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Microsoft could buy TikTok next month – 5th August, 2020

Level 0

The on-off talks between Microsoft and TikTok are back on. Microsoft wants to buy part of TikTok. However, Donald Trump said he might ban TikTok in the USA. He changed his mind after the Microsoft CEO phoned him. Microsoft said it would make sure that all private data of US users would stay in the United States.

TikTok is very popular. It has over 800 million users worldwide. Users upload short videos of themselves singing to songs, dancing, making faces or doing other funny things. A Chinese businessman started TikTok in 2012. Microsoft will pay \$50 billion for a part of the company. A business website said this was too much.

Level 1

The on-off talks between Microsoft and TikTok are back on. Microsoft wants to buy part of TikTok. Discussions between the two companies ended last week when Donald Trump said he might ban TikTok in the USA. He was worried about the personal details of Americans getting into the wrong hands. He changed his mind after the Microsoft CEO phoned him. Microsoft said it would ensure that all private data of US users would stay in the United States.

TikTok is the latest social media site to become very popular. Users upload short videos of themselves lip-syncing to songs, dancing, making faces or doing other funny things. TikTok is based in Beijing. A Chinese businessman started it in 2012. It has over 800 million users worldwide. Microsoft is offering \$50 billion for a part of the company. A business website said this value was too high and that TikTok wasn't worth \$50 billion.

Level 2

The on-off talks between Microsoft and TikTok are back on again. Microsoft wants to buy part of TikTok. The tech giant has been in talks with TikTok's parent company ByteDance Ltd. Their discussions came to a halt last week when US President Donald Trump suggested that he might ban TikTok from the USA. He was worried that the personal details of Americans could get into the wrong hands. He changed his mind after the Microsoft CEO phoned him. Microsoft said it "would ensure that all private data of TikTok's American users is transferred to and remains in the United States."

TikTok is the latest social media site to become hugely popular. Users upload short videos of themselves lip-syncing to well-known songs, dancing, making faces or doing other funny things. TikTok's owner ByteDance is based in Beijing. It was founded in 2012 by a Chinese entrepreneur. It now has over 800 million users worldwide. Microsoft is offering ByteDance \$50 billion for a part in the company. However the business website Bloomberg disagrees with this value. It said: "The idea that TikTok - without...emerging markets - is worth \$50 billion today is fanciful."

Level 3

The on-off talks between Microsoft and the parent company of TikTok are back on again. Microsoft has been interested in buying part of TikTok for many months. The tech giant has been in talks with the parent company ByteDance Ltd. Discussions between the two companies came to a halt last week when US President Donald Trump suggested that he might ban TikTok from the USA. He was worried that the personal details of over 100 million Americans could get into the wrong hands. President Trump changed his mind at the weekend after the CEO of Microsoft phoned him. Microsoft said it "would ensure that all private data of TikTok's American users is transferred to and remains in the United States."

TikTok is the latest social media platform to become hugely popular around the globe. Users upload very short videos of themselves lip-syncing to well-known songs, dancing, making funny faces or doing other humorous things. TikTok's owner ByteDance is a Beijing-based Internet company founded in 2012 by Chinese entrepreneur Zhang Yiming. It now has over 800 million users worldwide. Microsoft is offering ByteDance \$50 billion for the operations in the US, Canada, Australia and New Zealand. However the business website Bloomberg disagrees with that valuation. It said: "The idea that TikTok - without the UK, India or dozens of other emerging markets - is worth \$50 billion today is fanciful."