

TikTok & Douyin

Module 2

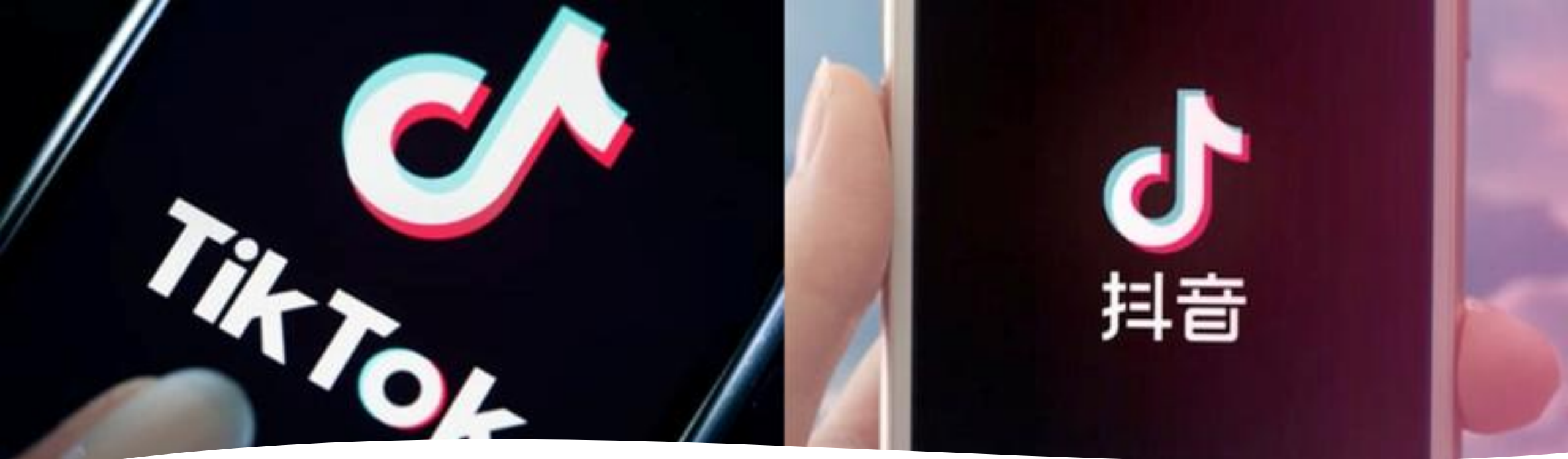


TikTok



The Difference Between TikTok & Douyin

- Despite ByteDance's efforts to present **Douyin** and **TikTok** as being the same product, they are actually two separate entities.
- Douyin for China citizens, Tiktok for international citizens
- Douyin also has an older user base than TikTok
- The algorithm is totally different
- Douyin has become more advanced than its global counterpart, particularly with respect to ecommerce. With three taps on Douyin, you can buy a product featured in a video; you can book a stay at a hotel after watching a video shot there



The Difference Between TikTok & Douyin

- Those who have China ID card, or those who have China business registration, they can do live on Douyin in China and out of China (except Hong Kong)
- Douyin only has a simplified Chinese version
- TikTok has 39 different languages options
- You cannot find Douyin on your devices if you are in western countries. If you really want to download Douyin, you can buy a mobile phone in China and you can find the app on the phone and you can download it
- If you buy a phone in China, you cannot find the TikTok app as it is not available on the phone you buy in China



TikTok



抖音