

2019

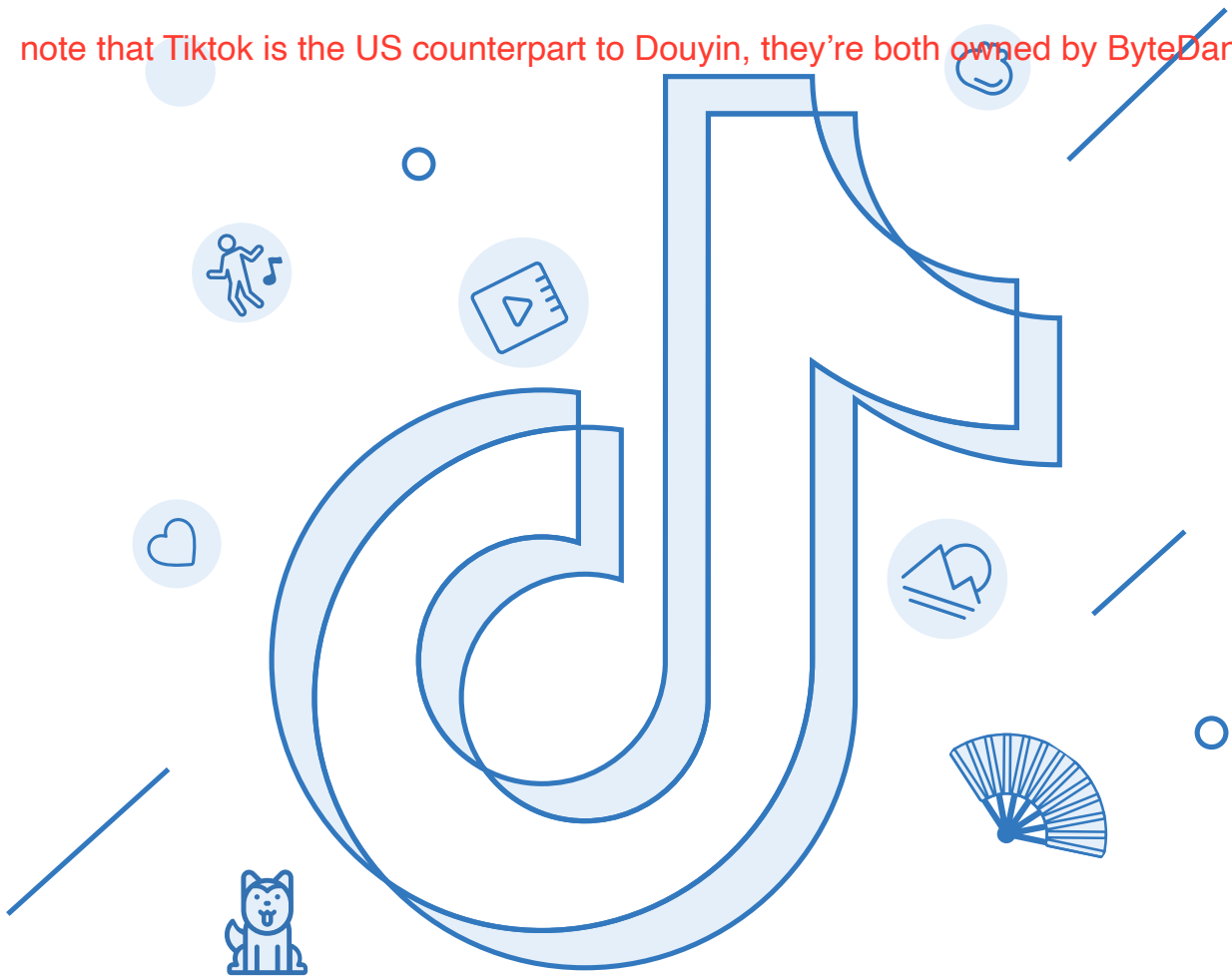
translated by Katherine Wu  
twitter: @katherineykwu

# 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)

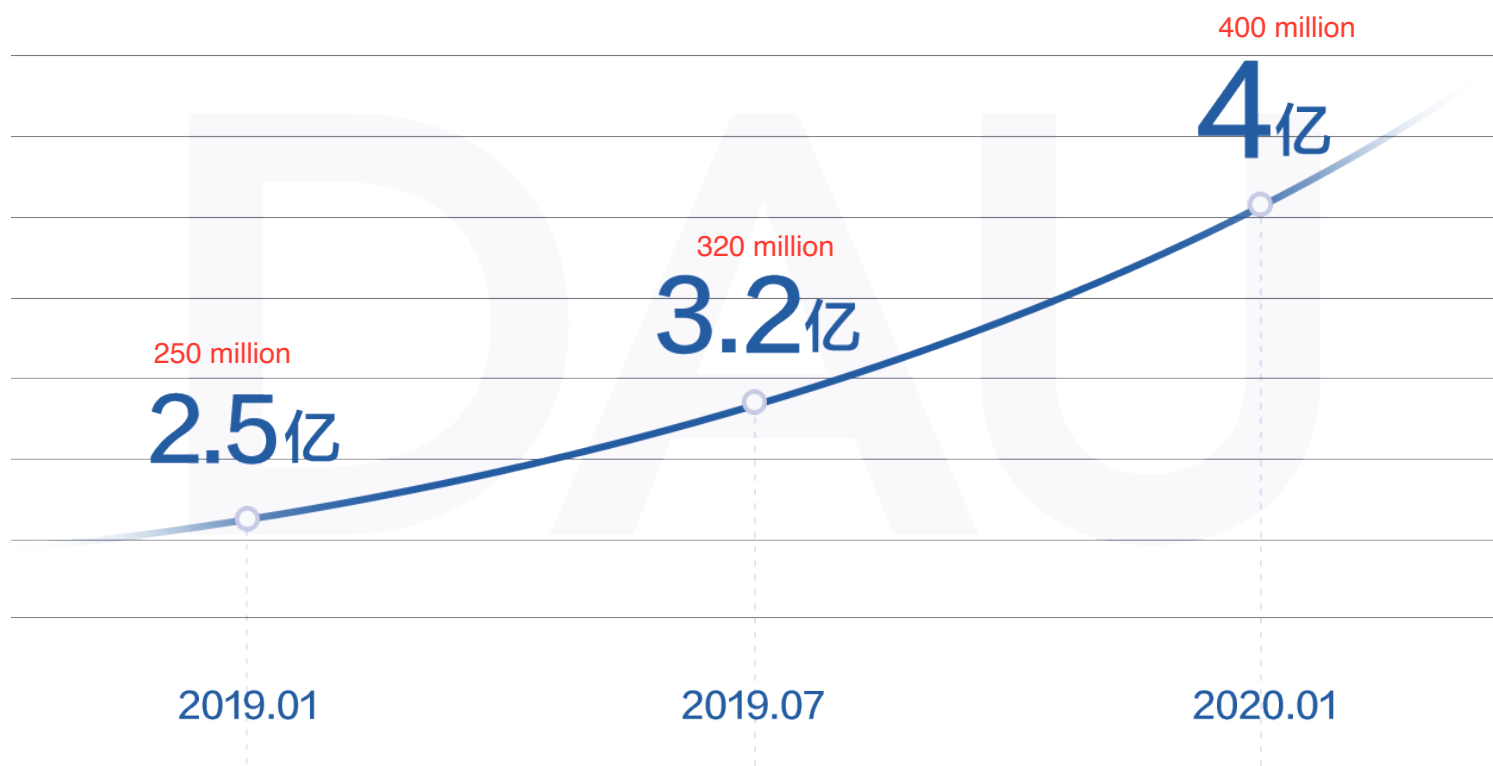
\*\* Remember once again that all these stats are from Douyin (which is Chinese-users only), and you can only download this in mainland China



# 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** <sup>210 million likes</sup>  
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** <sup>1.02 billion likes</sup>  
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** <sup>30.71 million users</sup>  
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》

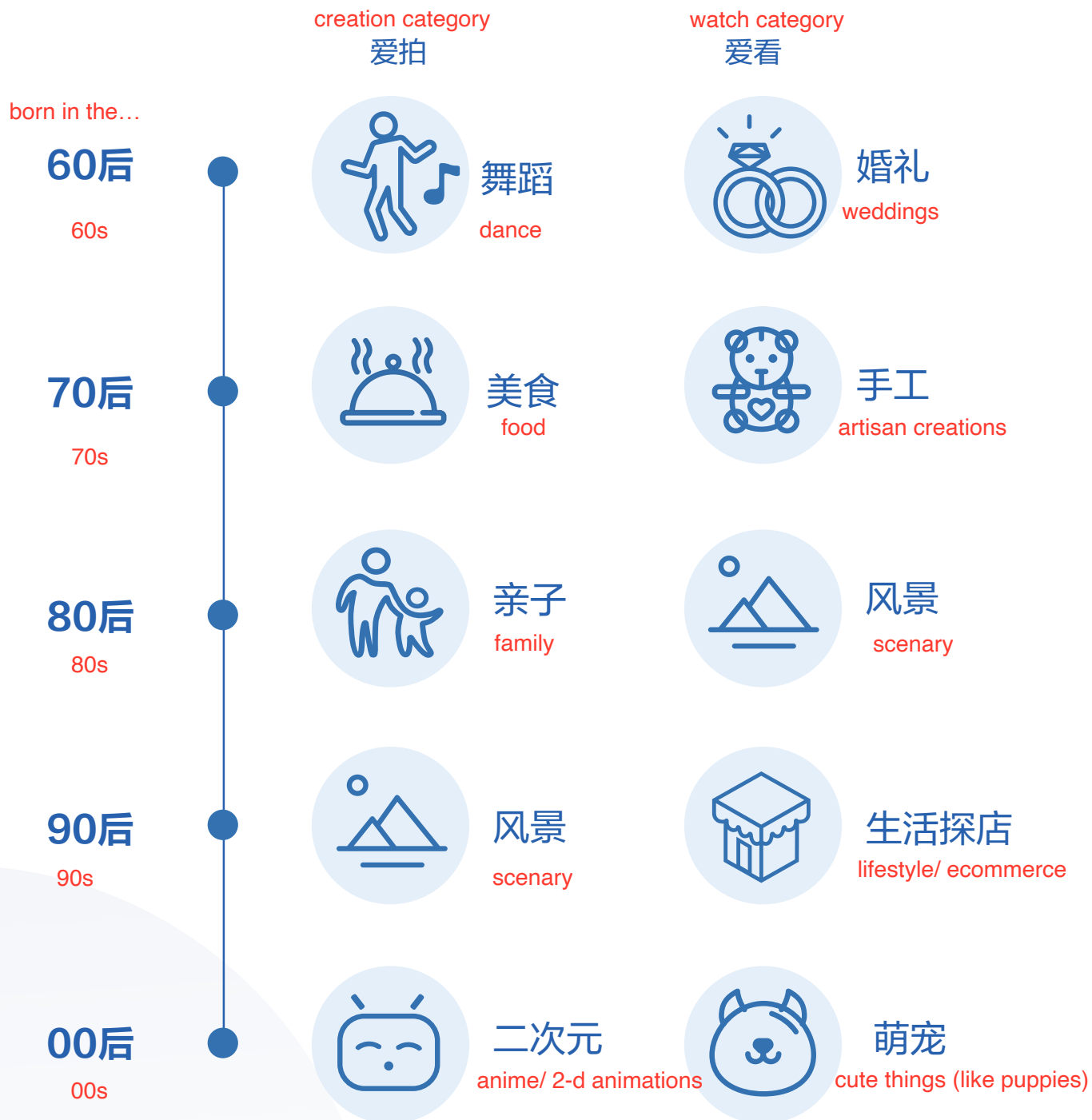


《爱你三千遍》

(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

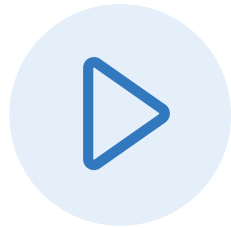
# 抖音催生文旅“打卡经济”



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

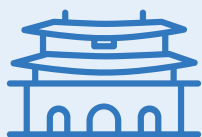
# 2019抖音播放量最高的国外城市TOP10

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



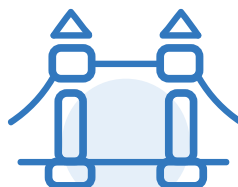
大阪  
osaka (japan)  
TOP 4



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

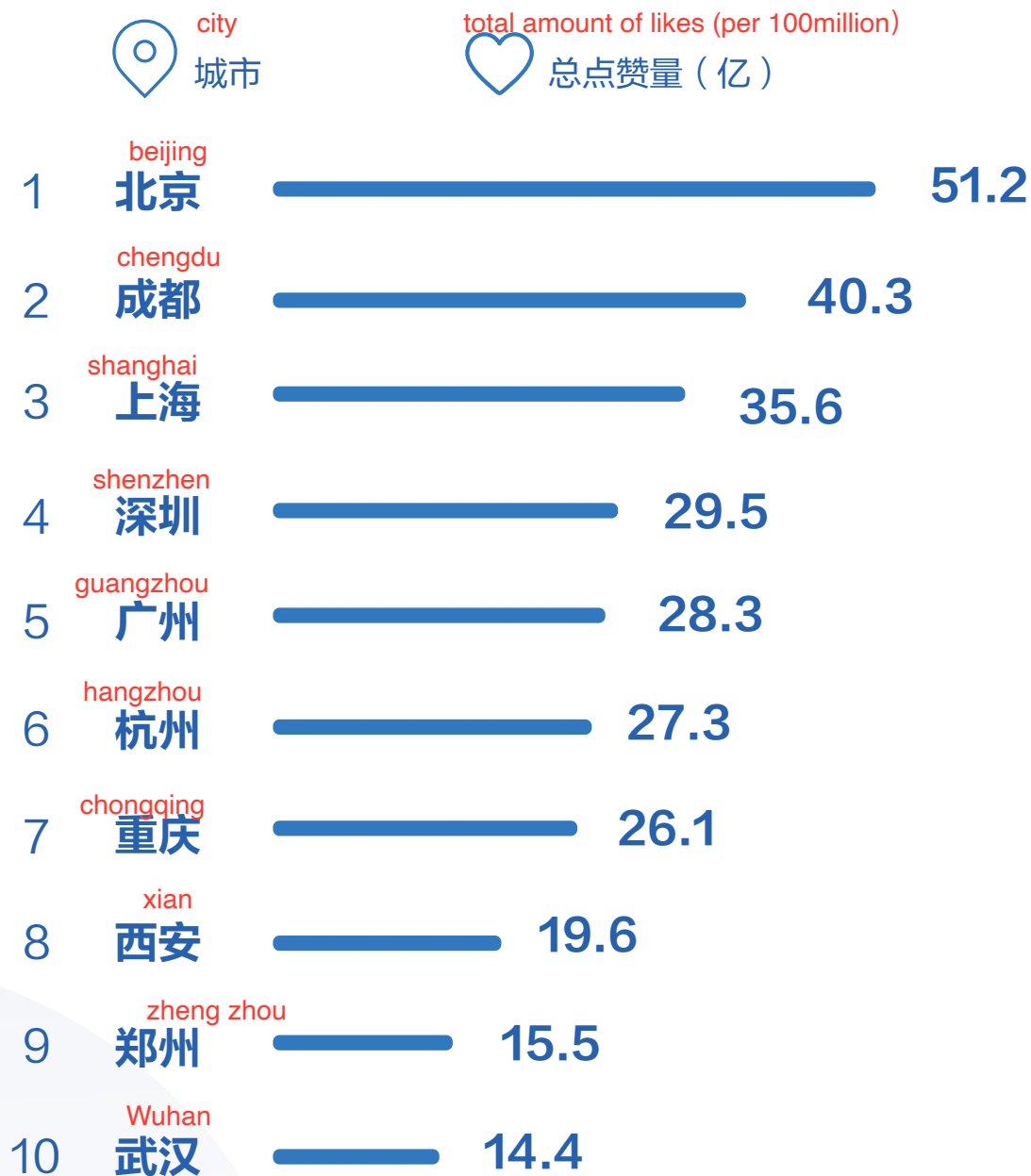
(圆圈面积大小代表相关视频播放次数)



# 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

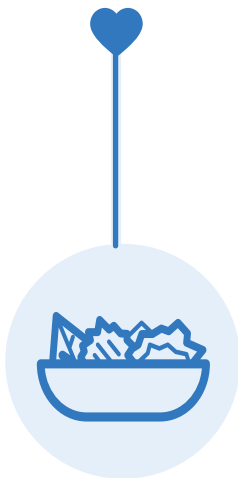
\*国家级贫困县名单以2018年底国务院扶贫办公示为准

(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

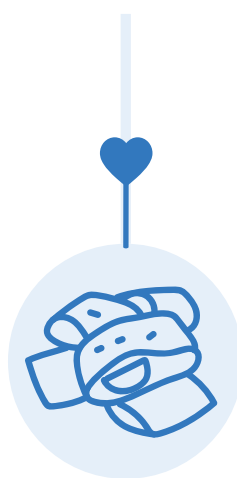
市井美味不可辜负，成为旅行动力之源



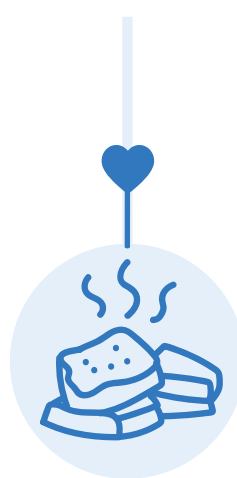
麻辣烫  
TOP 1



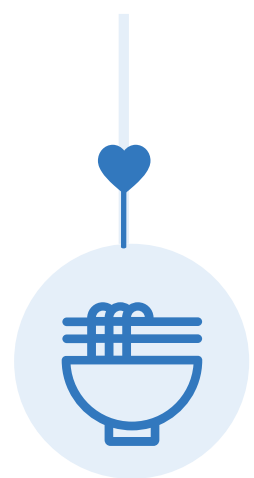
凉皮  
TOP 2



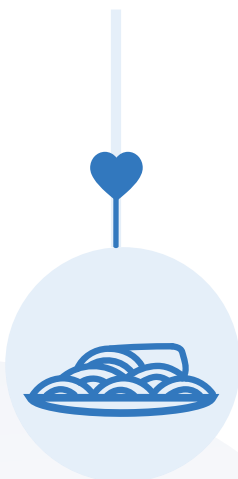
烤冷面  
TOP 3



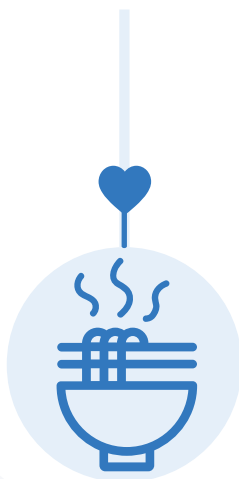
臭豆腐  
TOP 4



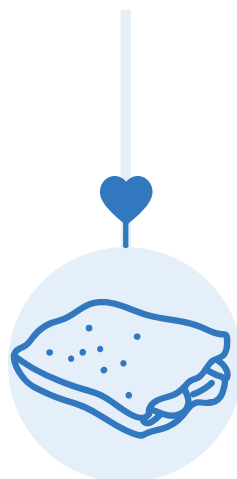
酸辣粉  
TOP 5



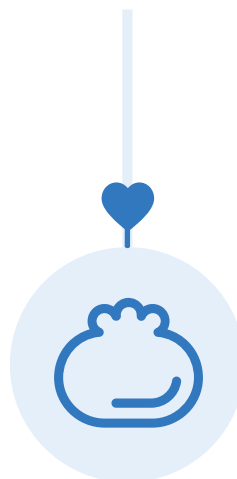
肠粉  
TOP 6



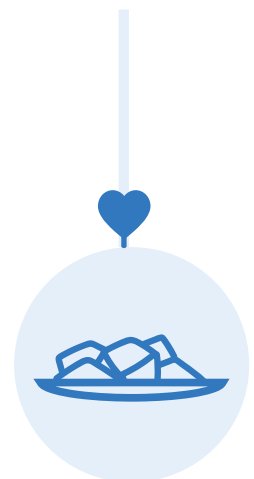
螺蛳粉  
TOP 7



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 professional education (computer, office, programming, photoshop)

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 with ....I 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



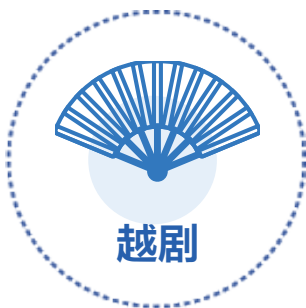
**33.3** 亿次点赞

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