

2019

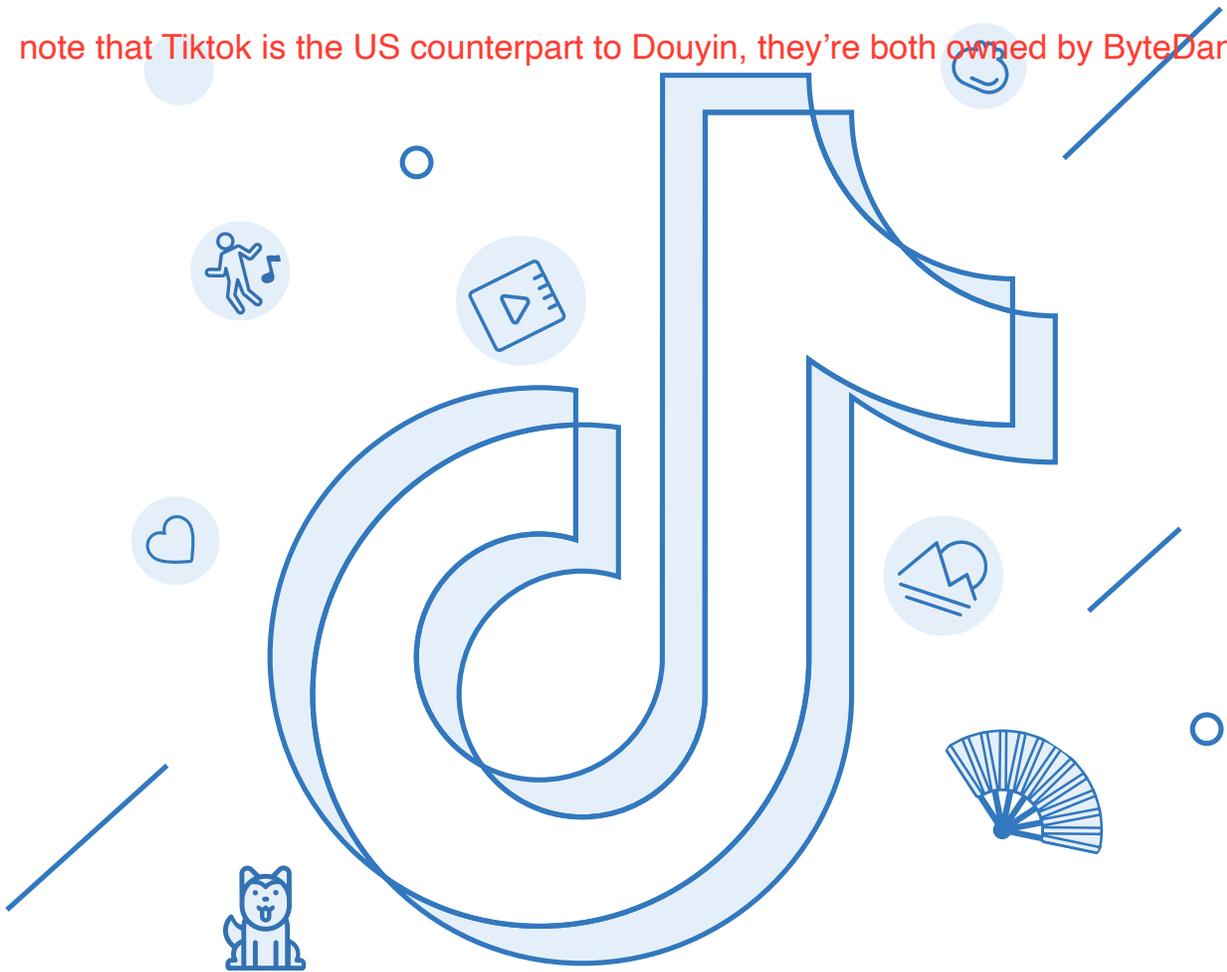
translated by Katherine Wu
twitter: @katherineykwu

抖音数据报告

2019

Douyin (Chinese version of Tiktok)** Data Report

note that Tiktok is the US counterpart to Douyin, they're both owned by ByteDance





2019，抖音汇聚更多美好

2019, Douyin collects even more wonderful (moments)

** Remember once again that all these stats are from Douyin (which is Chinese-users only), and you can only download this in mainland China

2020年1月5日 抖音日活跃用户数超过4亿

2020 January 5th:

Douyin DAU over 400 million



three-year-old Douyin made more friends

三岁多的抖音认识了更多朋友

recording those sweet moments from families

记录相亲相爱一家人的幸福时刻



460,000 families
46 万个家庭

2019年 in 2019

46万个家庭用抖音拍摄全家福

460,000 families used tiktok to capture moments with the entire family

相关视频播放27.9亿次，被点赞1亿次

family-related content were played 2.79 billion views, and received 100 million likes



3.6 million videos of parents with their children

308 万支亲子视频

2019年 in 2019

父母们每天在抖音拍下308万支视频

parents on tiktok captured 3.6 million videos

记录与孩子相处的温馨日常

to record those sweet daily life moments with their children

2019年，在抖音



有 **430** 万次太难了



也有 **3791** 万次加油



有 **223** 万次失败



也有 **691** 万次打拼



有 **106** 万次漂泊



也有 **152** 万次想家

每一次失落过后，都是更确信的奔跑

2019年，在抖音

Douyin in 2019...

176 万次迎接新生

1.76 million videos welcoming newborns



18 万次高考

180,000 videos about the Chinese GaoKao (Chinese college entrance exams)



38 万次毕业

380,000 videos about graduation



709 万人分享婚礼

7.09 million videos on weddings

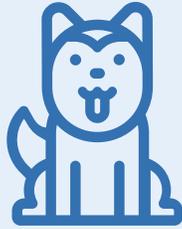


each important moment in life, authentically recorded

人生的每一个重要时刻，都值得被认真记录

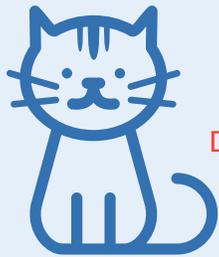
幸得萌宠慰平生，相伴成长暖化人心

(long poetic sentence about how lucky is to have a cute pet to grow up with you)



most popular type of dog in 2019
2019年最受欢迎的狗

Husky
哈士奇



most popular type of cat in 2019
2019年最受欢迎的猫

Dragon Li (Chinese domestic breed, ~a tabby cat)
狸花猫



most popular type of duck in 2019
2019年最受欢迎的鸭子

柯尔鸭
call duck

2019抖音点赞最多的职业TOP10

top-liked professions on 2019 douyin

每一次点赞背后，都是对各行各业的理解与感动



(条形长度代表职业相关视频点赞量)

all of you expressing yourselves freely on Douyin

每个你都在抖音畅快表达

(long poetic sentence on how filter can age you/ make you look younger)

用特效贴纸穿越时光，想变回宝宝也不怕衰老



2.1 ^{210 million likes}
亿次点赞

24.18 million videos using the 'baby' filter
2418万个视频使用宝宝特效

相关视频被点赞超2.1亿次
which received 210 million likes



10.2 ^{1.02 billion likes}
亿次播放

3.265 million videos using the 'aging' filter
326.5万个视频使用变老特效

相关视频播放量超10.2亿次
which received 210 million likes



3071 ^{30.71 million users}
万人

3071万人使用「岁月的痕迹」影集
记录时光的匆匆流逝

used the 'time goes on/ memories' video option
to record how quickly time passes by

top 10 background songs on douyin in 2019

2019抖音最受欢迎背景音乐 TOP 10

原创作品被听到被传播，让情感直抵人心

these are mostly chinese songs you can probably just google cut/paste



《你笑起来真好看》



《你的答案》



《芒种》



《我愿意平凡的陪在你身旁》



《绿色》



《有可能的夜晚》



《野狼disco》



《心如止水》



《把孤独当做晚餐》

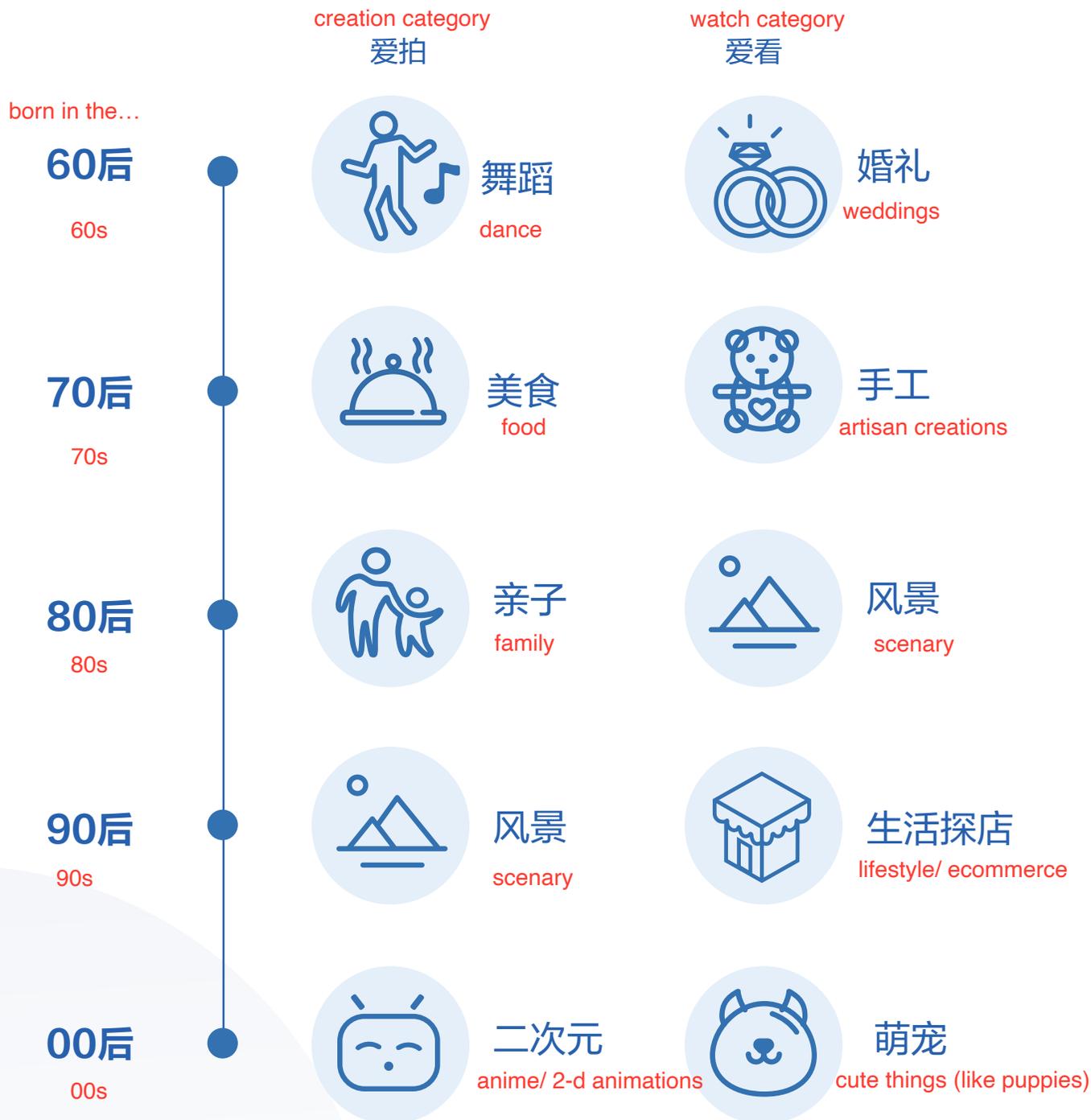


《爱你三千遍》

(圆圈面积大小代表使用音乐的视频作品数量)

what douyin users of different ages like to create and watch

2019抖音不同年龄用户 最爱拍摄与观看的内容



2019抖音创作者视频 平均播放量省份 TOP 5

top 5 chinese cities with the most amount of creators/ views

东三省创作者才华横溢，各显神通
(northeastern china wins)



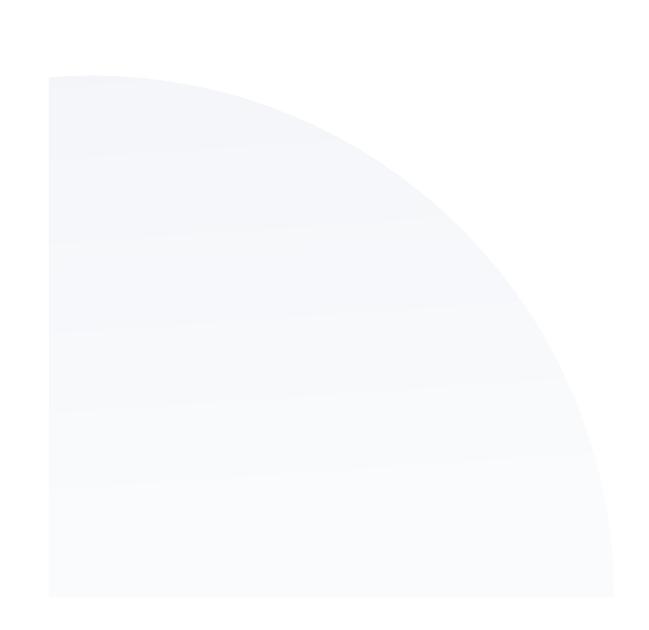
JiLin

(方块面积大小代表平均播放次数)



更大的世界与更广的连接

bigger the world, broader the connection



travel/culture

让美景走红

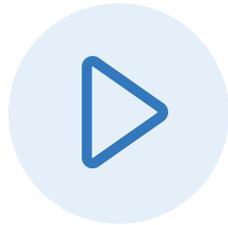
抖音催生文旅“打卡经济”



scenic location check-ins/ videos : 660 million users; around the world

6.6 亿次打卡

抖音用户全年打卡6.6亿次
遍及全世界233个国家和地区



23 亿次播放

#大唐不夜城不倒翁#
相关视频播放量超23亿次
一个人带火一座城

this is hard to explain but it's about a viral video of a dancer in Xian China- videos about her has received 2.3 billion plays



3663 万次分享

贫困县相关视频被分享3663万次
好风光走出山区

videos related/ shot in 'scenic' counties (This is sorta hard to translate..I guess you can say farmland/ non-cities..?) were shared 36.63 million times

2019抖音播放量最高的国外城市TOP10

top 10 non-China cities with most amount of views (videos that were shot there)

抖音带你走遍全球湖光山色，心怀更大的世界



曼谷
bangkok
TOP 1



首尔
seoul
TOP 2



东京
tokyo
TOP 3



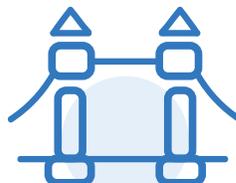
大阪
osaka (japan)
TOP 4



新加坡
singapore
TOP 5



迪拜
dubai
TOP 6



伦敦
london
TOP 7



洛杉矶
los angeles
TOP 8



巴黎
paris
TOP 9



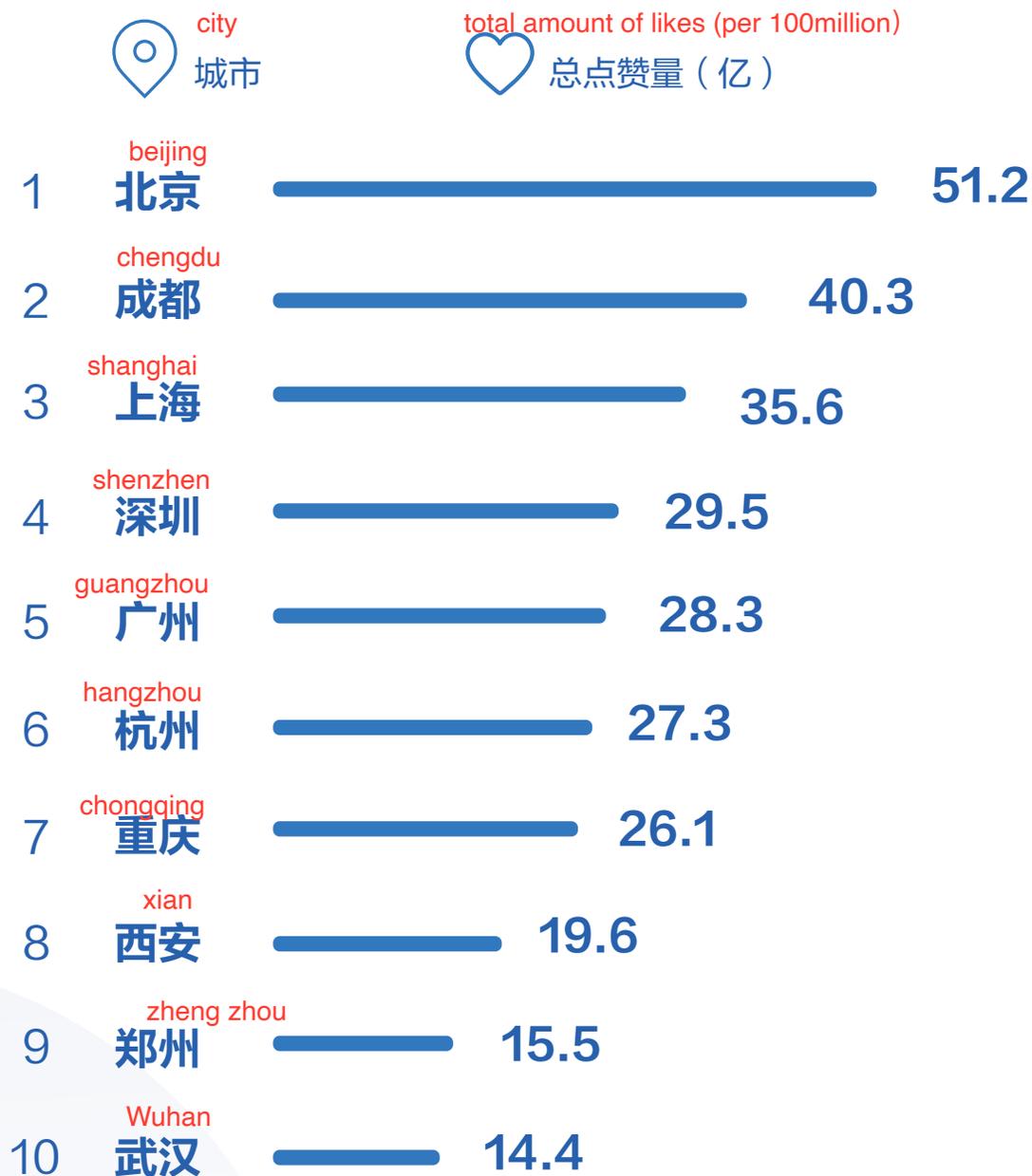
芽庄
Nha Trang (vietnam)
TOP 10

(圆圈面积大小代表相关视频播放次数)

2019抖音点赞最高的国内城市TOP10

cities in China with the most amount of likes (videos that were shot there)

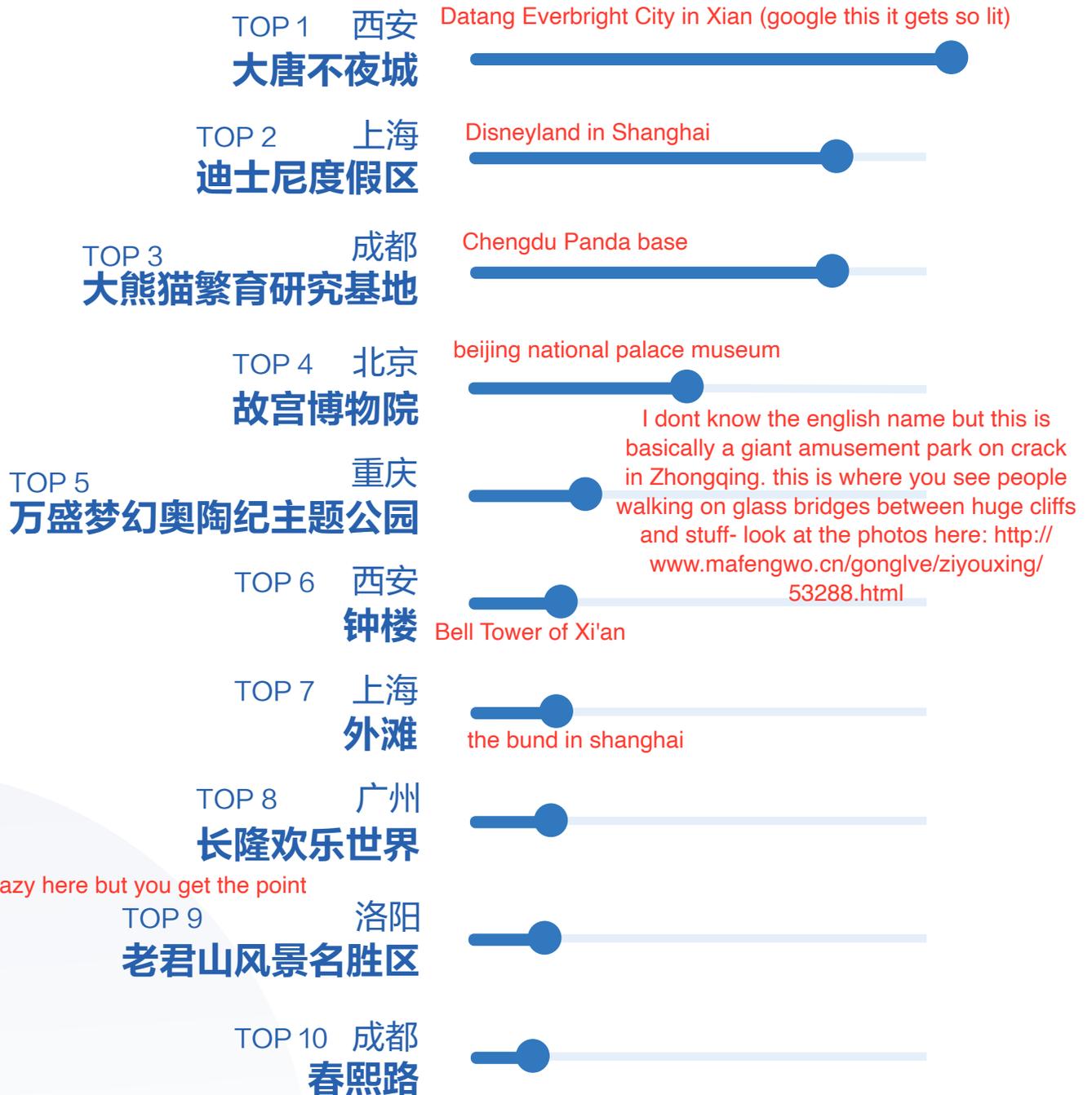
每一次点赞都让你我埋下心动的种子，去探索未知的美好



2019抖音播放量最高的景点TOP10

top 10 travel destinations

从拍张照到拍个抖音，旅行习惯已悄然改变



2019抖音热门贫困县景点TOP10

the top 10 scenic locations in china (in non-cities)

文旅扶贫助力贫困县脱贫，景点展现新模样

I dont bother translating the names of these but you can just copy paste the words in bold, google it, and go to photos to get a sense- lots of mountains and parks and

nature/ scenery

老君山风景名胜区

栾川县



1

凤凰古城

凤凰县



2

**长白山国家
级自然保护区**

安图县



3

稻城亚丁景区

稻城县

4

**槟榔谷黎苗
文化旅游区**

保亭黎族苗族自治县

5

西江千户苗寨

雷山县

6

白石山世界地质公园

涞源县

7

张家界大峡谷

慈利县

小七孔景区

荔波县

9

狮子关旅游区

宣恩县

8

10

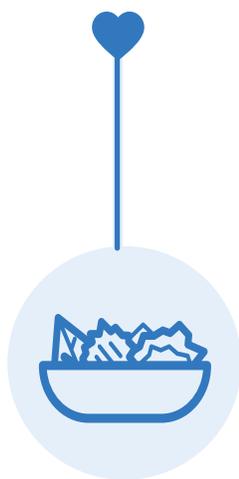
*国家级贫困县名单以2018年底国务院扶贫办公示为准

(方块面积大小代表相关视频播放次数)

2019抖音点赞最多的地方小吃TOP10

top 10 food dishes/ snacks- sorta self explanatory

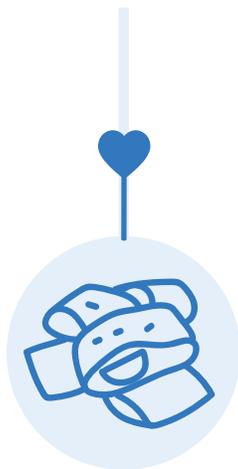
市井美味不可辜负，成为旅行动力之源



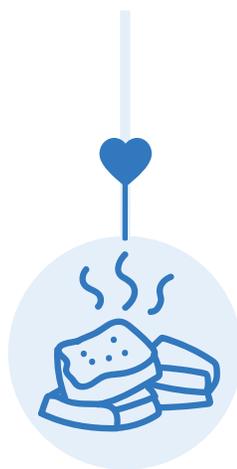
麻辣烫
TOP 1



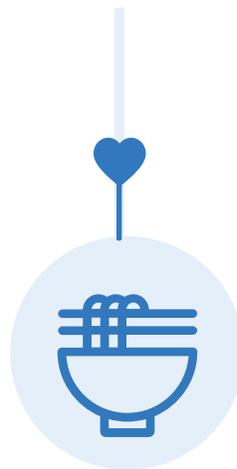
凉皮
TOP 2



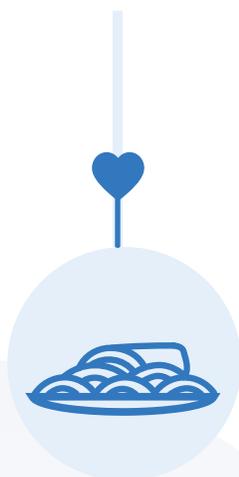
烤冷面
TOP 3



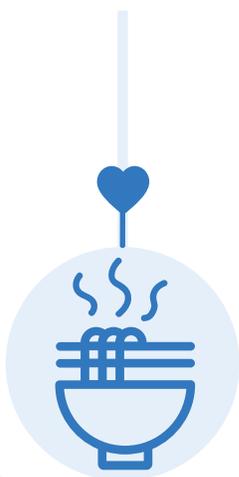
臭豆腐
TOP 4



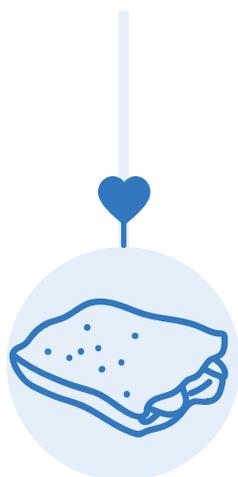
酸辣粉
TOP 5



肠粉
TOP 6



螺蛳粉
TOP 7



煎饼果子
TOP 8



小笼包
TOP 9



炒凉粉
TOP 10

抖音已成中国最大 知识、艺术和非遗传播平台

Douyin has become China's largest knowledge/ culture/ art/ non-promo platform

douyin makes learning more fun

抖音让知识传播更有趣

14.89 million videos on knowledge-based content



1489 万个视频

2019年

抖音万粉知识创作者发布1489万个视频

每条知识视频，触达近10万人次

every 1 knowledge-based video can reach 100,000 people



1.3 亿人



1.3亿人听过 @向波老师 的化学课

78%是男生



130 million people viewed [user name] chemistry courses, 78% of those are men



6410万人听过 @只露声音的宫殿君

的古建筑学课54%是女生



64.1 million people viewed [user name] ancient architecture lectures, 54% of which are women



4118万人听过 @玩骨头的卢老师 的生物课

三成是95后

95后

41.8 million people viewed [username] biology lectures, 1/3 of those viewers were born after 1995

2019抖音最受欢迎的知识门类TOP5

top 5 types of knowledge based content

花样涨知识，教育边界被扩展



美食制作 how to cook

家常菜做法、辅食制作、懒人早餐、烘焙教学

TOP 1



语言教育 foreign language education

英语教学、日语教学、韩语教学、法语教学

TOP 2



学科教育

数学知识、化学实验、物理实验、历史知识

TOP 3



职业教育

电脑技巧、Office教程、编程教学、PS教学

TOP 4



general knowledge (law, natural disaster prep, health, astrology)

知识科普

法律知识、消防知识、健康科普、天文科普

TOP 5

art/ culture is trending again..

抖音让艺术成为流行



543.1 billion plays on culture-related content

5431 亿次播放

2019年

抖音艺术类视频播放量超5431亿次

被点赞169亿 with 16.9 billion likes



2045 万人

2045万人使用武旦特效贴纸

河南人使用最多

20.45 million people withI don't know how to translate but it's basically making little figures of chinese opera singers

2019抖音上被赞最多的博物馆TOP10

top 10 liked museums in china

传统博物馆推陈出新，文物“活”起来也火起来



抖音让非遗传承之路更好走



93%

1372个国家级非遗项目中，有1275个来到抖音



33.3 亿次点赞

国家级非遗全年被赞33.3亿次

types of chinese art/ culture that is popular on douyin

2019抖音播放量最高的 国家级非遗TOP10

每一种非遗都在抖音留下了自己的美好



(圆圈面积大小代表相关视频播放次数)

2019，所有美好都恰逢其时
2020，愿更多美好如约而至

*如无特殊说明，报告中数据分析时间段为2019年1月—12月

*数据基于平台公开信息如视频标题、点赞、分享等，不涉及用户个人隐私，所有数据均已匿名化处理
data comes from publicly available information like captions/ likes/ shares, data is anonymized,
does not violate indiv privacy