

Joint Select Committee on Social Media and Australian Society – Responses to Questions on Notice – Batch D (Questions taken on notice in 28 June hearing)

| Batch | Question | Proposed Response |
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| D | <p>1. Percentage figure of the content on your platform that's misinformation and disinformation</p> <p>CHAIR: Similarly to how you could give me that percentage figure of how much content you have on your platform from Australian news producers, can you give me a percentage figure of the content on your platform that's misinformation and disinformation and has been identified as such?</p> <p>Ms Woods-Joyce: I'd be very happy to extract out some data for you, specific to Australia, for that content type, but I'll just need to take that on notice to make sure.</p> | <p>The answer to the honourable Member's question is as follows:</p> <p>In 2023, approximately 0.01% of content uploaded to TikTok in Australia was identified and removed for containing harmful misinformation.</p> <p>In addition to our quarterly Community Guidelines Enforcement Reports, we disclose detailed information about the covert influence operations we disrupt on a monthly basis at https://www.tiktok.com/transparency/en/covert-influence-operations/</p> |
| D | <p>2. Percentage figure of the content on your platform that's considered a scam</p> <p>CHAIR: I'll ask a similar question around the percentage of content in people's feeds in Australia that has been identified as being a scam: can you provide me with that figure?</p> <p>Ms Woods-Joyce: Content that could be considered inauthentic or a scam is, again, against our guidelines.</p> <p>We would identify it and remove it. I am very happy again, to provide you with the enforcement data around that particular content type in a retrospective way.</p> | <p>The answer to the honourable Member's question is as follows:</p> <p>In 2023, approximately 0.09% of content uploaded to TikTok in Australia was identified and removed for containing frauds/scams.</p> |

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| <p>D</p> | <p>3. TikTok user demographics</p> <p>Senator HANSON-YOUNG: I would appreciate it if you could take on notice a thorough breakdown of the demographics, please.</p> <p>Ms Woods-Joyce: I would be happy to take that on notice.</p> | <p>The answer to the honourable Senator's question is as follows:</p> <p>TikTok has more than 8.5 million users in Australia, and more than 350,000 Australian businesses. People have to be at least 13 to use TikTok in Australia.</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>D</p> | <p>4. Number of news publishers</p> <p>Senator HANSON-YOUNG: As a top line, do you know how many users you have that are news agencies?</p> <p>Ms Woods-Joyce: I can check for you and come back. I don't have that figure with me but I'd be very happy to take that work back and give you a figure.</p> | <p>The answer to the honourable Senator's question is as follows:</p> <p>Based on best estimates, there are approximately 100 news accounts on TikTok in Australia, including the ABC, taste.com.au, GQ, Vogue Australia and news.com.au, covering a wide range of content including lifestyle, entertainment, sports, current affairs, fashion and politics.</p> |
| <p>D</p> | <p>5. Revenue</p> <p>Senator HANSON-YOUNG: How much revenue do [you] pull from the Australian market?</p> <p>Ms Woods-Joyce: I would be happy to get those figures for you. We have made some public filings. I can tell you our profit for 2023 after tax was \$11,384,473.</p> | <p>The answer to the honourable Senator's question is as follows:</p> <p>Please refer to Answer C-69. As disclosed in TikTok Australia's financial statements, in the year ended 31 Dec 2023, TikTok Australia made A\$375,161,280 in revenue.</p> |

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| <p>D</p> | <p>6. Using algorithms to prevent harmful content</p> <p>Ms DANIEL: In the interest of time, I won't go too much further down that path, but if there is any data that you can provide to the committee that bears out your statement that you're using algorithms to prevent harmful content, if you could provide any proof or reference points that prove that, it would be useful.</p> | <p>The answer to the honourable Senator's question is as follows:</p> <p>TikTok uses a combination of machine and human moderation to enforce our Community Guidelines by detecting, preventing and removing harmful content and behaviour from our platform. Our quarterly Community Guidelines Enforcement Reports contain a wide range of data points to provide insight into our efforts to uphold trust, authenticity, and accountability. For example, in our most recent enforcement report disclosed that between January and March 2024, TikTok removed 166,997,307 videos from our platform, of which 129,335,793 (approximately 77.4%) were removed by automation (that is, without requiring intervention from human moderators). For more information, please refer to: https://www.tiktok.com/transparency/en/community-guidelines-enforcement-2024-1</p> |
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