

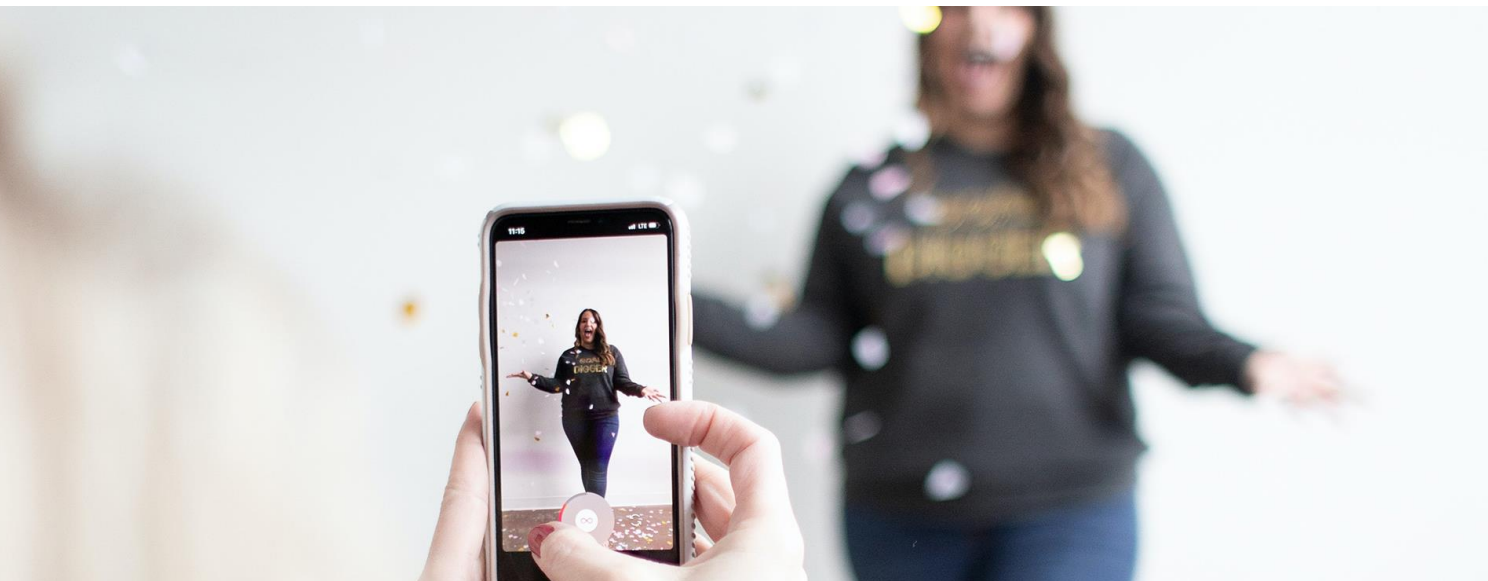


# TikTalking about TikTok

## Analysis of the Canadian Market

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## Introduction

In the last year, TikTok has become one of the most talked about new social media apps. This app allows users to make, share, and watch short-form video content. With the COVID-19 pandemic, TikTok drew additional attention as users had more time to engage with the app. This report looks at the use of TikTok – who users are and what are some other things TikTok users engage in.

The Spring 2020 MTM was transitioned to an online survey to accommodate the realities of the COVID-19 pandemic. Further data is available via the Data Analysis Tool (DAT) on the MTM-OTM Portal.

MTM Jr. focuses on the behaviors and activities of Canadians aged 2-17 allowing you to better understand the media consumption habits of today's youngest audiences and consumers.



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