

Joint Select Committee on Social Media and Australian Society – Responses to Questions on Notice – Additional Questions from Zoe McKenzie MP

<i>Question</i>	<i>TikTok Australia's Response</i>
<p>What is currently the average duration of time per age group spent on TikTok with each visit?</p> <p>a. How many visits per day does the average person make?</p> <p>b. How many visits are made per average of each age group?</p> <p>c. Has this changed in the last 5 years?</p> <p>d. Do you have a class of 'high use' customers? How much time does a high use customer spend on your platforms each day?</p>	<p>As a private company, we do not publicly disclose our demographics, particularly given their commercial sensitivity. However, we would encourage the Committee to consider the ACCC's sixth interim report for the Digital Platform Services Inquiry (available at https://www.accc.gov.au/about-us/publications/serial-publications/digital-platform-services-inquiry-2020-25-reports/digital-platform-services-inquiry-march-2023-interim-report). The Report considers competition and consumer issues in the provision of social media services to consumers and businesses in Australia by social media platforms, and Chapter 1 provides a helpful comparison of consumer engagement trends of platforms, including TikTok, broken down by age demographics, using the ACCC's data projections.</p> <p>TikTok offers its community of users a range of industry-leading tools to manage their screen time and set customisable screen time limits, as well as our Family Pairing features which allow parents and guardians to actively manage their teens' screen time by setting passcode-protected overall screen time limits, as well as limits for different times of day and days of the week. Users under the age of 18 have a screen time limit of 60 minutes by default. We also provide in-app prompts when users have been on the app for a particular period of time, encouraging them to 'take a break'. These tools and features are designed to empower users and families to make their own informed decisions and set appropriate boundaries around screen time.</p> <p>We do not define or classify members of our community in the manner described in the question.</p>