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TikTok videos to be 10 minutes long – 3rd March, 2022

Level 0

TikTok will allow 10-minute videos. It started in 2018 with one-minute videos. That tripled to three minutes in 2021. A company spokesperson said the company wants to "enrich the TikTok experience." Longer videos may give people more time "to create and be entertained".

Longer videos means TikTok will rival YouTube. However, young people like shorter videos. They could move to other websites where they can look at many videos quickly. Longer videos may increase TikTok's profits because they are easier to make money from. TikTok has more than one billion monthly active users.

Level 1

TikTok will soon allow 10-minute videos. TikTok started in 2018 with one-minute videos. That tripled to three minutes in 2021. A company spokesperson said: "We're always thinking about new ways to...enrich the TikTok experience." She said longer videos would give users more time "to create and be entertained". She said videos that are up to 10 minutes will mean more "creative possibilities for our creators around the world".

The new time means TikTok will rival YouTube. However, it could lose users who like shorter videos. They could move to other social media websites. Shorter videos are more popular with younger people. They like looking at many videos quickly. Longer videos may increase TikTok's profits because they are easier to monetize. Short videos are a big reason why TikTok is so popular. It has more than one billion monthly active users.

Level 2

TikTok users will be able to upload 10-minute-long videos. TikTok started in 2018 and allowed users to create one-minute videos. That tripled to three minutes in 2021. The longer 10 minutes will let people be more creative. A company spokesperson said: "We're always thinking about new ways to...enrich the TikTok experience." She said TikTok is introducing longer videos to give users more time "to create and be entertained". She said: "We're excited to start rolling out the ability to upload videos that are up to 10 minutes [for] more creative possibilities for our creators around the world."

A social media consultant said the new time limit means TikTok will rival YouTube. However, it could lose users who like shorter videos. They could move to other social media websites, like Instagram's Reels or YouTube's Shorts. He says shorter videos are more popular with younger people, who like looking at many videos quickly. Older people like longer videos. These may increase TikTok's profits as they are easier to monetize. Short videos are one of the reasons for TikTok's huge popularity. It has more than one billion monthly active users.

Level 3

TikTok users will soon be able to upload 10-minute-long videos. The video platform launched worldwide in 2018 allowing users to create one-minute videos. That length tripled in July 2021 to three minutes. TikTok says an extension to 10 minutes will allow people to be more creative. A company spokesperson said: "We're always thinking about new ways to...enrich the TikTok experience." She added: "We introduced longer videos, giving our community more time to create and be entertained. Today, we're excited to start rolling out the ability to upload videos that are up to 10 minutes, which we hope would unleash even more creative possibilities for our creators around the world."

Social media consultant Matt Navarra said the new time limit means TikTok will be a bigger rival to YouTube. However, TikTok could lose users who prefer shorter videos. They could switch to other social media platforms, like Instagram's Reels, Snapchat's Spotlight, or YouTube's Shorts. Mr Navarra says shorter videos are more popular with younger people, who are used to "whizzing" through videos "at speed". He says longer videos are more suited to older people. Navarra believes the longer videos may increase TikTok's profits as they are "easier to monetize and keep people on-platform longer". Short, bite-sized videos are one of the reasons for TikTok's huge popularity. It has more than one billion monthly active users.