764,235,627	254,830
5	Pro League	WWE	10,200,000	7,700,000	905	972	154,737,367	159,195
6	Streaming	Netflix Español	6,400,000	6,400,000	542	542	76,800,000	141,697
7	Sports Media	House of Highlights	8,200,000	5,700,000	2,479	2,928	425,705,938	145,391
8	Entertainment	Flighthouse	27,600,000	5,600,000	411	4,123	2,326,732,967	564,330
9	Brand	Guinness World Records	11,300,000	5,200,000	318	493	245,035,119	497,029
10	TV	Late Late Show	5,100,000	5,100,000	72	72	49,000,000	680,556
11	La Liga	FC Barcelona	7,600,000	5,000,000	303	431	82,000,000	190,255
12	Sports Media	Dunk	7,000,000	4,900,000	2,822	3,972	422,553,476	106,383
13	TV	AFV	8,400,000	4,600,000	260	1,564	241,294,914	154,281
14	Pro League	UFC	6,300,000	4,500,000	192	267	70,705,996	264,816
15	TV	Nickelodeon	10,100,000	4,100,000	586	1,867	188,107,754	100,754
16	Sports Media	433	5,400,000	4,100,000	1,032	1,635	134,781,872	82,435
17	Brands	Roblox	3,900,000	3,900,000	49	49	12,589,807	256,935
18	TV	Wild 'N Out	7,700,000	3,800,000	79	105	131,306,732	1,250,540
19	TV	Ellen DeGeneres	7,500,000	3,800,000	213	339	82,769,197	244,157
20	Pro League	NFL	6,100,000	3,600,000	460	716	194,735,467	271,977

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Conviva's 2021 TikTok® Industry Benchmarks
Averages Per Team Within League

League	Followers	YoY Follower Growth	Videos In Past Year	Total Videos	Likes Per Video	% Teams on TikTok®	New Teams Since Feb 2020
Premier League	916,5187	639,912	113	151	57,583	85%	7
La Liga	814,942	N/A	115	163	23,256	95%	8
NFL	552,187	351,123	106	152	47,995	97%	2
Serie A	518,163	N/A	93	114	31,900	55%	3
NBA	481,732	277,654	68	99	64,910	97%	4
MLB	104,390	84,812	46	58	23,480	100%	14
NHL	67,570	46,174	41	57	12,403	100%	11
MLS	43,996	38,874	44	52	4,361	69%	7

Measuring account performance between February 2020 and February 2021 - accounts without full 2020 data are represented as N/A

Don't see your account but deserve to be included in our rankings? Fill out this form.

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Conviva's TikTok® Top 20 **Pro Sports Leagues**

Benchmark Averages

Followers – **1,091,204**

YoY Follower Growth – **649,268**

Videos in Past Year – **235**

Total Videos – **512**

Likes Per Video – **42,311**

Rank	Account	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	NBA	12,300,000	3,000,000	1,200	3,994	279,063,018	69,871
2	WWE	10,200,000	7,700,000	905	972	154,737,367	159,195
3	UFC	6,300,000	4,500,000	192	267	70,705,996	264,816
4	NFL	6,100,000	3,600,000	460	716	194,735,467	271,977
5	MLB	2,100,000	1,000,000	313	898	81,497,806	90,755
6	La Liga	2,100,000	1,000,000	401	715	18,223,348	25,487
7	WSL	2,000,000	600,000	412	628	49,766,113	79,245
8	ICC	1,500,000	200,000	24	170	17,344,151	102,024
9	Olympics	1,200,000	N/A	215	249	15,796,882	63,441
10	NHL	1,200,000	842,300	681	804	34,441,158	42,837
11	UFC Russia	1,000,000	919,400	120	141	9,201,018	65,255
12	Nascar	965,000	736,600	326	462	16,803,581	36,371
13	Wimbledon	872,900	861,500	104	110	22,892,299	208,112
14	UFC Europe	774,200	550,700	45	66	3,445,573	52,206
15	WNBA	752,800	318,500	236	655	14,854,169	22,678
16	PBR	712,600	425,400	117	264	8,311,001	31,481
17	MotoGP	642,700	515,000	227	288	6,648,621	23,085
18	US Open	641,700	641,112	250	270	26,283,880	97,348
19	World Rugby	586,000	335,300	264	537	12,957,991	24,130
20	Monster Jam	551,600	551,600	232	232	4,900,000	21,121

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Conviva's TikTok® Top 20 **Sports Teams**

Benchmark Averages

Followers – **396,358**

YoY Follower Growth – **241,536**

Videos in Past Year – **59**

Total Videos – **102**

Likes Per Video – **32,934**

Rank	League	Account	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	La Liga	FC Barcelona	7,600,000	5,000,000	303	431	82,000,000	190,255
2	La Liga	Real Madrid C.F.	4,600,000	3,000,000	101	247	37,500,000	151,822
3	Premier League	Liverpool FC	3,800,000	1,600,000	232	355	49,690,565	139,973
4	Premier League	Manchester City	2,600,000	1,715,800	293	346	32,976,628	95,308
5	NBA	Warriors	2,600,000	1,000,000	164	293	34,642,813	118,235
6	Serie A	Juventus Italy	2,500,000	2,500,000	101	101	19,700,000	195,050
7	La Liga	Atlético Madrid	2,100,000	1,675,300	264	617	18,600,000	30,146
8	Premier League	Manchester United	1,800,000	1,800,000	102	102	17,900,000	175,490
9	NFL	Chiefs	1,700,000	924,400	161	262	28,876,592	110,216
10	Premier League	Tottenham Hotspur	1,600,000	1,274,800	163	206	19,392,531	94,139
11	Premier League	Chelsea	1,600,000	939,700	275	328	16,206,215	49,409
12	Serie A	AC Milan	1,300,000	1,248,000	472	482	21,000,000	43,568
13	Premier League	Leicester City	1,200,000	901,700	188	252	20,271,816	80,444
14	NFL	Eagles	1,200,000	535,300	251	402	20,511,149	51,023
15	NFL	Dallas Cowboys	1,100,000	572,100	151	199	13,716,915	68,929
16	Serie A	Inter Milan	1,000,000	725,900	133	254	7,600,000	29,921
17	NBA	Dallas Mavericks	1,000,000	458,200	136	211	15,689,349	74,357
18	NFL	Steelers	994,200	620,400	213	253	8,634,336	34,128
19	NBA	Bucks	988,000	284,900	21	21	11,210,377	533,827
20	NBA	Houston Rockets	895,100	630,700	22	21	2,305,592	109,790

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Conviva's TikTok® Top **Premier League**

Benchmark Averages

Followers – **916,517**

YoY Follower Growth – **639,912**

Videos in Past Year – **113**

Total Videos – **151**

Likes Per Video – **57,583**

League Participation – **85%**

New Teams in Past Year – **7**

Rank	Account	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	Liverpool FC	3,800,000	1,600,000	232	355	49,690,565	139,973
2	Manchester City	2,600,000	1,715,800	293	346	32,976,628	95,308
3	Manchester United	1,800,000	1,800,000	102	102	17,900,000	175,490
4	Tottenham Hotspur	1,600,000	1,274,800	163	206	19,392,531	94,139
5	Chelsea	1,600,000	939,700	275	328	16,206,215	49,409
6	Leicester City	1,200,000	901,700	188	252	20,271,816	80,444
7	Arsenal	820,400	820,400	82	82	6,644,850	81,035
8	Watford	619,000	467,000	97	163	11,839,740	72,636
9	Everton	400,700	365,000	174	179	4,232,423	23,645
10	West Ham United FC	310,900	310,900	123	123	3,965,440	32,239
11	AFC Bournemouth	305,600	224,700	132	174	5,556,793	31,936
12	Southampton	205,400	193,500	101	116	2,710,933	23,370
13	Crystal Palace	179,300	125,500	64	84	2,008,119	23,906
14	Newcastle United	72,700	72,700	14	14	476,797	34,057
15	Fulham	48,000	48,000	18	18	302,100	16,783
16	Huddersfield Town	12,600	12,600	25	25	92,962	3,718
17	Burnley	6,201	6,201	3	3	2,462	821

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Conviva's TikTok® Top 20 **La Liga**

Benchmark Averages

Followers – **814,942**

YoY Follower Growth – **N/A**

Videos in Past Year – **115**

Total Videos – **163**

Likes Per Video – **23,256**

League Participation – **95%**

New Teams in Past Year – **8**

Rank	Account	Followers	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	FC Barcelona	7,600,000	303	431	82,000,000	190,255
2	Real Madrid C.F.	4,600,000	101	247	37,500,000	151,822
3	Atlético Madrid	2,100,000	264	617	18,600,000	30,146
4	Sevilla FC	338,000	72	129	1,300,000	10,078
5	Real Sociedad	223,400	321	427	2,500,000	5,855
6	Valencia CF	130,800	237	237	867,600	3,661
7	RCD Espanyol de Barcelona	94,000	171	319	372,900	1,169
8	Villarreal CF	65,700	59	59	408,000	6,915
9	Athletic Bilbao	59,700	137	137	416,500	3,040
10	SD Eibar	43,500	40	66	71,200	1,079
11	CD Leganés	43,300	36	60	119,200	1,987
12	Real Valladolid	36,200	85	85	204,900	2,411
13	Celta de Vigo	29,000	60	60	80,700	1,345
14	Real Betis	25,300	-	-	-	-
15	CA Osasuna	22,200	31	56	76,000	1,357
16	Granada CF	21,200	68	71	98,900	1,393
17	Deportivo Alavés	18,000	27	27	102,800	3,807
18	Levante UD	17,900	26	28	42,000	1,500
19	Getafe CF	15,700	36	36	28,600	794

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Conviva's TikTok® Top 20 **NFL**

Benchmark Averages

Followers – **552,187**

YoY Follower Growth – **351,123**

Videos in Past Year – **106**

Total Videos – **152**

Likes Per Video – **47,995**

League Participation – **97%**

New Teams in Past Year – **2**

Rank	Account	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	Chiefs	1,700,000	924,400	161	262	28,876,592	110,216
2	Eagles	1,200,000	535,300	251	402	20,511,149	51,023
3	Cowboys	1,100,000	572,100	151	199	13,716,915	68,929
4	Steelers	994,200	620,400	213	253	8,634,336	34,128
5	Patriots	695,600	324,000	143	279	11,796,129	42,280
6	Ravens	680,900	433,000	75	113	6,822,192	60,373
7	Saints	657,000	416,100	130	172	6,765,709	39,336
8	Panthers	652,400	417,100	189	275	6,521,141	23,713
9	Lions	649,100	628,800	37	37	4,071,023	110,028
10	Browns	624,700	425,700	66	130	6,394,785	49,191
11	Giants	562,500	334,100	266	375	9,480,642	25,282
12	Seahawks	522,700	363,300	110	140	4,534,373	32,388
13	Bears	514,700	263,700	176	268	5,978,848	22,309
14	Falcons	510,700	460,400	85	98	5,676,545	57,924
15	Chargers	496,800	317,100	62	85	5,184,192	60,990
16	49ers	460,600	270,700	35	59	2,546,672	43,164
17	Titans	455,000	269,800	171	213	3,925,720	18,431
18	Bills	453,200	340,700	69	108	5,311,257	49,178
19	Dolphins	451,500	259,200	49	103	4,902,487	47,597
20	Vikings	436,400	276,700	134	196	4,455,179	22,731

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Conviva's TikTok® Top **Serie A**

Benchmark Averages

Followers – **518,163**

YoY Follower Growth – **N/A**

Videos in Past Year – **93**

Total Videos – **114**

Likes Per Video – **31,900**

League Participation – **55%**

New Teams in Past Year – **3**

Rank	Account	Followers	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	Juventus Italy	2,500,000	101	101	19,700,000	195,050
2	AC Milan	1,300,000	472	482	21,000,000	43,568
3	Inter Milan	1,000,000	133	254	7,600,000	29,921
4	S.S.C. Napoli	297,500	38	46	1,500,000	32,609
5	AS Roma	296,500	78	135	1,700,000	12,593
6	ACF Fiorentina	165,200	34	54	670,000	12,407
7	Cagliari Calcio	44,300	28	38	175,900	4,629
8	U.C. Sampdoria	27,600	33	35	338,800	9,680
9	Hellas Verona F.C.	26,700	34	36	188,500	5,236
10	Parma Calcio 1913	21,500	52	52	100,000	1,923
11	Atalanta B.C.	20,500	23	23	75,600	3,287

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Conviva's TikTok® Top 20 **NBA**

Benchmark Averages

Followers – **481,732**

YoY Follower Growth – **277,654**

Videos in Past Year – **68**

Total Videos – **99**

Likes Per Video – **64,910**

League Participation – **97%**

New Teams in Past Year – **4**

Rank	Account	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	Golden State Warriors	2,600,000	1,000,000	164	293	34,642,813	118,235
2	Dallas Mavericks	1,000,000	458,200	136	211	15,689,349	74,357
3	Milwaukee Bucks	988,000	284,900	21	21	11,210,377	533,827
4	Houston Rockets	895,100	630,700	24	21	2,305,592	109,790
5	Boston Celtics	759,400	418,300	21	58	9,303,085	160,398
6	Miami Heat	541,500	541,500	109	109	6,500,122	59,634
7	New Orleans Pelicans	511,100	256,100	103	141	4,965,382	35,215
8	Chicago Bulls	491,700	207,500	13	19	2,016,705	106,142
9	LA Clippers	480,900	340,700	103	163	5,921,061	36,326
10	Portland Trail Blazers	458,300	257,500	45	81	4,787,531	59,105
11	Orlando Magic	435,000	157,000	167	251	6,166,845	24,569
12	Atlanta Hawks	357,700	243,200	35	68	3,037,161	44,664
13	New York Knicks	335,000	213,100	63	106	4,005,190	37,785
14	Philadelphia 76ers	331,000	217,700	46	73	1,900,443	26,033
15	Oklahoma City Thunder	313,300	211,600	33	51	2,759,473	54,107
16	Memphis Grizzlies	308,200	308,200	185	185	3,400,000	18,378
17	Brooklyn Nets	300,600	178,200	15	64	2,065,990	32,281
18	Charlotte Hornets	297,400	266,100	97	120	3,664,206	30,535
19	Washington Wizards	289,800	218,600	84	109	1,992,795	18,283
20	Sacramento Kings	226,800	120,600	91	172	1,673,554	9,729

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Conviva's TikTok® Top 20 **MLB**

Benchmark Averages

Followers – **104,390**

YoY Follower Growth – **84,812**

Videos in Past Year – **46**

Total Videos – **58**

Likes Per Video – **23,480**

League Participation – **100%**

New Teams in Past Year – **14**

Rank	Account	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	Cubs	339,300	216,900	99	158	5,251,903	33,240
2	Dodgers	294,100	230,700	34	51	4,138,161	81,140
3	Yankees	237,800	226,800	112	115	2,895,116	25,175
4	Braves	226,500	179,500	43	62	1,998,377	32,232
5	Mets	225,300	205,800	159	176	1,910,606	10,856
6	Red Sox	210,300	140,000	75	112	2,156,562	19,255
7	Giants	190,900	137,300	40	93	3,220,328	34,627
8	Rays	179,800	179,497	165	166	3,676,872	22,150
9	Reds	161,200	94,300	55	74	3,401,552	45,967
10	Padres	156,900	152,903	6	14	2,600,890	185,778
11	Rangers	118,200	98,100	79	102	1,381,764	13,547
12	Royals	103,000	70,600	80	103	910,144	8,836
13	Phillies	98,100	98,100	57	57	854,412	14,990
14	White Sox	92,400	68,400	53	74	997,176	13,475
15	Pirates	81,000	69,800	19	29	514,431	17,739
16	Tigers	69,300	51,100	18	32	490,568	15,330
17	Twins	64,700	64,700	22	22	725,040	32,956
18	Athletics	50,900	30,100	27	73	312,778	4,285
19	Mariners	45,900	45,900	62	62	353,390	5,700
20	Brewers	43,700	43,700	25	25	138,470	5,539

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Conviva's TikTok® Top 20 **NHL**

Benchmark Averages

Followers – **67,570**

YoY Follower Growth – **46,174**

Videos in Past Year – **41**

Total Videos – **57**

Likes Per Video – **12,403**

League Participation – **100%**

New Teams in Past Year – **11**

Rank	Account	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	Red Wings	223,800	132,800	104	206	4,542,565	22,051
2	Capitals	180,700	84,900	101	157	3,726,990	23,739
3	Jets	174,400	131,400	31	53	2,781,135	52,474
4	Maple Leafs	145,900	145,900	39	39	999,190	25,620
5	Penguins	144,500	76,300	76	117	1,665,236	14,233
6	Canucks	117,700	56,300	32	65	1,718,677	26,441
7	Blackhawks	117,000	53,600	129	166	3,208,778	19,330
8	Golden Knights	95,300	27,900	6	36	531,602	14,767
9	Rangers	89,300	89,300	237	237	1,858,293	7,841
10	Stars	84,200	49,700	22	42	438,784	10,447
11	Wild	74,700	54,200	16	28	414,452	14,802
12	Bruins	73,400	73,400	33	33	819,924	24,846
13	Coyotes	68,200	51,400	96	134	624,532	4,661
14	Devils	66,000	31,900	88	126	834,240	6,621
15	Oilers	64,000	57,826	14	14	281,977	20,141
16	Canes	58,200	31,500	21	36	563,200	15,644
17	Canadiens	45,400	45,400	17	17	149,153	8,774
18	Kraken	44,200	44,200	20	20	191,200	9,560
19	Panthers	36,800	16,200	1	23	34,100	1,483
20	Blue Jackets	33,600	22,600	8	18	179,896	9,994

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Conviva's TikTok® Top 20 **MLS**

Benchmark Averages

Followers – **43,996**

YoY Follower Growth – **38,874**

Videos in Past Year – **44**

Total Videos – **52**

Likes Per Video – **4,360**

League Participation – **69%**

New Teams in Past Year – **7**

Rank	Account	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	Los Angeles FC	420,000	391,000	16	36	126,863	3,524
2	LA Galaxy	151,300	121,500	49	53	1,514,509	28,576
3	Vancouver Whitecaps	31,000	29,774	34	51	489,600	9,600
4	Houston Dynamo	30,000	21,900	43	69	258,051	3,740
5	Chicago Fire FC	26,000	20,791	99	117	226,464	1,936
6	Orlando City SC	22,300	11,900	13	28	169,295	6,046
7	Atlanta United FC	19,200	18,095	91	95	144,521	1,521
8	New York Red Bulls	17,100	11,269	34	69	69,187	1,003
9	Philadelphia Union	16,700	16,700	102	102	139,300	1,366
10	Real Salt Lake	12,800	12,403	49	49	176,725	3,607
11	FC Dallas	10,600	10,600	27	27	26,774	992
12	Nashville SC	8,171	7,529	29	33	99,128	3,004
13	D.C. United	7,022	7,022	29	29	52,190	1,800
14	New England Revolution	5,528	5,528	36	36	21,864	607
15	Portland Timbers	5,489	5,489	19	19	20,168	1,061
16	San Jose Earthquakes	3,643	3,643	26	26	36,189	1,392
17	Seattle Sounders FC	3,231	2,750	-	-	-	-
18	CF Montréal	1,846	1,846	-	-	-	-

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Conviva's TikTok® Top 20 **Sports Media**

Benchmark Averages

Followers – **1,550,794**

YoY Follower Growth – **1,179,659**

Videos in Past Year – **505**

Total Videos – **719**

Likes Per Video – **49,471**

Rank	Account	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	Overtime	15,000,000	8,900,000	1,174	1,803	1,057,541,631	586,546
2	ESPN	13,800,000	10,000,000	2,070	2,591	823,504,712	317,833
3	Barstool Sports	13,000,000	8,800,000	1,997	2,999	764,235,627	254,830
4	House of Highlights	8,200,000	5,700,000	2,479	2,928	425,705,938	145,391
5	Dunk	7,000,000	4,900,000	2,822	3,972	422,553,476	106,383
6	433	5,400,000	4,100,000	1,032	1,635	134,781,872	82,435
7	Hoops Nation	4,200,000	2,500,000	2,324	3,629	307,728,666	84,797
8	Ballislife	4,100,000	2,800,000	1,417	1,662	175,311,816	105,482
9	Whistle	3,200,000	2,000,000	1,418	2,124	89,952,024	42,350
10	The Score	3,000,000	2,258,200	1,134	1,514	108,851,042	71,896
11	Overtime FC	2,800,000	1,400,000	537	1,019	120,247,406	118,005
12	B/R Football	2,300,000	N/A	339	339	61,400,000	181,121
13	Bleacher Report	2,200,000	1,200,000	1,607	2,708	104,726,187	38,673
14	Wave.TV	2,200,000	1,227,900	1,686	2,175	84,575,412	38,885
15	Overtime SZN	1,900,000	1,027,900	478	769	78,613,101	102,228
16	Barstool Gametime	1,600,000	1,244,100	722	833	59,981,832	72,007
17	CBS Sports	1,500,000	1,328,600	1,084	1,259	85,883,578	68,216
18	ESPN Deportes	1,400,000	1,232,000	184	254	21,507,422	84,675
19	Playmaker HQ	1,300,000	760,100	1,324	2,008	45,000,000	22,410
20	Overtime WBB	1,300,000	444,400	221	423	53,136,570	125,618

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Conviva's TikTok® Top 20 **News & Media**

Benchmark Averages

Followers – **456,232**

YoY Follower Growth – **306,605**

Videos in Past Year – **242**

Total Videos – **307**

Likes Per Video – **29,978**

Rank	Account	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	Complex	4,700,000	2,200,000	1,465	2,441	179,211,698	73,417
2	Genius	4,300,000	1,100,000	96	195	58,845,009	301,769
3	Seventeen	3,200,000	200,000	78	430	15,587,235	36,249
4	Bustle	2,600,000	2,600,000	2,525	2,525	160,799,693	63,683
5	NowThis	2,500,000	1,912,300	466	542	76,510,868	141,164
6	Insider	2,200,000	1,770,800	222	429	68,054,256	158,635
7	Famous Birthdays	2,200,000	1,369,200	884	1,923	99,667,283	51,829
8	NowThis Politics	2,000,000	1,878,800	543	566	60,943,495	107,674
9	What's Trending	1,600,000	300,000	301	1,412	18,037,384	12,774
10	IGN	1,500,000	1,213,400	335	460	41,433,542	90,073
11	Daily Mail	1,500,000	1,141,800	411	636	47,977,935	75,437
12	Cheddar	1,500,000	300,000	283	737	35,542,792	48,226
13	E! News	1,400,000	N/A	20	92	1,804,277	19,612
14	Nylon	1,300,000	1,300,000	2,670	2,670	66,000,000	24,719
15	Teen Vogue	1,300,000	100,000	69	130	2,656,687	20,436
16	Tastemade Japan	1,200,000	N/A	660	1,831	32,000,000	17,477
17	Young Hollywood	1,200,000	1,200,000	941	941	27,121,467	28,822
18	Tastemade	1,200,000	1,200,000	722	777	23,200,000	29,858
19	Yahoo! News	1,100,000	1,100,000	1,075	1,075	55,706,309	51,820
20	XXL	1,100,000	1,100,000	766	766	17,996,981	23,495

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Conviva's TikTok® Top 20 **Brands**

Benchmark Averages

Followers – **502,527**

YoY Follower Growth – **416,233**

Videos in Past Year – **113**

Total Videos – **144**

Likes Per Video – **49,430**

Rank	Account	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	Guinness World Records	11,300,000	5,200,000	318	493	245,035,119	497,029
2	RedBull	5,200,000	1,700,000	598	2,468	83,084,660	33,665
3	Roblox	3,900,000	3,900,000	49	49	12,589,807	256,935
4	Fortnite	3,700,000	2,701,500	17	21	11,162,028	531,525
5	Red Bull Australia	2,886,000	2,731,700	135	201	2,518,203	12,528
6	Red Bull España	2,700,000	2,276,100	444	618	36,924,620	59,749
7	Gymshark	2,400,000	1,000,000	390	1,210	37,346,172	30,865
8	Red Bull Italia	2,100,000	1,466,100	359	486	25,708,277	52,898
9	Xbox	2,000,000	2,000,000	51	51	15,700,000	307,843
10	San Diego Zoo	1,800,000	1,733,400	146	163	23,710,396	145,463
11	Red Bull Latino	1,800,000	1,578,000	503	571	12,228,661	21,416
12	Disney Parks	1,600,000	1,600,000	129	129	20,138,729	156,114
13	Flex Seal	1,600,000	1,504,900	226	278	23,896,841	85,960
14	Among Us	1,500,000	1,500,000	13	13	8,200,000	630,769
15	Shein	1,400,000	N/A	587	587	10,500,000	17,888
16	Chipotle	1,400,000	1,153,500	115	152	24,957,350	164,193
17	Red Bull Germany	1,400,000	729,600	329	629	27,579,113	43,846
18	Starbucks	1,300,000	1,300,000	52	52	4,603,600	88,531
19	Nike	1,300,000	1,159,300	21	21	4,346,005	206,953
20	Bang Energy	1,200,000	1,200,000	672	672	4,000,000	5,952

*This ranking does not include beauty brands

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Conviva's TikTok® Top 20 **TV & Entertainment**

Benchmark Averages

Followers – **930,657**

YoY Follower Growth – **610,394**

Videos in Past Year – **140**

Total Videos – **199**

Likes Per Video – **71,933**

Rank	Account	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	Flighthouse	27,600,000	5,600,000	411	4,123	2,326,732,967	564,330
2	Nickelodeon	10,100,000	4,100,000	586	1,867	188,107,754	100,754
3	AFV	8,400,000	4,600,000	260	1,564	241,294,914	154,281
4	Wild N' Out	7,700,000	3,800,000	79	105	131,306,732	1,250,540
5	Ellen DeGeneres	7,500,000	3,800,000	213	339	82,769,197	244,157
6	Late Late Show	5,100,000	5,100,000	72	72	49,000,000	680,556
7	MTV	5,100,000	1,400,000	276	868	44,642,066	51,431
8	Comedy Central	4,100,000	3,000,000	269	384	71,472,575	186,126
9	The Tonight Show	3,200,000	1,500,000	37	85	24,390,831	286,951
10	StandUp	2,500,000	N/A	115	151	26,800,703	177,488
11	BattleBots	2,500,000	2,500,000	74	74	12,980,262	175,409
12	SNL	2,500,000	1,957,600	41	52	25,342,405	487,354
13	Nickelodeon UK	2,300,000	1,937,100	589	631	54,808,899	86,860
14	Daily Show	2,100,000	1,780,300	178	220	32,793,643	149,062
15	Friends	2,000,000	2,000,000	108	108	30,469,919	282,129
16	90 Day Fiancé	1,900,000	1,900,000	436	436	39,100,000	89,679
17	Ridiculousness	1,900,000	1,184,000	153	240	25,588,264	106,618
18	Lip Sync Battle	1,800,000	1,059,800	78	124	14,571,039	117,508
19	Brat TV	1,700,000	1,700,000	457	457	53,900,000	117,943
20	The Voice	1,700,000	1,664,500	216	230	15,632,542	67,968

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Conviva's TikTok® Top 20 **Streaming**

Benchmark Averages

Followers – **860,150**

YoY Follower Growth – **773,666**

Videos in Past Year – **289**

Total Videos – **322**

Likes Per Video – **27,969**

Rank	Account	Followers	YoY Follower Growth	Videos in Past Year	Total Videos	Total Likes	Likes Per Video
1	Netflix	12,400,000	10,600,000	536	616	173,215,057	281,193
2	Netflix Español	6,400,000	6,400,000	542	542	76,800,000	141,697
3	Amazon Prime Video	3,400,000	3,381,700	1,606	1,615	109,382,874	67,729
4	Netflix Brasil	3,100,000	3,100,000	200	200	23,500,000	117,500
5	Discovery	2,200,000	2,200,000	304	304	23,300,000	76,645
6	fuboTV	2,100,000	N/A	597	964	34,400,000	35,685
7	Prime Video ES	841,800	841,800	1,047	1,047	14,000,000	13,372
8	HBO Max	664,400	664,400	286	286	14,000,000	48,951
9	Disney	589,100	589,100	39	39	2,000,000	51,282
10	Apple	548,400	548,400	-	-	522,000	-
11	Prime Video DE	535,900	N/A	1,191	1,690	16,200,000	13,602
12	Prime Video UK	483,400	483,400	1246	1,246	10,816,591	8,681
13	Quibi	483,200	483,200	-	-	12,800,000	-
14	Prime Video Sport	443,500	210,700	376	508	7,652,643	15,064
15	Hulu	399,600	397,369	74	82	439,953	5,365
16	Netflix DE	374,700	374,700	221	221	4,600,000	20,814
17	DAZN USA	359,100	116,000	37	128	5,301,891	41,421
18	Peacock	322,100	322,100	168	168	6,360,146	37,858
19	DAZN ES	318,700	254,300	796	899	5,753,458	6,400
20	DAZN DE	293,200	237,400	165	217	3,981,302	18,347

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Don’t see your account but deserve to be included in our rankings?

Fill out this form

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CASE STUDY: Streaming Is Going All In on TikTok®

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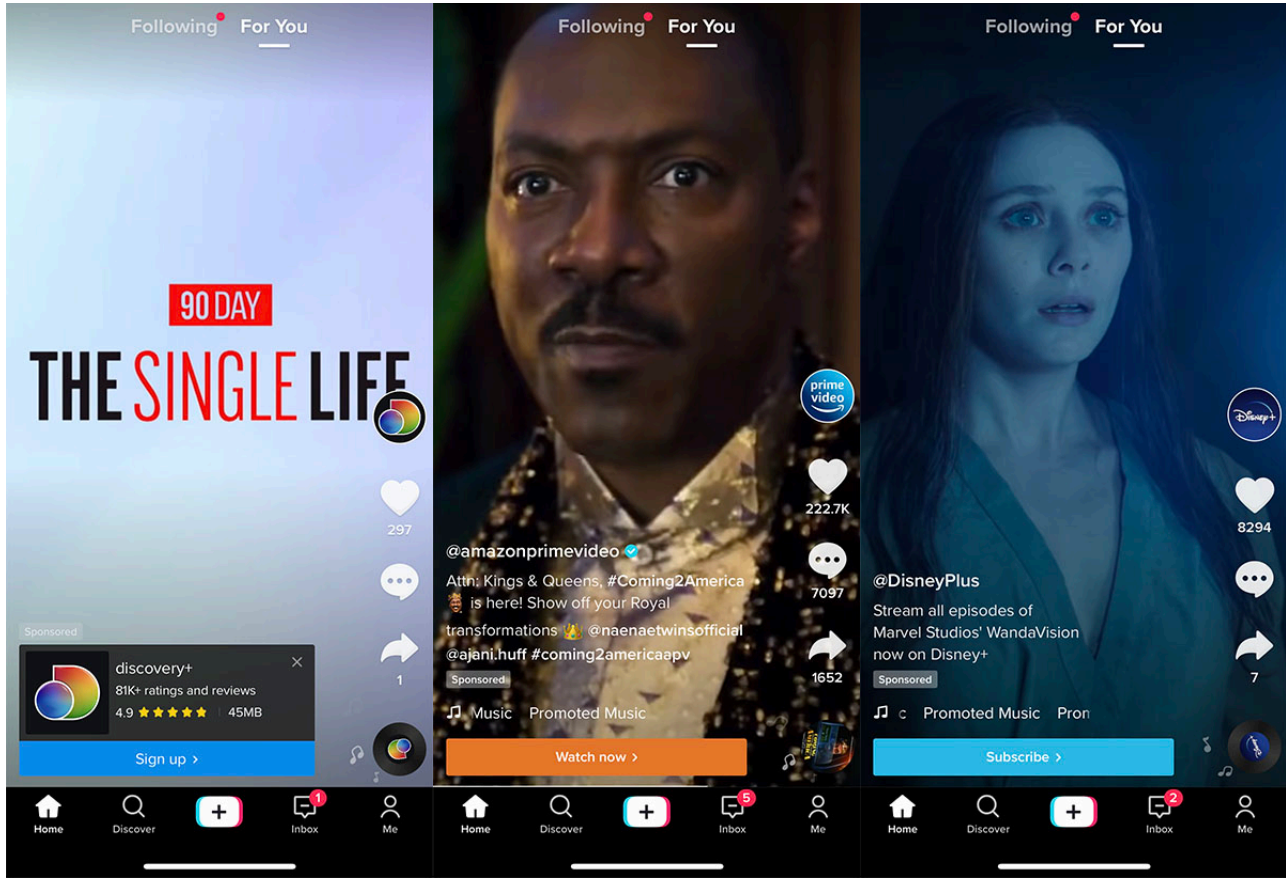
Streaming TikTok® Strategy

No facet of the TV industry has embraced TikTok® like streaming services. Netflix gained more followers than any other brand last year and streaming service accounts are averaging over 885k followers. TikTok® has become an essential launch pad for new services and shows over the past year—and it exhibits no signs of slowing down.

Here are five ways streaming platforms are using TikTok® to drive new subscriptions and tune-in.

1. Opening Ad

If you've opened TikTok® in the past year, you've most likely been served an ad for a streaming service. These Brand Takeover Ads, which play automatically, can be used to direct users to an outside website or encourage them to follow the account. Brand Takeover Ads are unique in that they fight fatigue, because they can only be viewed once per day by each person.



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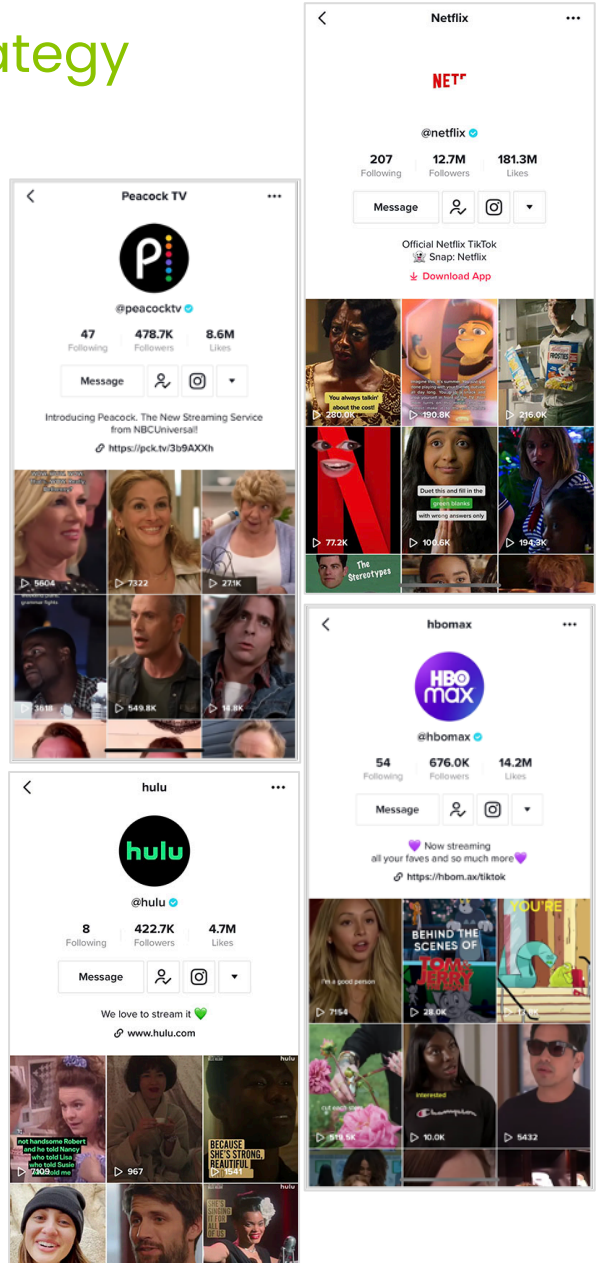
Streaming TikTok® Strategy

2. Organic Accounts

Netflix, Hulu, HBO Max, Peacock, Discovery, Paramount+, FuboTV, Prime Video, and DAZN all have TikTok® accounts. The accounts are used for trailers, behind-the-scenes footage, clips from shows, and more.

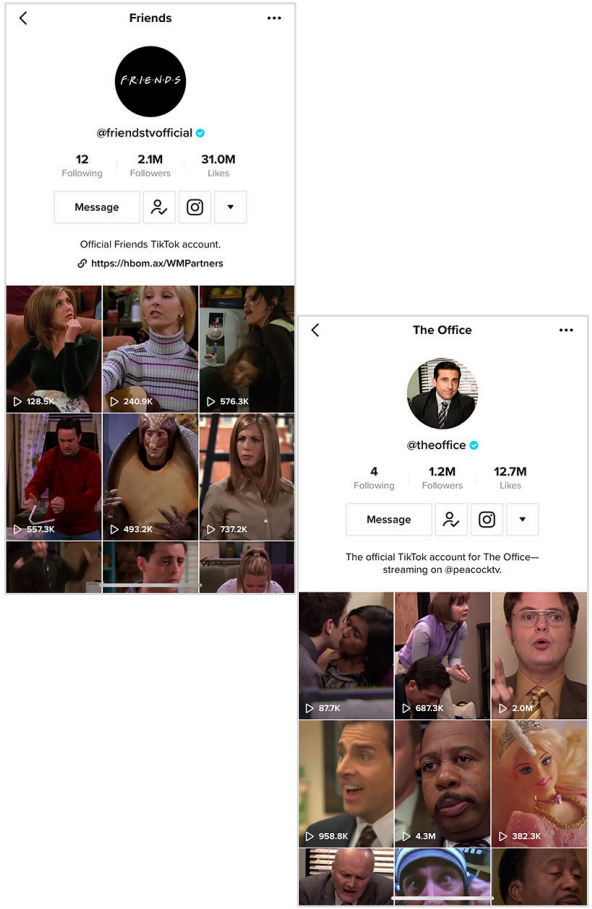
Organic accounts give the brand complete control over creative and the ability to tap into one of the unique elements of TikTok®--the For You Page (FYP).



3. Show Pages

For established shows, creating a dedicated TikTok® account can be an easy path to success. By allowing others to use the show's audio, duet, or to stitch clips, the show's content can take on a true life of its own.

Two of the most successful shows on TikTok® are Friends and The Office, which have more than three million combined followers.



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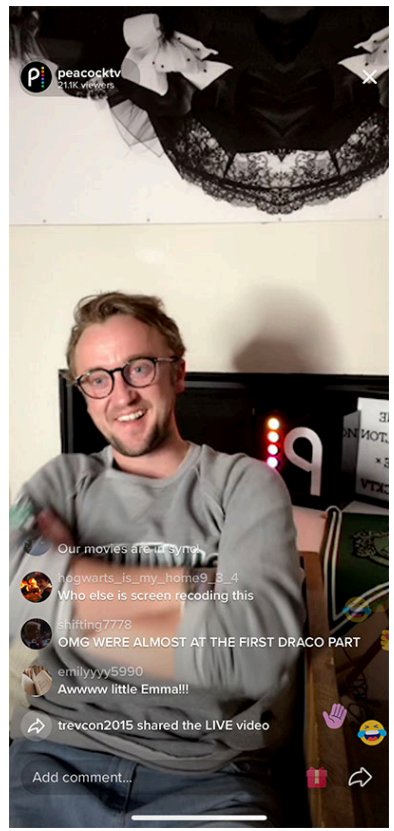
Streaming TikTok® Strategy

4. Going LIVE

Going live is a great growth hack for an account on TikTok® now that LIVE videos can be shown in the FYP.

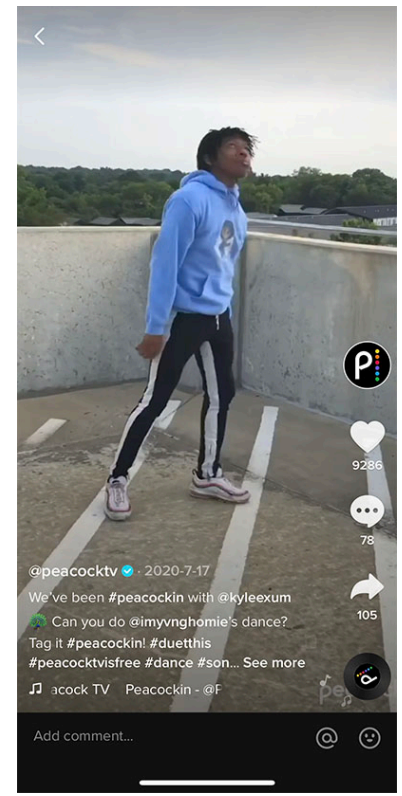
Tom Felton recently did a live stream where he reacted to the first Harry Potter movie in order to promote the availability of Harry Potter movies on Peacock.

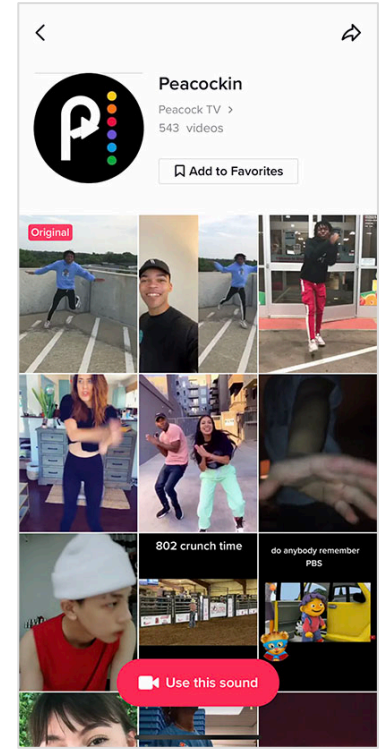


5. Getting Creative with Audio

By simply posting clips from popular shows on TikTok®, creators give the clip's audio a chance to have a completely new "second life."

In one particularly creative use of audio, Peacock created its own song and dance with influencers to promote it.





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Growth Strategies for Brands on TikTok®

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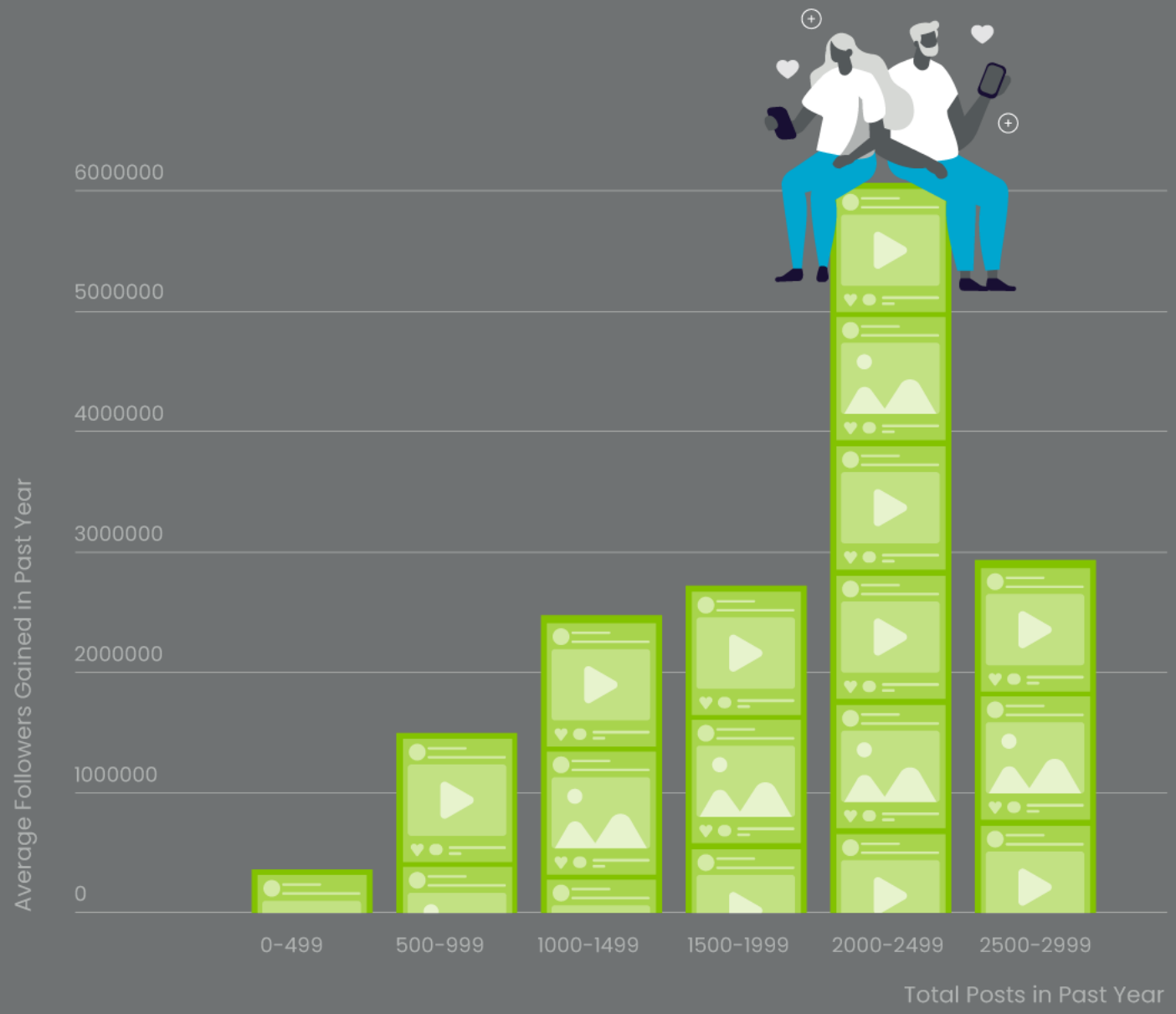
Frequent Posting Garners Followers

A very strong correlation exists between accounts that gained the most followers and those that posted the most frequently. Of the 900 brand accounts measured, on average, accounts posted 167 times in the past year.

Among the top 20 accounts ranked by follower growth, those accounts averaged roughly 5x more posts over the past year with an average of 862 posts. For top performers, that amounts to around 72 posts per month or around two to three posts per day.

Quality of content is important on any platform, but a crucial component to TikTok® success and growth is putting in the time creating content. There eventually reaches a point of diminishing returns, but frequent posting is a key driver of audience growth.



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Varied Content for Increased Production

It can be a tall order to try to post even once a day, not to mention two to three times a day or more like the fastest-growing accounts. Varying the type of content posted can increase overall post volume.

Less is more: Just because a TikTok® can be up to a minute long doesn't mean it has to be. Most of the kids on TikTok® grew up heavily using Vine and have become accustomed to short, fast-paced videos. Short videos can be a quick and easy way to change up and increase output of your TikTok® content.

Don't reinvent the wheel: Most established media, entertainment, and sports publishers have been active on social for the better part of a decade and have a large library of content at their disposal. Not every video posted on TikTok® needs to be created for the platform from scratch. Start off by reformatting some top-performing videos from Facebook or Instagram from the past few years using the #TBT hashtag.

Share others' videos: Visit top performing accounts like ESPN and Overtime and you'll see the majority of their videos were created elsewhere. While this approach can certainly be frowned upon, these accounts make sure to give proper credit by tagging the original creator. Next time there is a post that may resonate with your target audience, try asking for the creator's approval to repost on your own account.

Never pass up an opportunity to collaborate with other accounts: This provides a reason to recreate some of the same videos made in the past or create new ideas that might require more than one person.

Stich and duet: Quick stiches or duets to videos can be an easy way to jump on trends, utilize existing assets, or resurface top performing content from the past.

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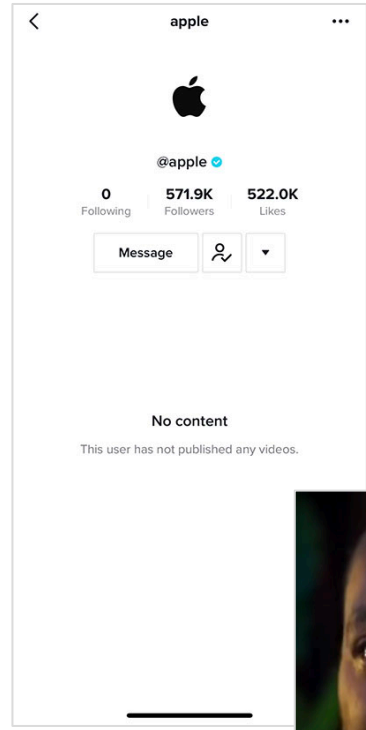
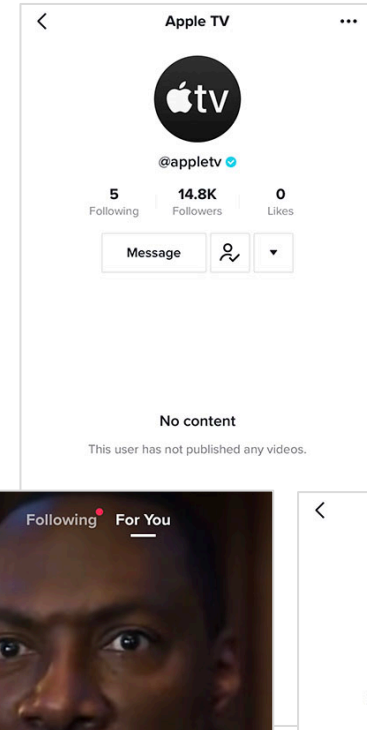
Advertising on TikTok®

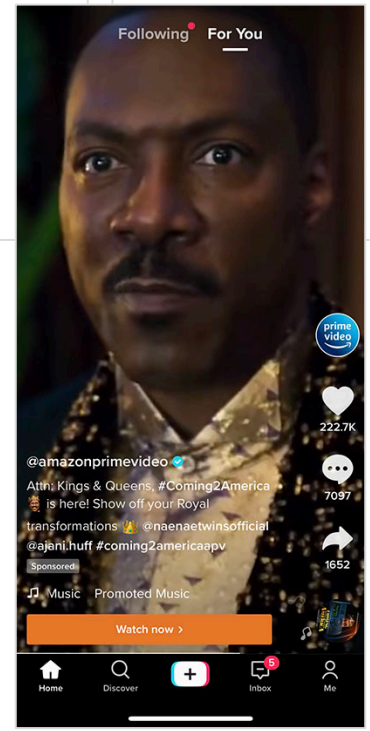
One of the hidden secrets within the brand TikTok® is that, with enough money, you can buy yourself thousands if not hundreds of thousands of followers if your ad content is good enough and you have an organic page set up.

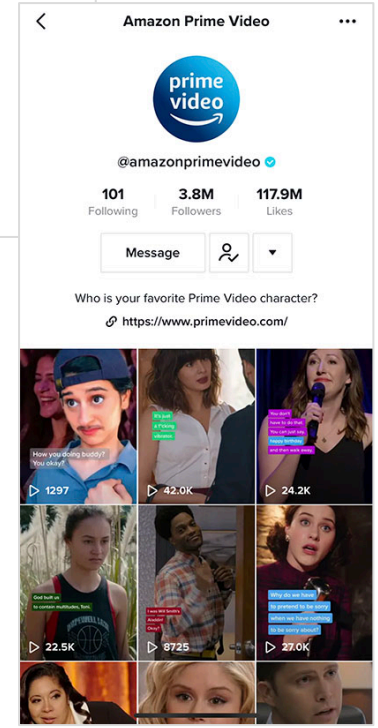
A lot of Apple's typical social strategy involves being present on social platforms with ads while not running very much organic content, and TikTok® is no exception. Despite having no organic videos on their account, they have generated over 500k followers on the platform by running consistent ads for their streaming service and products over the past year.

Amazon Prime Video uses ads to grow awareness for their shows and service, but also for their organic verified account, which has over 3.8 million followers.









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TikTok® Creation & Analytics Guide

Critical Metrics and How to Leverage Them

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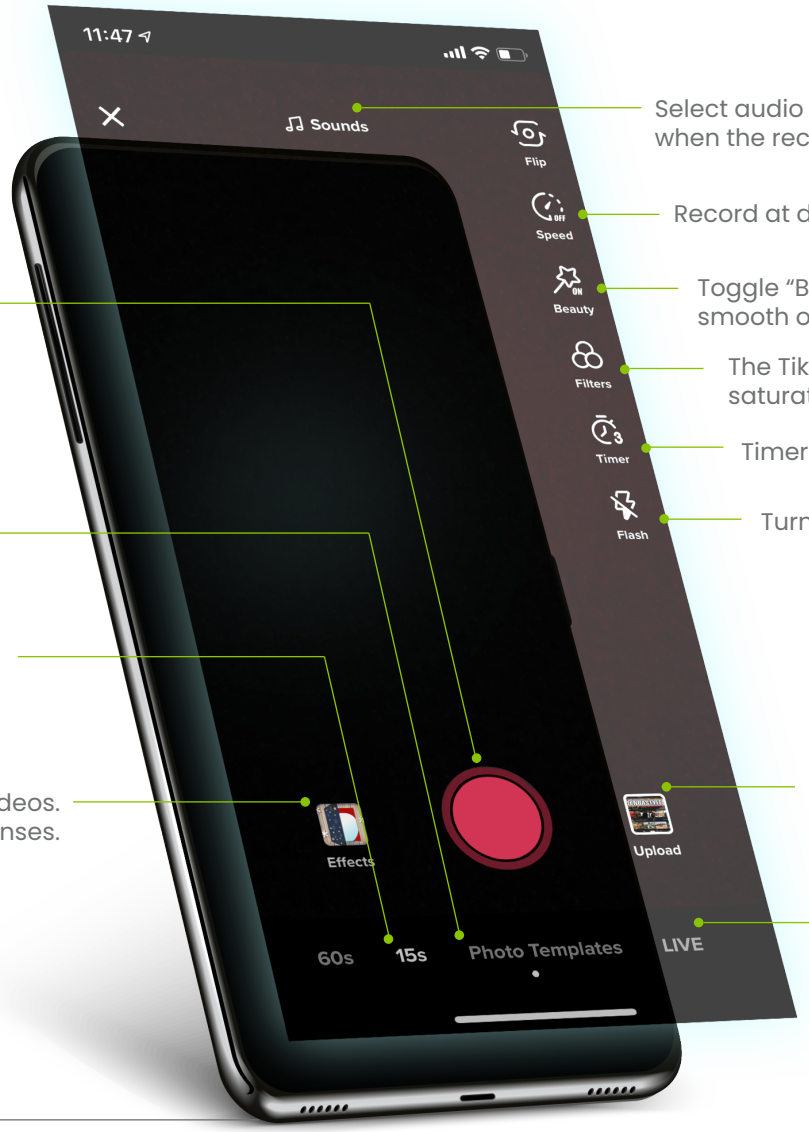
Creating on TikTok®



Select audio to add to the video. Music plays when the record button is held down.

Record at different speeds .3x, .5x, 1x, 2x, or 3x.

Toggle "Beauty" mode on to soften lines and smooth out facial complexion.

The TikTok version of Instagram filters. Change lighting, color, and saturation or optimize for landscapes, food, or various "vibes."

Timer allows hands-free recording.

Turn the camera flash on or off.

Press the button to record, lift to stop. Record as many segments as fit in the time frame.

Create a video out of multiple photos using premade photo templates.

Video will stop recording at either 15 seconds or 60 seconds.

Augmented reality effects for videos. The TikTok® version of Snapchat lenses.

Upload previously recorded video.

Go live from TikTok®. This includes one of the only built-in monetization options for verified creators.

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Understanding TikTok® Basics

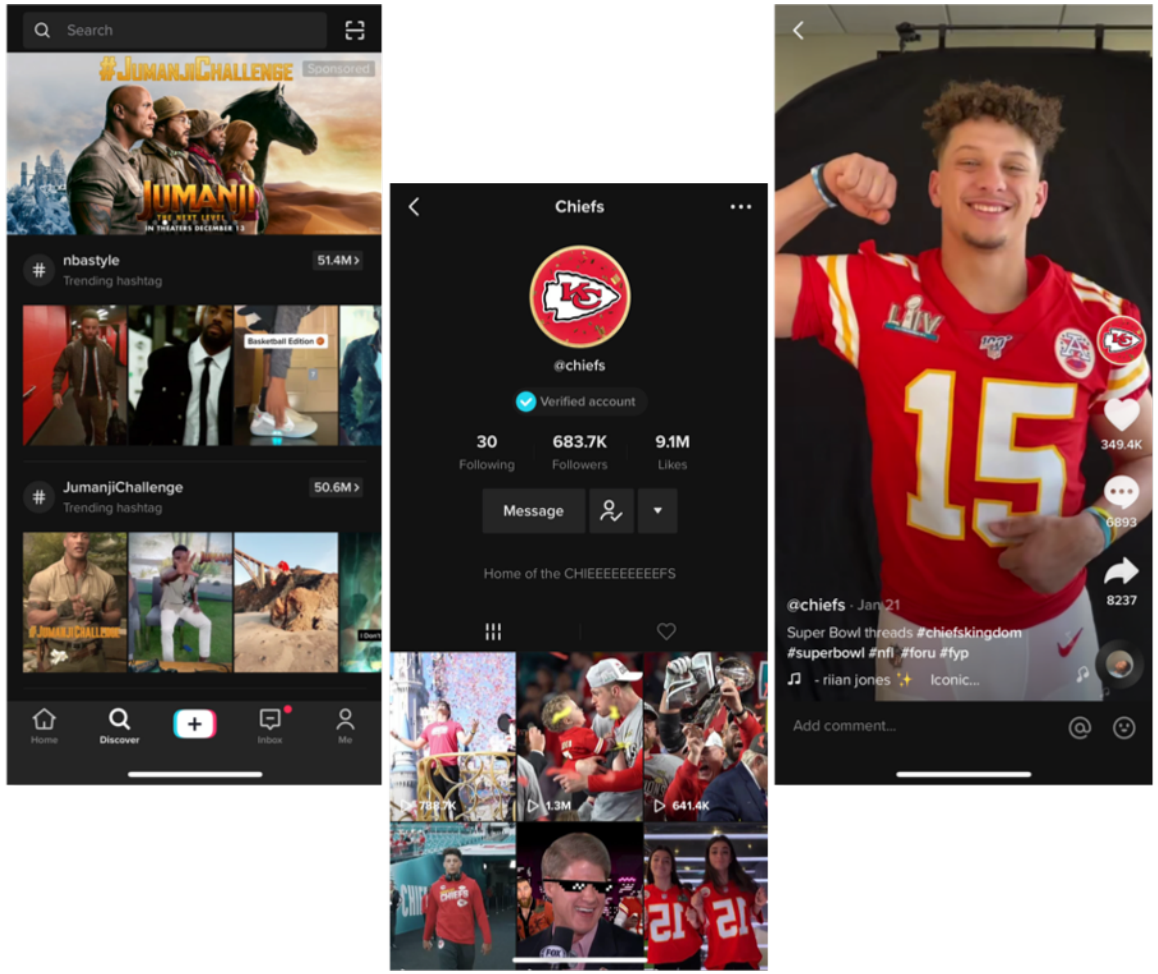
Recording – Videos can be anywhere from one second to one minute long. Record in the app or upload previously made videos or pictures. Music can be added during or after recording.

Views, Likes, Comments, and Shares – These are the main ways to engage with videos inside the app. The TikTok definition of a "view" is each time the video starts.

"For You" Page (FYP) – Curated content feed of popular videos automatically selected by TikTok® based on previous engagement with similar content. When content goes viral, it's referred to as "hitting the For You page."

Music – Music is an integral part of the app; upload with audio or set music to any of the millions of existing tracks. Search and discover music by artist and song title or by trending tracks.

Hashtags – Hashtags are used to track viral trends. Clicking on the "Discover" magnifying glass on the bottom of the screen sorts videos by trending hashtags. Brands can also sponsor hashtags as one of the ad offerings from TikTok®. Many brands start creating content by mirroring trending videos.



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Analytics – Main Profile

The main profile mostly provides public metrics that anyone can view, regardless of account type. This provides a snapshot of the size and popularity of the account.

Metrics include:

Following – The number of people the account follows.

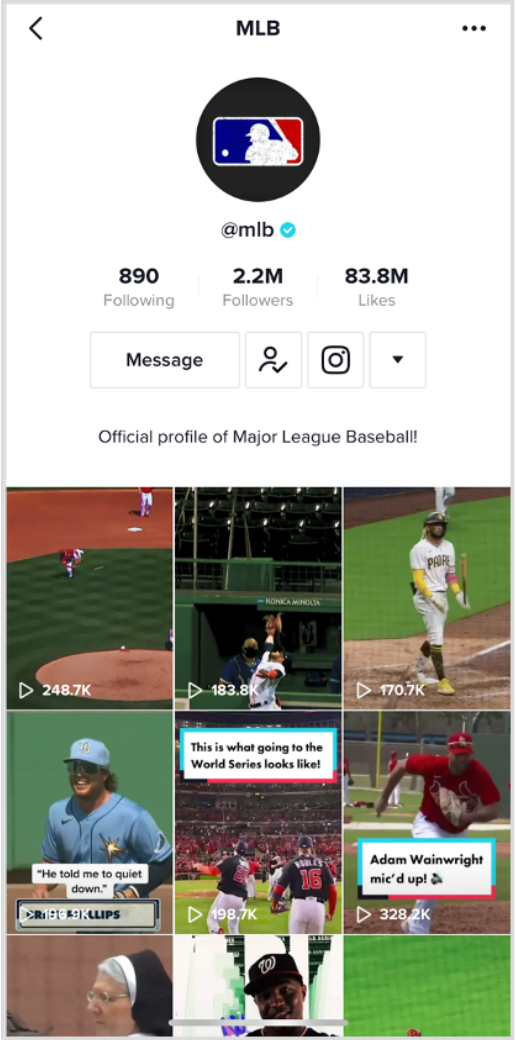
Followers – The number of people following the account.

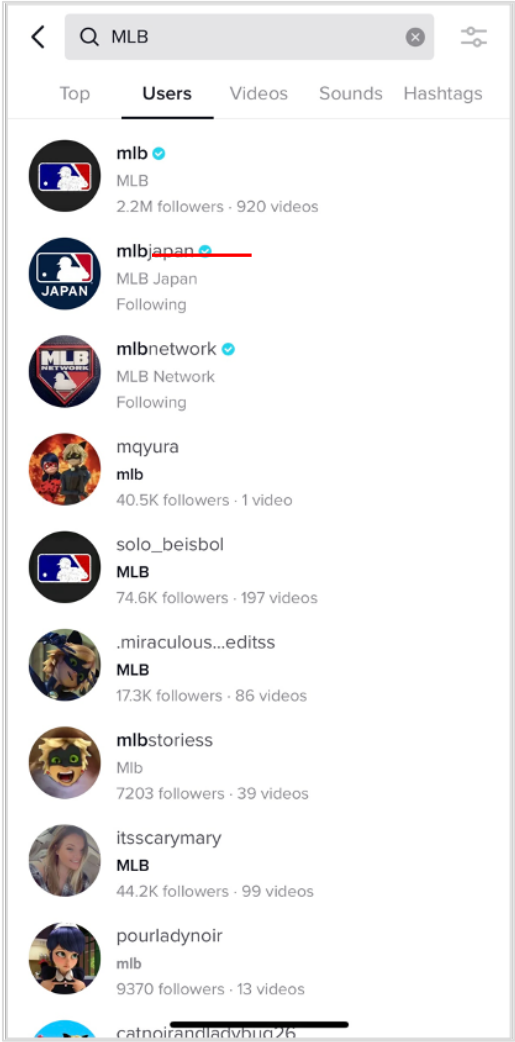
Likes – The total number of likes the account has across all videos.

Videos Posted – The total number of videos posted to that account. This number can be found when searching for the account when you are not following that account.

How to Use the Main Profile Tab

Calculate average likes per video by dividing the total videos posted by the total number of likes.





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Analytics – Overview

Overview is the homepage of the Analytics section with account performance metrics for the last seven, 28, 60 days, or Custom date range.

Metrics include:

Video Views – Video views graphically represented by day with the total video views.

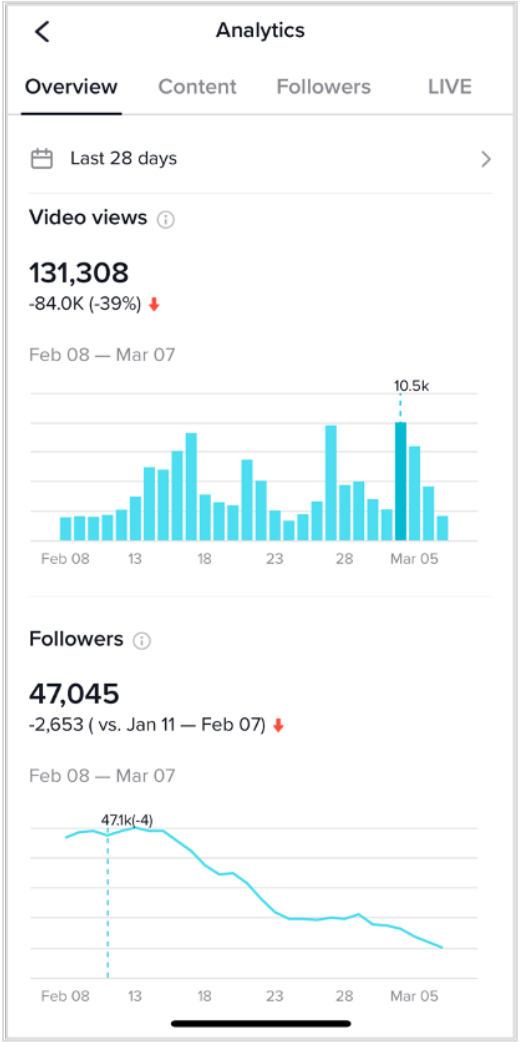
Followers – The total number of followers as well as the graphical representation of follower growth.

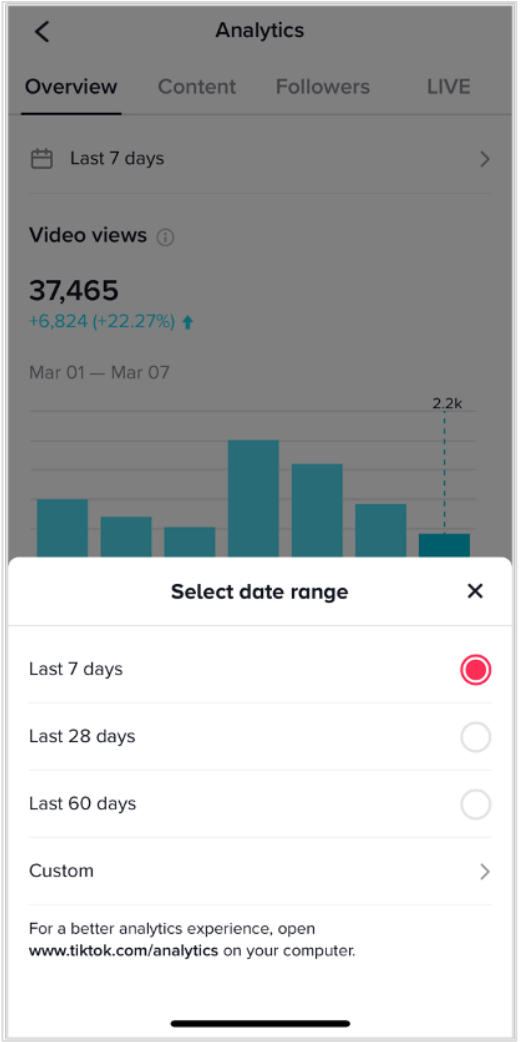
Profile Views – The number of times your profile page was viewed, either by clicking on the username or profile image in any video.

How to Use the Overview Tab

Track profile growth as well as the number of views per week and month for benchmarking and reporting purposes.

Correlate days that drove the most followers with videos that were trending or posted that day.





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Analytics – Content

Content showcases posted videos, including top trending videos, for the past seven days.

Sections include:

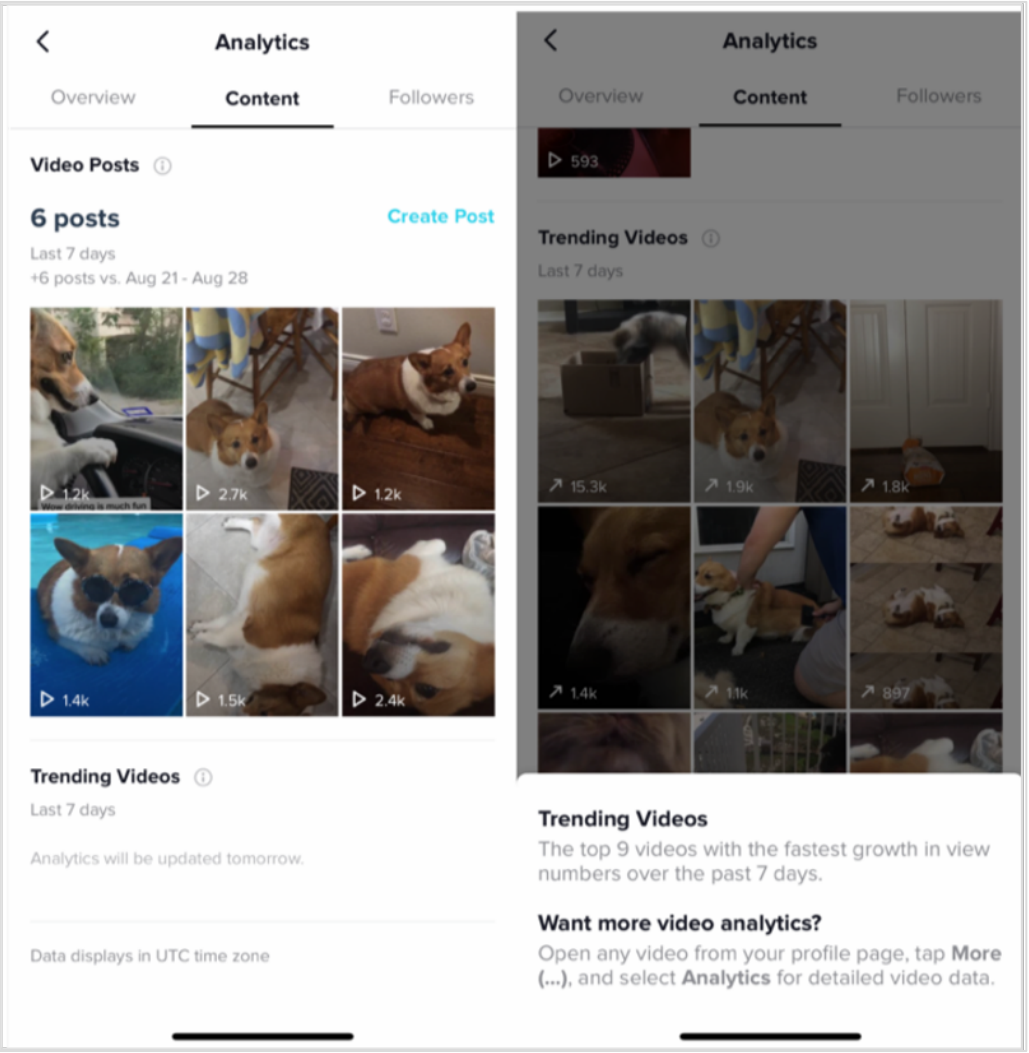
Video Posts – All videos created in the last seven days, ordered from newest to oldest. Clicking on a video will take you into another page dedicated to that specific video.

Trending Videos – The account's top nine videos with the fastest growth in views over the past seven days.

How to Use the Content Tab

The TikTok® algorithm will continue to serve up videos in the "For You" page long after they've disappeared from recent video posts.

The Trending Videos section can be a good barometer for what videos have staying power and continue to drive views and follows.



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Analytics – Followers

This tab provides basic metrics and demographic information for the account's followers on TikTok®.

Metrics include:

Followers – Current count of followers as the number of followers gained in the past seven days.

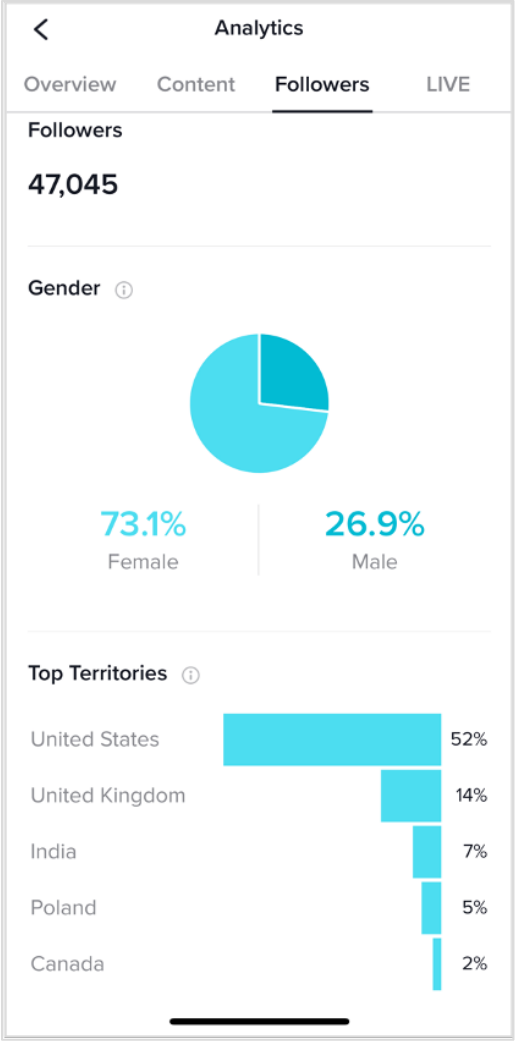
Gender – Percentage breakdown of male versus female followers on the account.

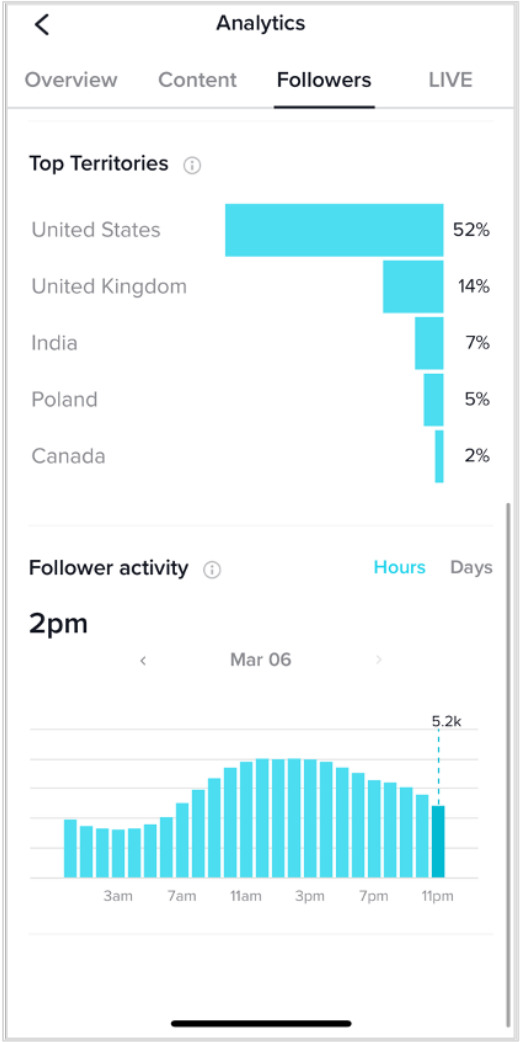
Top Territories – The top five countries of the account's followers.

Follower Activity – Times of day and days of the week when the account's followers are most active on TikTok®.

How to Use the Followers Tab

Understand who follows the account and where are they from. Optimize posting schedule by seeing when they are most active.





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Analytics – Individual Post

A pro account on TikTok® provides a deeper dive into metrics for each video post. The individual Post Analytics tab can be reached from the Content tab in Analytics or from any individual video. This screen provides the most granular metrics in the app and is the best place to determine what content is or isn't working.

Metrics include:

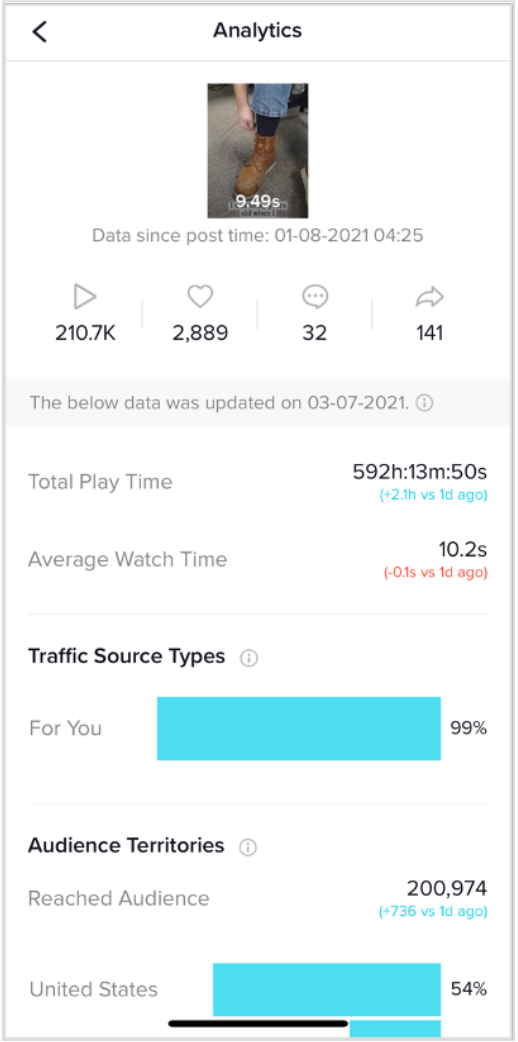
Plays, Likes, Comments, Shares – Key engagement metrics are listed at the top under their respective icons.

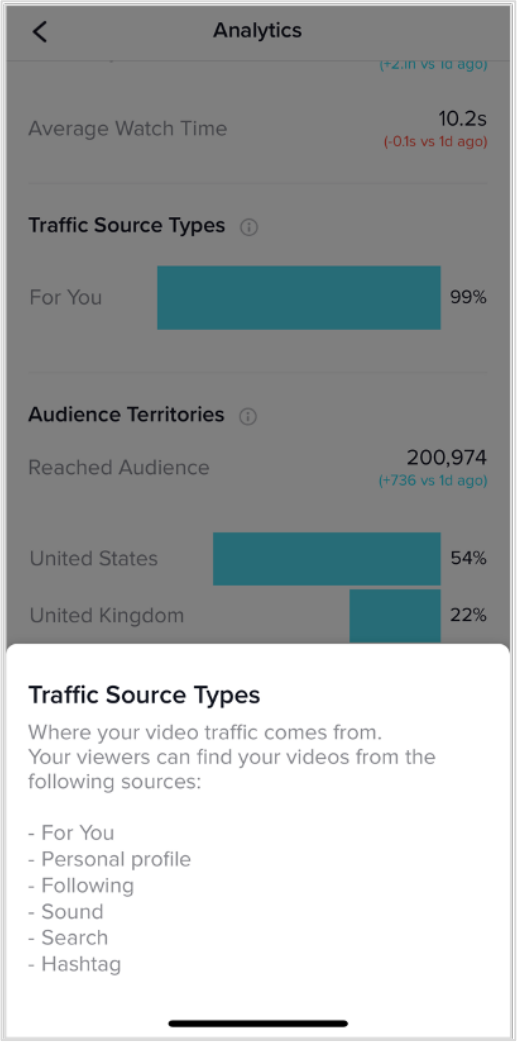
Total Play Time – Total viewing time, down to the second, for each video.

Average Watch Time – The average amount of time spent watching that video once TikTok® registers a view.

Traffic Source Type – Percentage breakdown of how people discover that video. Viewers can find a video through six traffic sources: For You, Following, Discover, Sound, Hashtag, and Personal Profile.

Audience Territories – The number of unique viewers (reached audience) of that video and the distribution of viewers by territory.





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Analytics – LIVE

In November of 2020, TikTok® released LIVE analytics. Going LIVE on TikTok® allows accounts to directly interact with their existing followers as well as potentially gain new followers. LIVE streams are also one of the few in-app monetization capabilities available to accounts. These metrics help keep track of which LIVE streams were successful, which drove the most views, and how much money you made.

Metrics include:

Total Viewers – The total number of one-second views your streams received within the date range set.

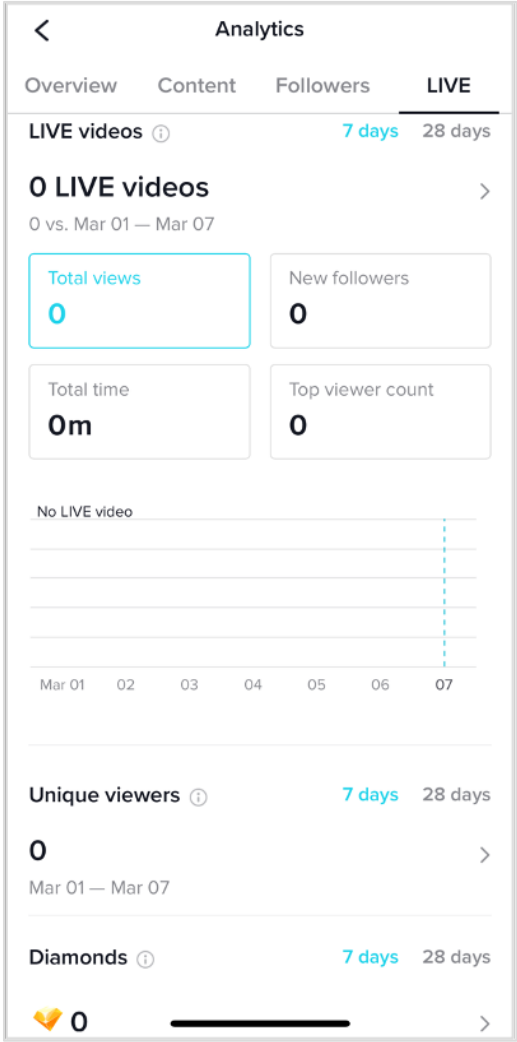
New Followers – How many new followers you gained during live streams.

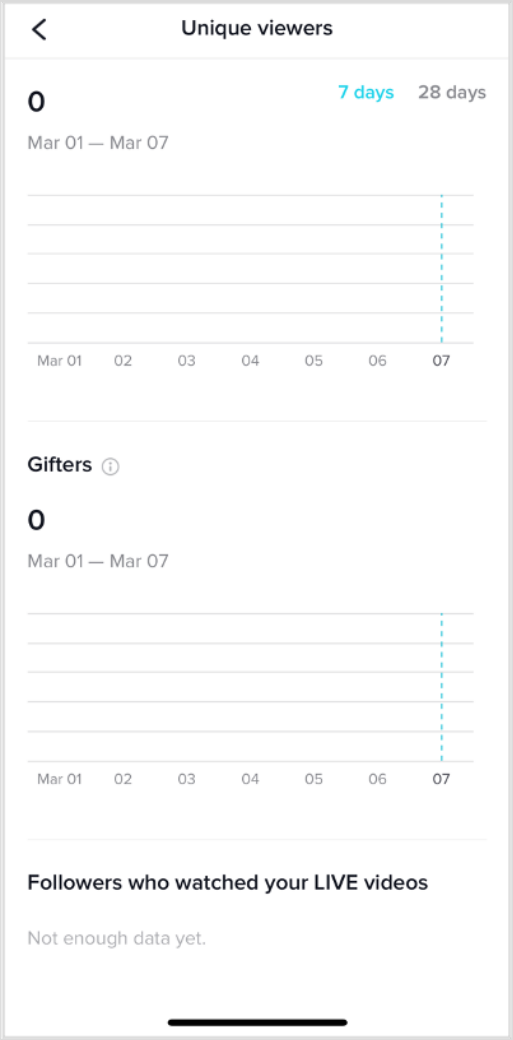
Total Time – The total time spent watching your live streams by all users.

Top Viewer Count – The peak concurrent viewers during any of your streams.

Unique Viewers – Number of viewers who viewed LIVE videos at least once.

Diamonds – The total number of diamonds earned during your LIVE streams. Gifts sent to the streamer are converted to Diamonds. Each diamond is worth five cents.





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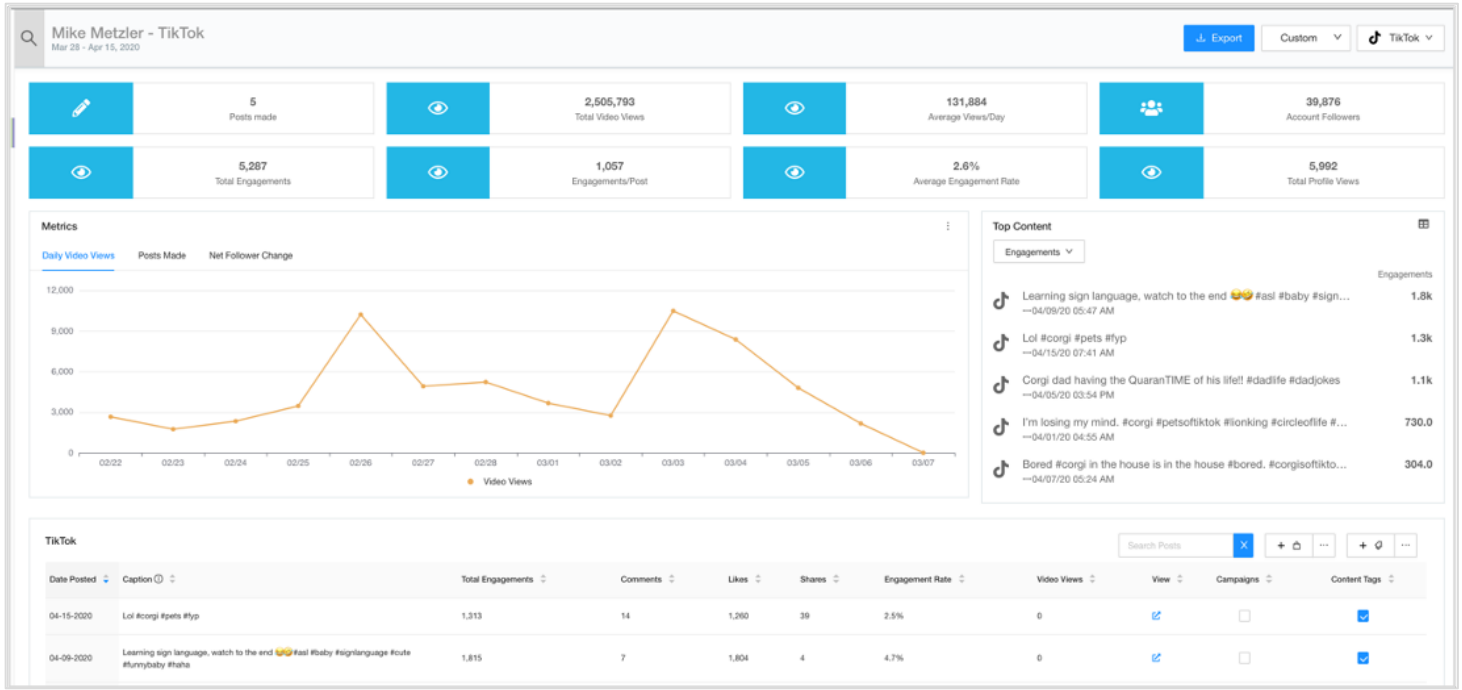
TikTok® Analytics Software

TikTok® has arrived at the inevitable point that all new social platforms reach after they go mainstream—it requires integration into an existing cross-platform social measurement strategy. Conviva is excited to offer TikTok® analytics to provide true cross-platform audience measurement across TikTok®, Facebook, Instagram (including Stories and IGTV), Twitter, YouTube, and Snapchat.

Conviva's TikTok® Analytics functionality includes:

- Track total views and individual post views.
- Track average views and set benchmarks.
- Integrate TikTok® posts into your comprehensive cross-platform measurement strategy.
- Surface top and trending content.
- Graph engagement, follower, and other metrics over time and sort by any date range.



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About Conviva

Conviva is the intelligence cloud for streaming media. The Conviva cloud platform provides AI powered insights, software, services, and an extensive ecosystem of partners to support mission critical aspects of streaming businesses from audience engagement and monetization to quality of experience and churn prevention. Conviva helps digital businesses of all sizes around the world stream their best – including CBS, CCTV, DAZN, Disney+, Hulu, Sky, Sling TV, TED, Univision, and WarnerMedia – with solutions spanning quality of experience, advertising, content, and social media. With a global footprint of more than 500 million unique viewers watching 180 billion streams per year across 3.3 billion applications streaming on devices, Conviva delivers amazing streaming experiences with unmatched scale across every stream, every screen, every second.

Any Questions?

Visit www.conviva.com or contact Conviva at pr@conviva.com.

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