



Review Bytedance

ByteDance

Bytedance is an international company known mainly for its news apps, creator of TikTok. Of Chinese origin, they are based on the user's personal interest gaining popularity and inspiring more than 800 million active users every day. Its rapid growth places it among the most important

ByteDance is one of the few companies that has gained such importance in Europe and the United States in such a short time. It is not surprising, because the company offers a varied portfolio of applications in which all users win, both in their free time and professionally. With its platforms, the company wants to be an inspiration to people from all over the world and give them the opportunity to exchange opinions. his motto is to be a creative creator and at the same time an explorer.

Founded in 2012 by **Zhang Yiming** and its main objective is the creation of mobile apps for the entertainment of users. Although it is not usually as well known as Facebook or Google, its products are among the most widely used.

Among its first products is **Toutiao**, an app where you can find the most important and popular news in China, mixing this service with a social network where you can leave your opinion on them or recommend them. It has more than 240 subscribers in the country alone, being one of the most used to be informed. Its strong point is the use of **artificial intelligence**, adapted to information, managing to offer a personalized platform for each of its readers, which is automatically updated with the self-learning that occurs based on the reading they select.

Another of his creations was **Neihan**, which allowed to send jokes and memes through videos, images and even text, but in 2018 the Chinese censorship did not pass and it was closed.

Among the current ones, the **TikTok** video platform stands out above all, which has aroused interest especially in young audiences and has been one of the most downloaded since 2016. With it you create short videos to which you can add music and effects. You can **download** all its applications for **free** for **Android** and **iOS**.

Starting in Asia, **ByteDance** has conquered the market in a short time and in 2018 it was among the 4 most downloaded. Meanwhile, with more than 9 administrative offices spread across the planet and representation in countries like New York and Paris only for this app. With TikTok alone, they reach more than half a million users in 150 countries.

Little by little **ByteDance** is gaining ground on the big game creation companies, especially in the Asian market, the second world economy. This is causing even the giant **Google** to have bought an app similar to TikTok to be able to compete with it and Facebook itself has directly copied it on its platform.

The age range of **ByteDance's** public is not limited to young teenagers, who represent almost 70% of its total users, but also arouses interest in other types such as soccer clubs. **Borussia Dortmund** recently entered into a business relationship with the company to guarantee its own channel on TikTok. Furthermore, it is also suitable as a public means of raising the level of awareness of private companies. The total numbers they have worldwide is more than 800 million users spread across the world.

ByteDance opens doors for every age group and target audience. It is just a matter of privacy, but that is the only downside. Because it does not give Tiktok a 100% guarantee of the security of your data. Therefore, it makes the user responsible for the risk they have when using it.

The company is characterized by using an algorithm that is integrated into many of its products. This allows you to track previously consumed items and show you the same news, music and video content, or the like, based on your interests. Its main source of profit is the advertising that appears on each of its platforms, but it also receives funding from other technology companies.

According to experts, the company will soon launch its own cell phone where you will find its own applications pre-installed. You can look forward to a whole creative world filled with breathtaking moments that created a positive atmosphere in your life.

Do not let this surprise you, **ByteDance** has little history behind it, but success supports it and this is appreciated in many aspects, you just have to wait to see how it grows and evolves to bring better and better products.

Pros	Cons
- Very versatile application catalog, which makes it very useful. - Your interests are at the forefront thanks to the integrated algorithm. - You can live your creativity. - It does not stop growing and improving its applications.	- If your personal information is important to you, be sure to read the privacy policy. - Access to the application is also available for young people, for whom it could be a bad influence. - Be aware of additional costs that may appear in the application. - Too much advertising in your applications.

Links Facebook: <https://www.facebook.com/ByteDancer/>

Twitter: <https://twitter.com/bytedancetalk?lang=en>

Instagram: <https://www.instagram.com/tiktok/?hl=en>

Web: <https://bytedance.com/en>

Play Store:

Apple Store: <https://apps.apple.com/ro/app/tiktok-make-your-day/id835599320>