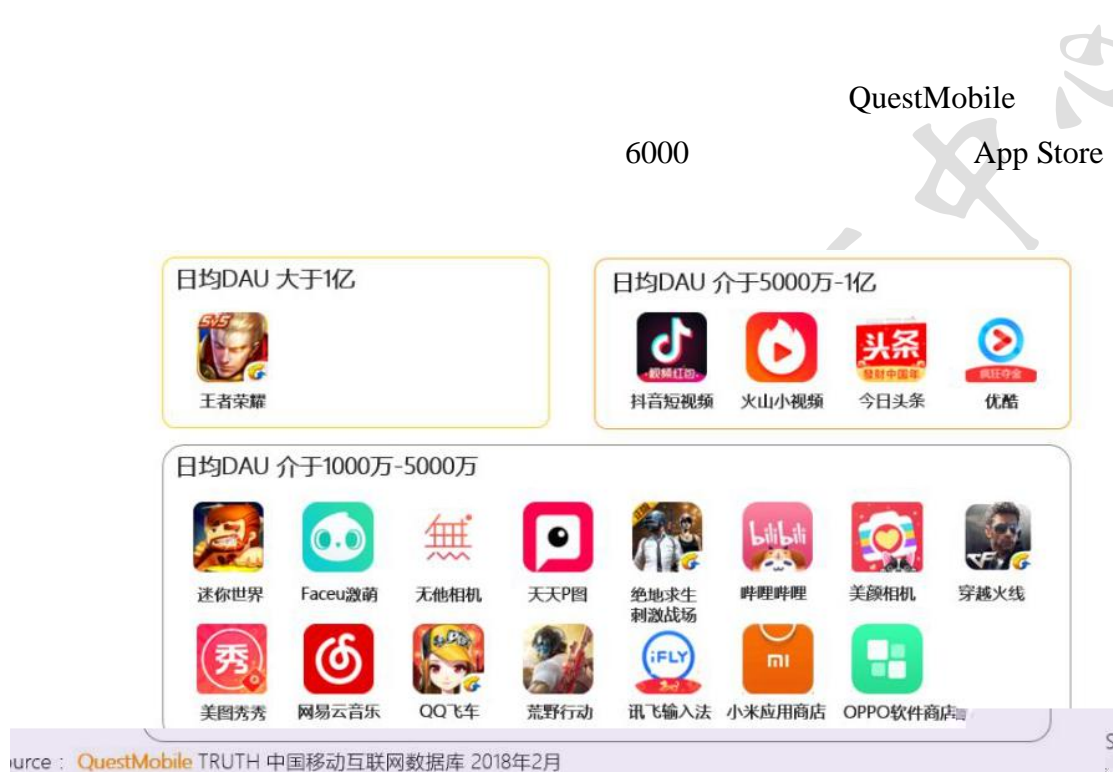


中国管理案例研究

2018



1 2018 APP Top20
Figure 1 Top 20 Apps of the fastest daily active user in the 2018 Spring Festival

APP	App Store	500	1
1	1	14	1
2016	9	20	
			CEO

10



2

Figure2 Zhang Yiming at the scene of the second leading author's conference

BAT

2016

2016 4

APP

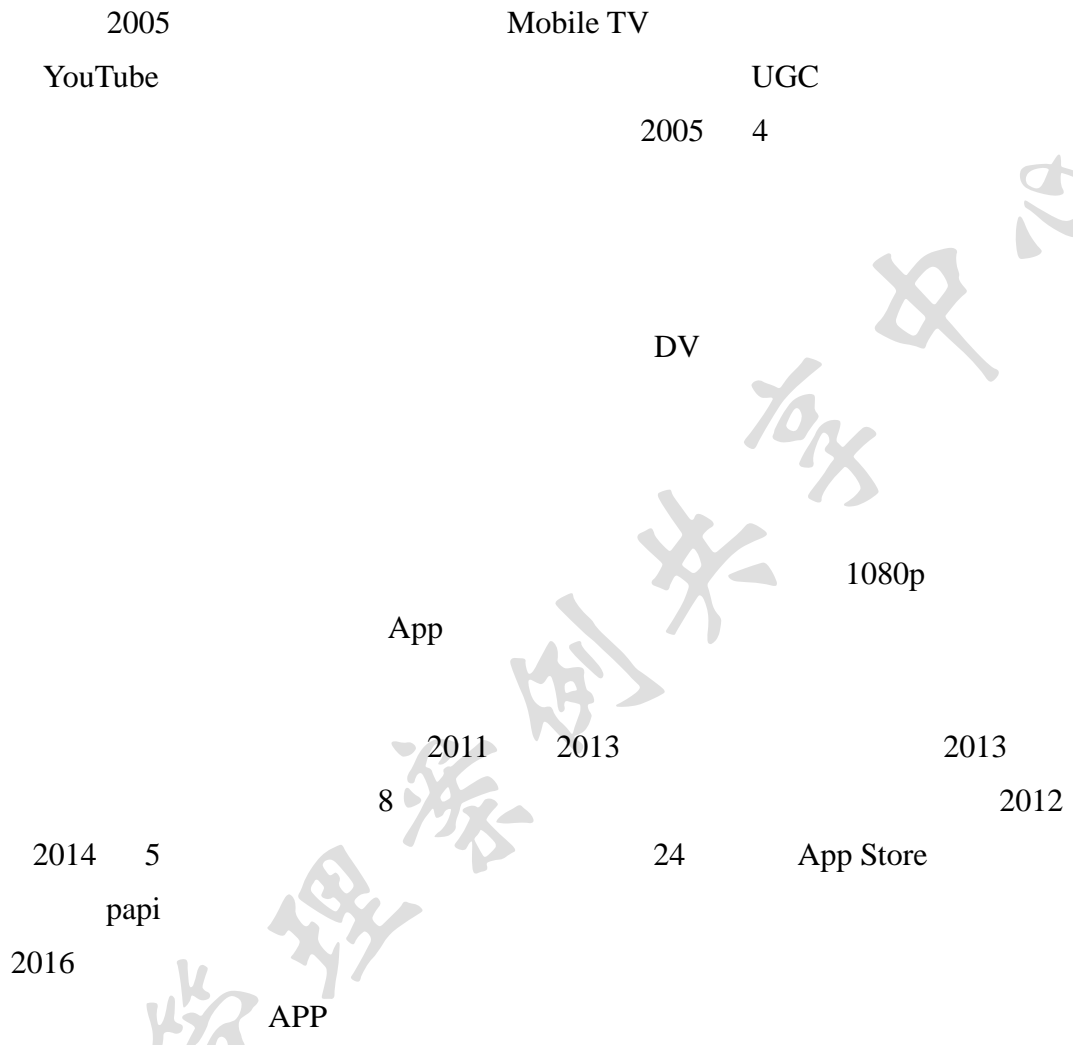
2016 5

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A.ME

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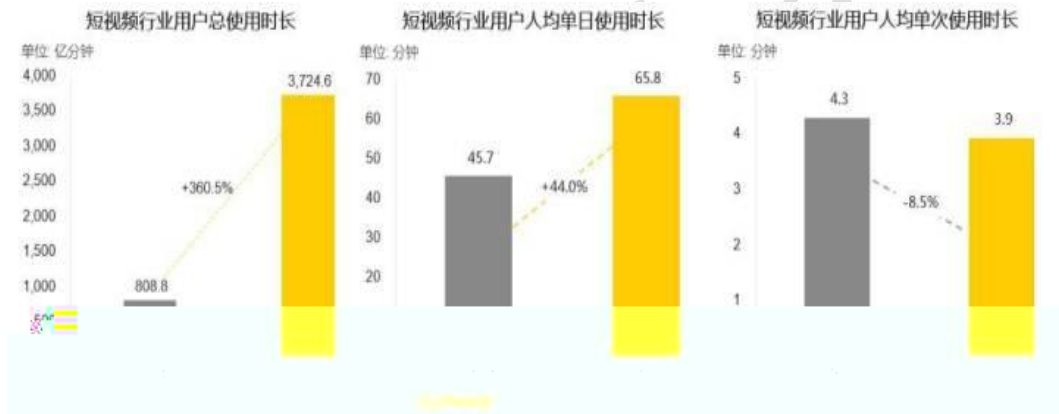
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3

Figure3 User analysis of scale in short video industry



4

Figure4 User analysis of using time in short video industry

1

PGC

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UGC

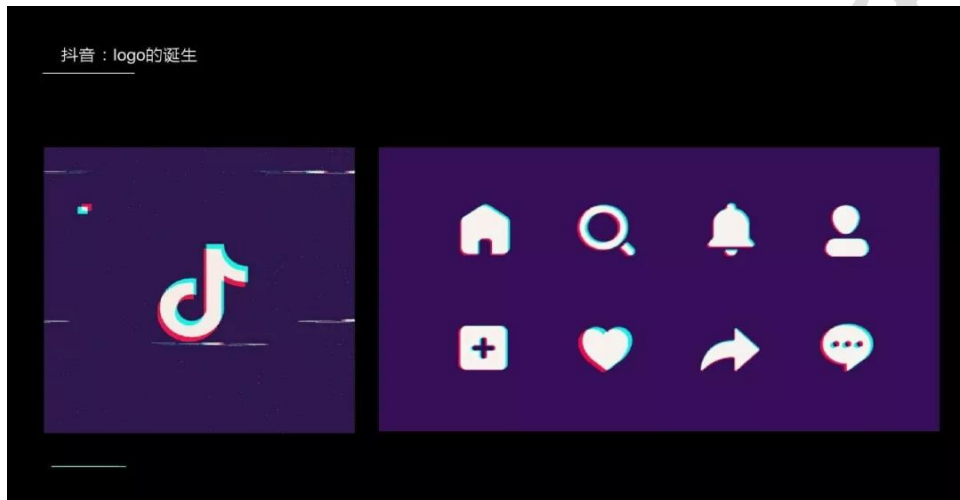
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中国管理案例库

A.ME

logo

APP

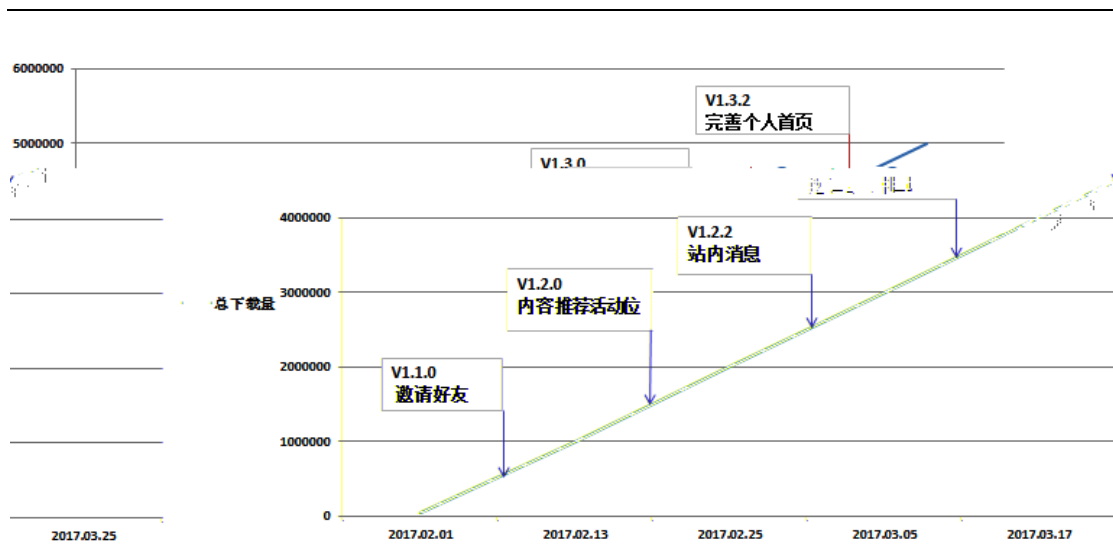


5 LOGO

Figure5 The birth of the TikTok LOGO

2.2

10



6

Figure6 The main iterative process of chattering products during cold start period

15

1

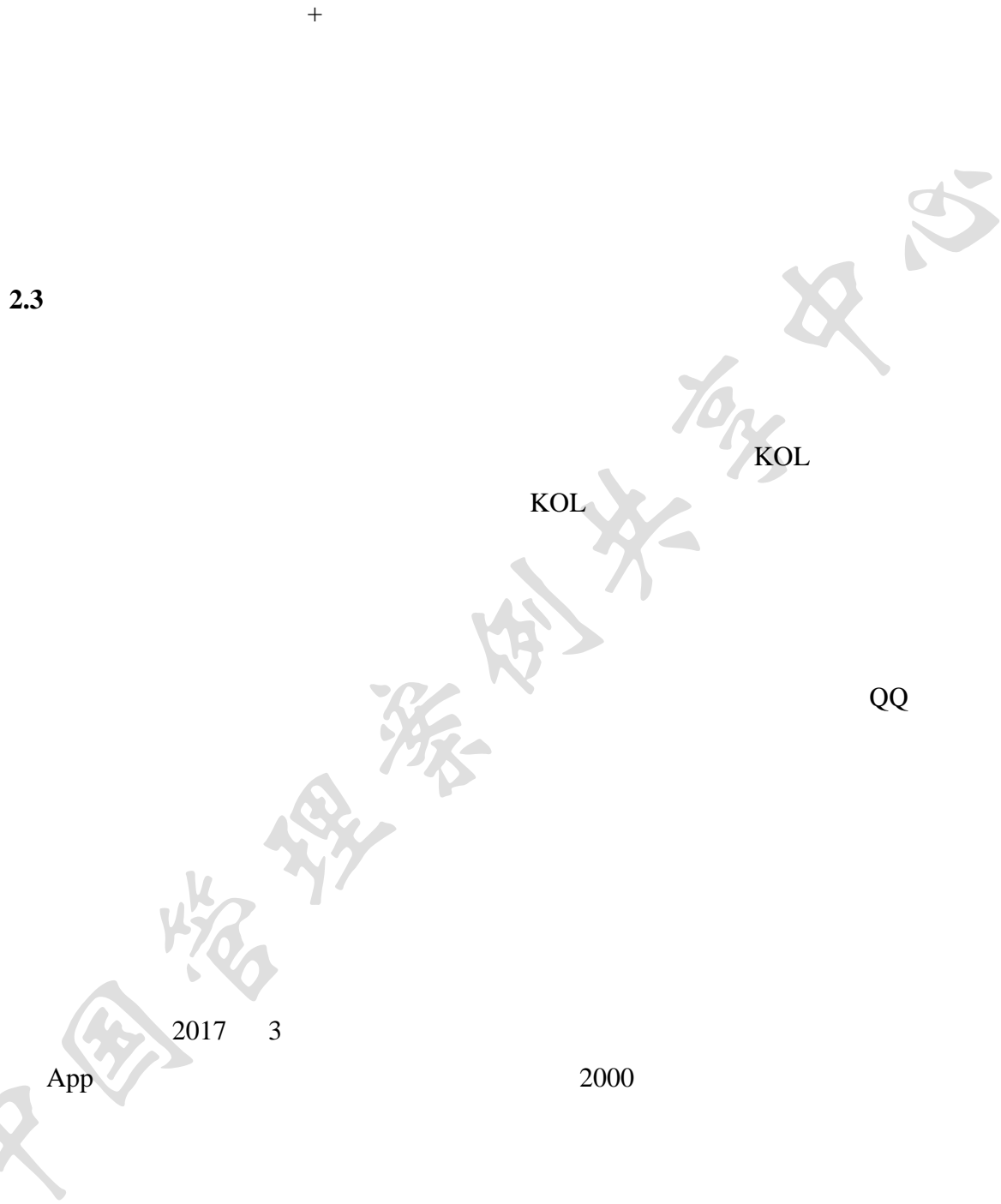
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App

App

中国管理家

Figure8 The community challenge of TikTok



中国管理家



10 2017

Figure10 TouTiao Annual event in 2017

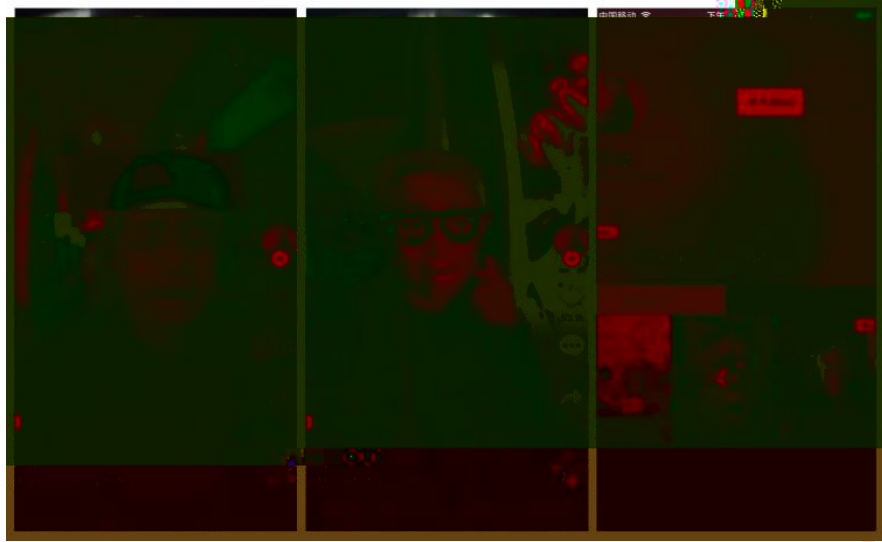
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Figure11 The promotion of Hu Yanbin's new single in TikTok

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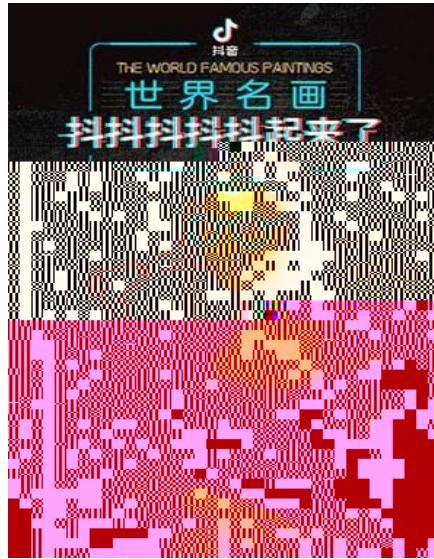
2017 5

2017 7

H5

App

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12 H5

Figure12 Creative H5: World famous paintings tremble

2017 5

DAU

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DAU

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App



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Figure13 The sponsor of "hip-hop" in China

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iDOU

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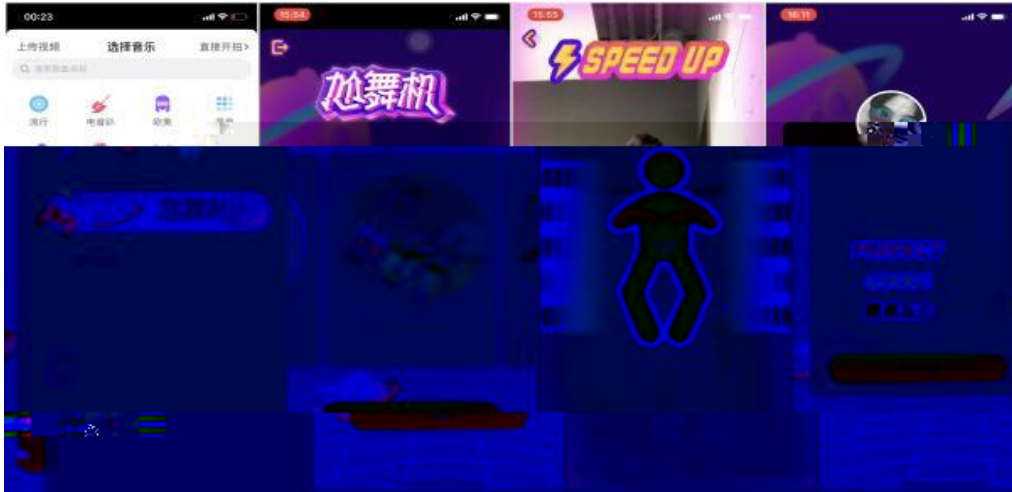


14

Figure14 Zhang Yiming with the young people at the TikTok carnival celebration

中國管理案例共享

App Store



16

Figure16 The dancing machine of TikTok

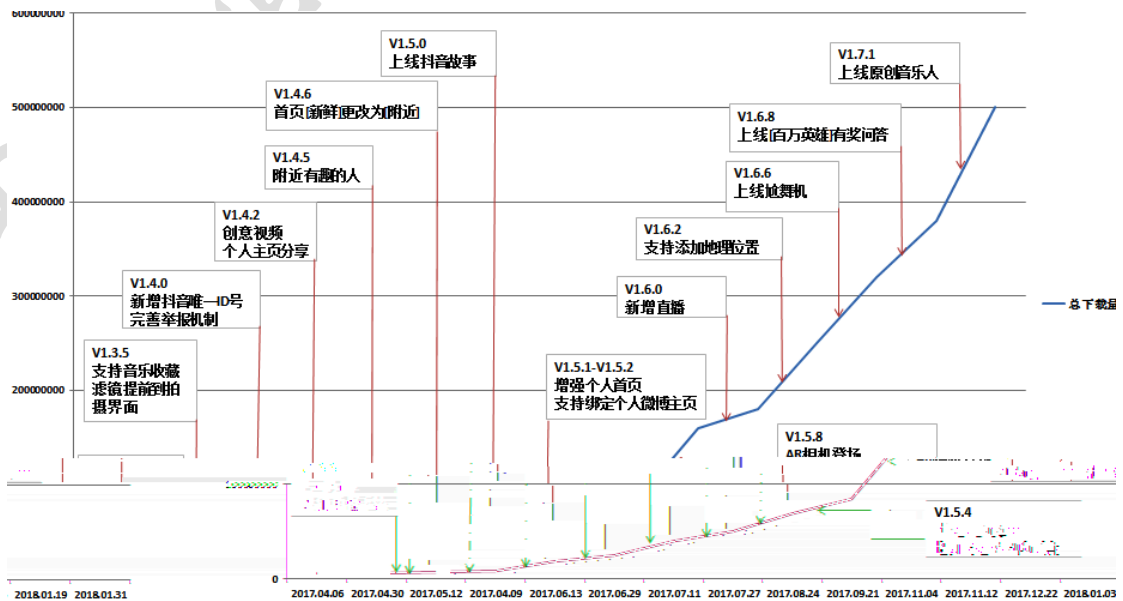


Figure 17 The main iterative process of the increase and the platform period

3.4

2017	8	TikTok	2018	2
App		App Annie		

中国管理案例研究中心

4.2

2018 3 19

slogan

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18

slogan

Figure18 The new slogan released by TikTok

2018

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中國管理學創刊號

APP

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Tik Tok: The Mystery of High Growth in Network Operation

Abstract:

With the popularization and development of the Internet, network operation is becoming an emerging industry. By using mobile phone, computer and other mobile devices as the terminal, it covers a new positioning and service mode based on users. The effectiveness of network operation plays an important role in the rise and fall of

中国管理案例共研