

Beyond Discovery

**TikTok is an Engine of
Entertainment
Consumption and
Conversion**



Introduction: The Era of Participatory Spectatorship



The entertainment industry is moving beyond the era of passive spectatorship. Today, the journey of a viewer is no longer a linear path from seeing a trailer to watching a show; it is an **active, always-on exchange of culture and community**. This paper explores how social and video platforms have transitioned from mere viewing platforms into essential engines that drive real-world conversion and long-term IP value.

The desire for movie and television content remains a universal driver of digital engagement. Research confirms that interest in entertainment content on social and video platforms is nearly universal, with **83% of viewers globally expressing interest**.¹

However, for entertainment brands, the challenge has evolved from simply raising awareness to closing the "conversion gap". In a crowded media landscape, marketing must move beyond the top-of-funnel view to generate the specific convictions that drive a viewer to watch, subscribe, or purchase a ticket. Data suggests that the **modern viewer utilizes social platforms to bridge the divide between passive awareness and real-world behavior**.

Note: we will refer to movie and television content as "entertainment content" going forward for brevity. Additionally, 'viewers' refer to those who watch content on any social/video platform.

1. TikTok Publishers Global, TikTok Entertainment Messaging Research, commissioned by TikTok in collaboration with Ipsos, Global results, Jun.-Jul. 2025

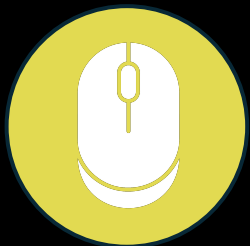
Methodology



**US, UK, Germany, France, Japan,
Korea, Brazil, Total n=7,000**



**TikTok Users & Non-Users
ages 18-49**



**20-minute, online device
agnostic survey**



**Surveyed
June-July 2025**

This research, commissioned by TikTok in collaboration with Ipsos, surveyed 1,000 individuals in each market (US, UK, Germany, France, Japan, Korea, and Brazil) aged 18-49, including 800 TikTok users. Conducted from June 25, 2025, to July 10, 2025. The 20-minute online survey required participants to be a current monthly users of at least one social/video platform and have engaged with entertainment content (TV/movie content) on any social/video platform.

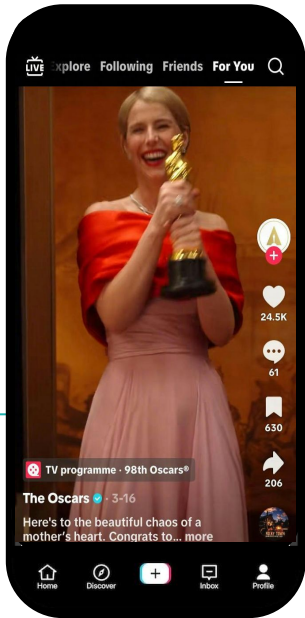


TikTok Sparks Discovery and Provides Confidence

Future-Proofing Discovery

To secure the next generation of viewers, entertainment publishers must prioritize platforms that drive discovery of their titles.

REACHING THE NEXT GENERATION



Younger audiences are shifting their preferences, as Gen Z users surveyed are

1.5x more likely to choose TikTok as their **top platform for entertainment** compared to the general population.¹

The Personalization Advantage: Platform choice is increasingly driven by relevance.

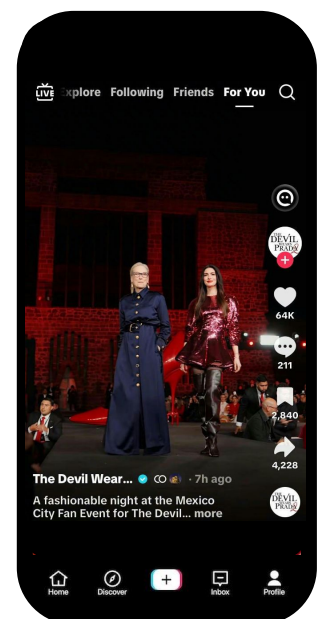
TikTok outranks competitors on personalized content delivery, performing **+8 percentage points** higher than the net competitor average.¹



DRIVING DISCOVERY

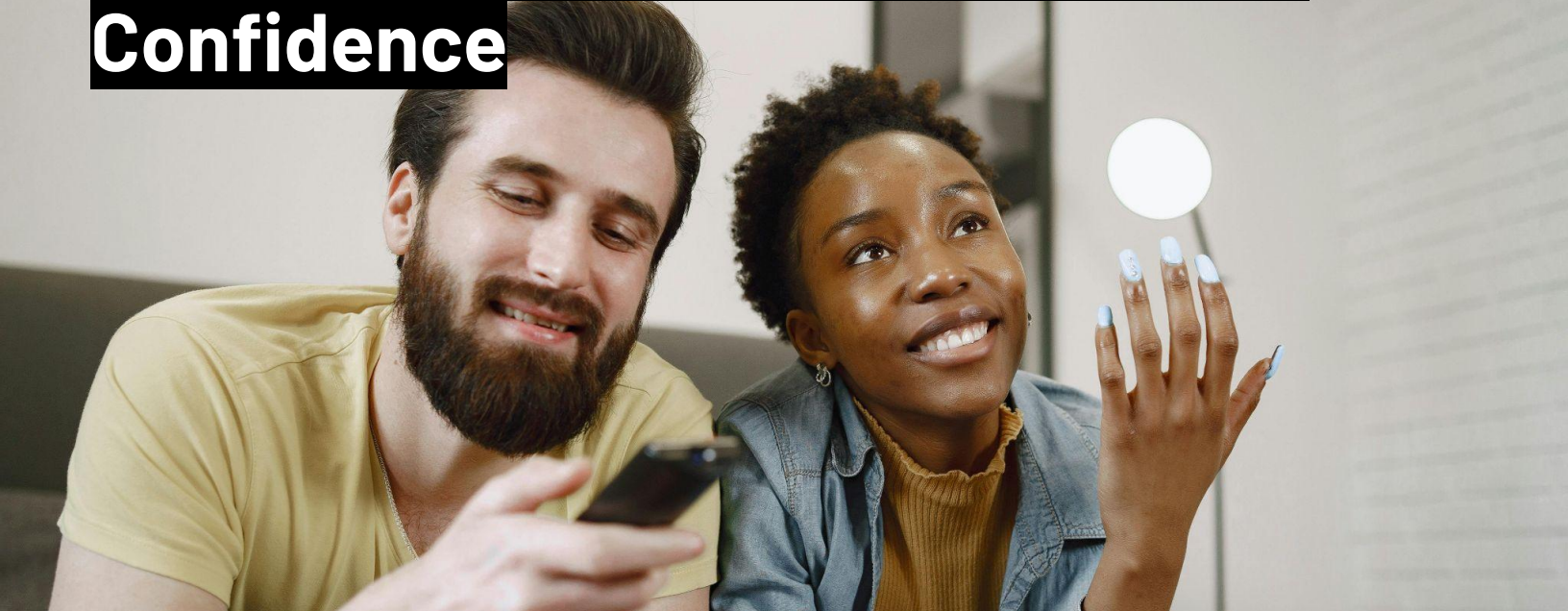
This “discovery-first” environment is critical for top-of-funnel growth.

40% of TikTok users surveyed report that they find new movies or TV shows they never would have found on their own.¹



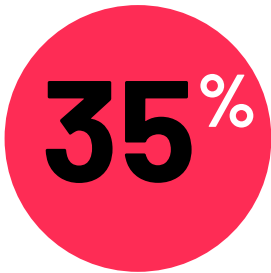
1. TikTok Publishers Global, TikTok Entertainment Messaging Research, commissioned by TikTok in collaboration with Ipsos, Global results, Jun.-Jul. 2025

The “Preview Utility” and Decision Confidence



Users come to TikTok to find what to watch. The role of the feed has evolved into a functional tool for viewers, providing a “concreteness” that helps them commit to new titles.

The Pre-Watch Habit: Viewers use clips and scenes as a primary evaluation tool, with



of users view content specifically to decide if they will like a movie or TV show before committing to watching it.¹

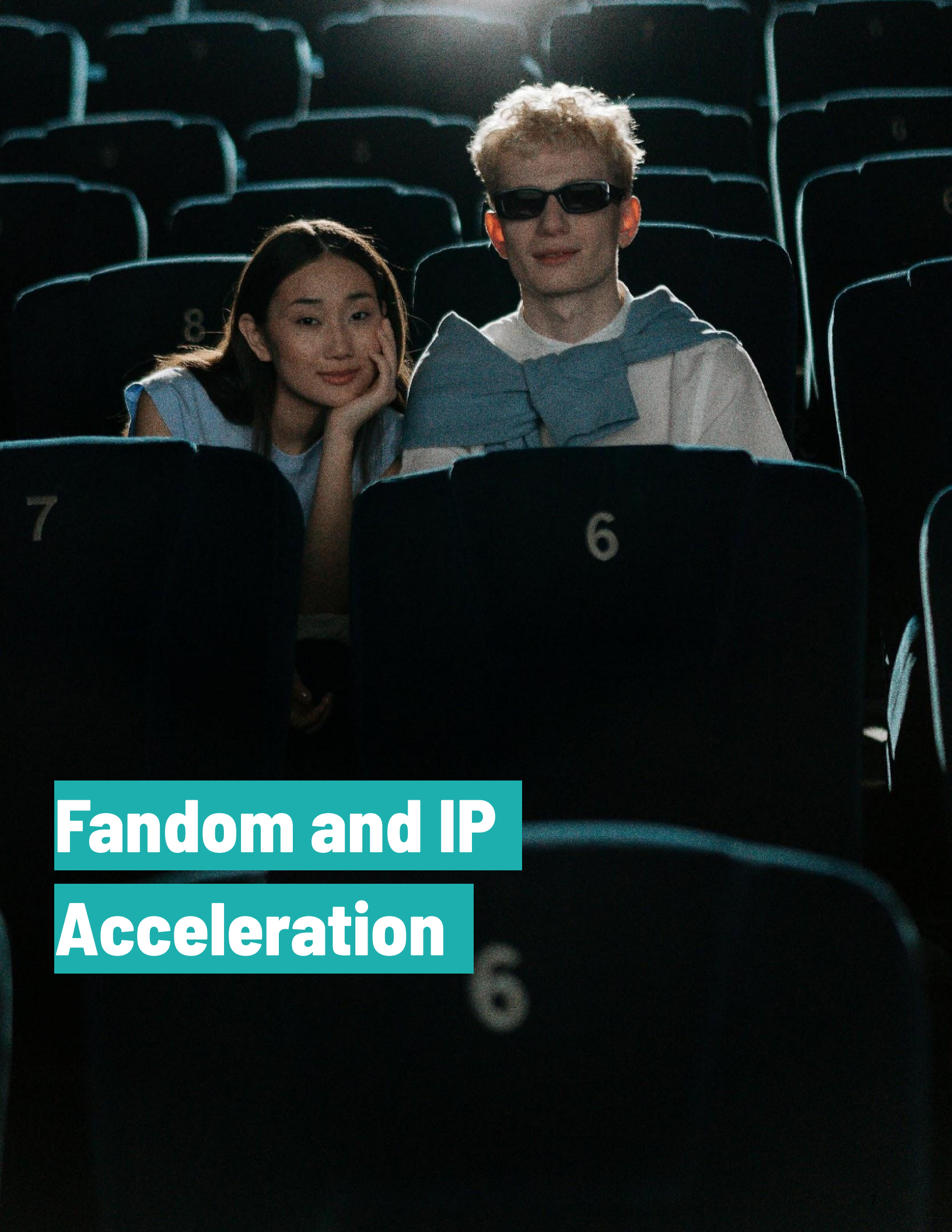
A Standard for Younger Generations: This evaluation phase is a primary habit for **Gen Z** (44%) and **Millennials** (38%)¹, who utilize TikTok to preview content and decide what to watch.



Sparking Intent:

By offering these functional previews, the platform acts as a catalyst to spark curiosity, helping publishers move scrollers from passive interest to high-intent viewing plans.

1. TikTok Publishers Global, TikTok Entertainment Messaging Research, commissioned by TikTok in collaboration with Ipsos, Global results, Jun.-Jul. 2025



Fandom and IP Acceleration

The Blended Content Strategy: Finding a Role for Each Format

Different content sources have the potential to serve complementary roles, with each providing distinct value to viewers depending on their needs.



Expertise Sets the Stage

87%

of viewers highly believe that Official Brand and Celebrity content is **high-quality and engaging** and **made by those who have knowledge about the shows/movies they discuss**.¹ This kind of content is essential for delivering “high-expertise” material such as official trailers, teasers, and cast interviews.



Community Enriches the Narrative

57%

of viewers see fan content **as more entertaining and enjoyable** compared to other types of content.¹ Their authentic reviews, character analyses, and plot theories help enrich the conversation and drive the conviction required for the viewers to take action.

1. TikTok Publishers Global, TikTok Entertainment Messaging Research, commissioned by TikTok in collaboration with Ipsos, Global results, Jun.-Jul. 2025

Building Conviction Through Community-Driven Authenticity

Fandom is increasingly cultivated through a collaborative ecosystem where official content from brands serves as the essential catalyst, enabling and driving the community-driven fan creations that act as the final bridge to conversion.

Gen-Z as a First Touchpoint for Viewership

Gen-Z are more likely to have a distinct preference for fan content, trusting its integrity and benevolence compared to content from creators.¹



86%

of Gen-Z highly believe that fans/users generate content because **they want to build a community** and because they **have a genuine interest in enhancing viewers' enjoyment**¹



82%

of Gen-Z highly believe that fans/users generate content that **has no hidden agenda** and **reflects the creator's authentic opinion** about a movie/TV show¹



Authenticity Drives Trust

For creators, Authenticity remains a critical differentiator to get viewers to be truly interested in your content.

83%

of viewers say **fan content** "feels authentic"¹

82%

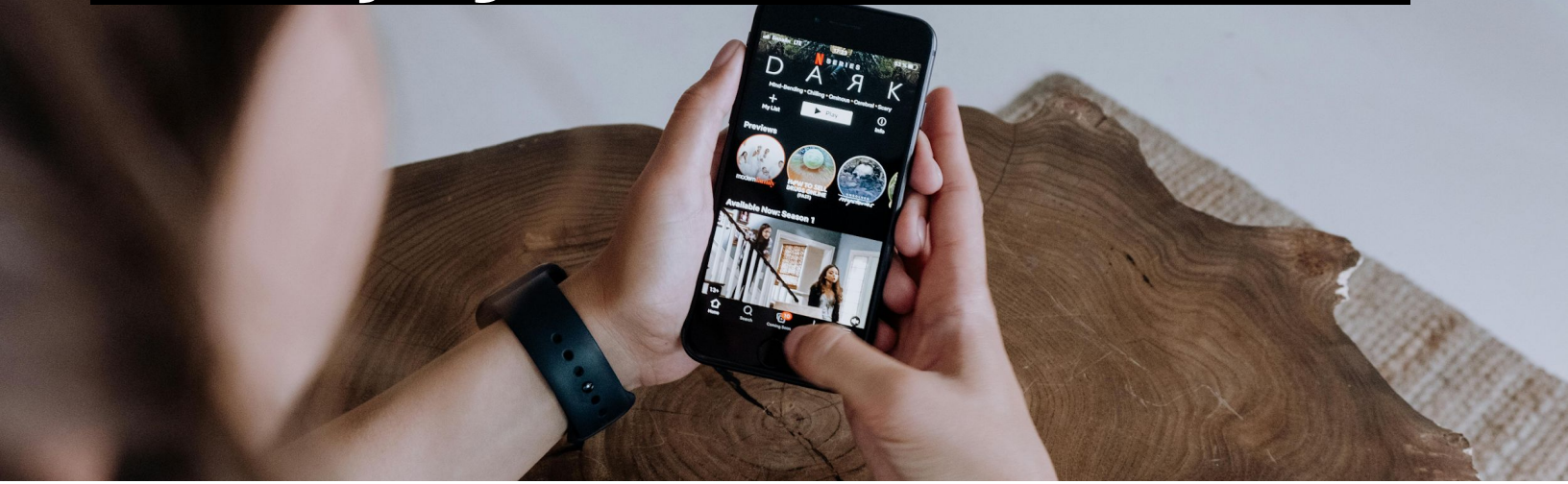
of viewers say **official/celebrity content** "feels authentic"¹

1. TikTok Publishers Global, TikTok Entertainment Messaging Research, commissioned by TikTok in collaboration with Ipsos, Global results, Jun.-Jul. 2025



Customer Acquisition and Conversion

Turning Views Into Numbers: Quantifying Off-Platform Conversion



The impact of social fandom is measured by its ability to trigger “Tune-in” and other high-intent behaviors.

The “Tune-In” Journey at a Glance

Active Research Phase:

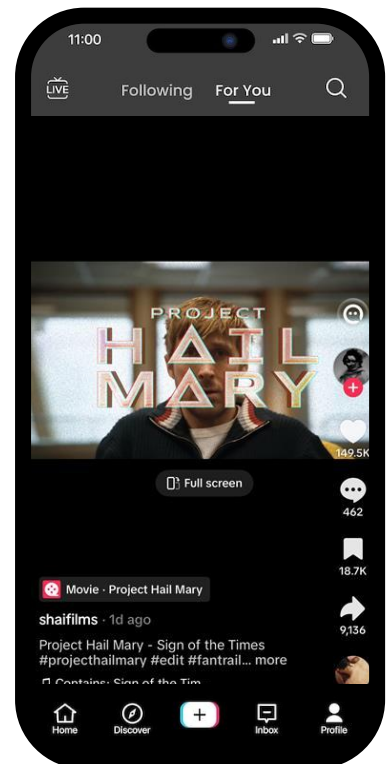
44% of viewers surveyed **search for more information** after encountering entertainment content on TikTok¹, showing that initial engagement triggers proactive behavior

The Tune-In Effect:

46% of viewers surveyed went on **to watch a movie or TV show on a streaming service or television** after seeing entertainment content on TikTok¹

The Power of Fan Content:

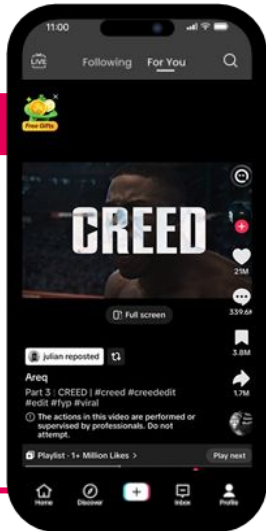
82% of viewers who watch fan content plan to follow-through with **watching titles on streaming services on TV¹**



1. TikTok Publishers Global, TikTok Entertainment Messaging Research, commissioned by TikTok in collaboration with Ipsos, Global results, Jun.-Jul. 2025

The Demand for Library Titles on TikTok

The power of social engagement is not limited to new releases; it is a significant driver for existing and legacy IP.



Breathing New Life into Catalogs

38%

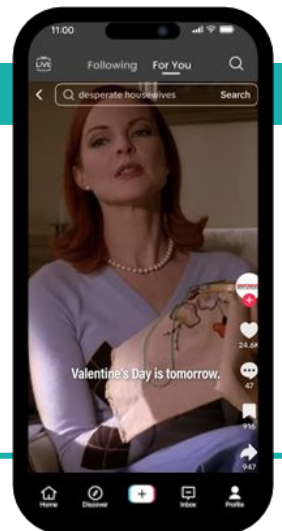
of TikTok viewers surveyed report they have **re-watched a show they haven't seen in a while** after encountering it on their feed, showing that digital content on TikTok is highly effective for "Re-inspired Re-Watches."

The ROI of Nostalgia

TikTok viewers who tune in to a streaming service are

2x

more than likely than those who don't **to watch content for nostalgic purposes**

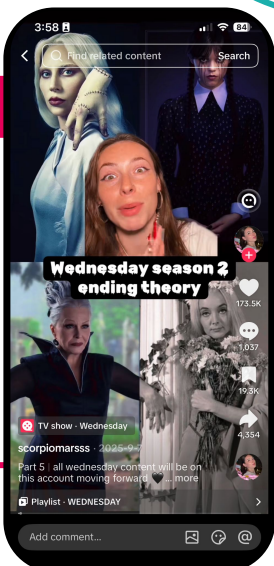


Complementary Viewing

TikTok users are more likely to subscribe to

6+

viewing platforms compared to non TikTok viewers, showing that this behavior does not replace traditional platforms



1. TikTok Publishers Global, TikTok Entertainment Messaging Research, commissioned by TikTok in collaboration with Ipsos, Global results, Jun.-Jul. 2025



Commercialization

Translating Digital Conviction Into Measurable Revenue Streams

Digital conviction translates into measurable revenue, impacting new subscriptions, ticket sales, and merchandise.

Among TikTok viewers surveyed:



31%

of entertainment viewers **have gone to see a movie in a theater**¹



25%

of entertainment viewers have **purchased related merchandise**¹



25%

of entertainment viewers **subscribed to a new streaming service** to watch a title they saw on the TikTok¹

1. TikTok Publishers Global, TikTok Entertainment Messaging Research, commissioned by TikTok in collaboration with Ipsos, Global results, Jun.-Jul. 2025



Fandom on the platform drives loyalty that lives beyond the screen.

Compared to those who don't tune-in, those who do tune-in are:



1.4x more likely to host a **watch party**



1.4x more likely to purchase related **merchandise**



1.2x more likely to attend a **pop-up event**

While fan content excels at driving audience conviction, **official brand content remains a primary driver for theater attendance and new streaming service subscriptions.**

79% say that Official Brand Content is more likely to get them to **buy movie tickets**

62% say that Official Brand Content is more likely to get them to **subscribe to a new streaming service**

1. TikTok Publishers Global, TikTok Entertainment Messaging Research, commissioned by TikTok in collaboration with Ipsos, Global results, Jun.-Jul. 2025



Closing

The Strategic Imperative For Publishers

The research indicates that the gap between digital awareness and active viewing is best closed through a participatory ecosystem. Discovery fuels fandom, which in turn drives the conversion and commercialization required for long-term IP growth.

For entertainment publishers, success in the modern era requires moving beyond a reliance on high-cost official trailers. Future-proofing audience engagement necessitates a blended strategy that leverages the high-conviction power of creator and fan-driven voices to turn global interest into measurable bottom-line results.



Discovery

Utilize TikTok to spark awareness via the personalized algorithm. Ensure that content gives users a concrete peek into the movie/show depicted, allowing them to preview before committing to watching.



Fandom

Users look to publisher content for its expertise. Create high-quality content that complements fan content, which ultimately drives conversion.



Conversion

Make it easy for users to move from content on TikTok – particularly nostalgic content – to downstream behaviors with embedded links and information on how to follow through.



Commercialization

Focus content creation on high-ROI activities, such as encouraging subscription sign-up and promoting theater shows.

Acknowledgements

About TikTok

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy. TikTok has offices across the globe, including in Los Angeles, New York, London, Paris, Berlin, Dubai, Singapore, Jakarta, Seoul, and Tokyo.

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people. In our world of rapid change, the need for reliable information to make confident decisions has never been greater. At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth. This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People. To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do. So that our clients can act faster, smarter and bolder.

This document is the property of TikTok Inc., and has been prepared by TikTok Inc. and Ipsos-Insight, LLC solely for informational purposes. The recipient of this document must hold this document and any information contained herein in strict confidence, and shall have no right to distribute, exhibit, display, exploit, or otherwise use this document for any purpose other than to review the information provided by TikTok Inc. herein. The recipient hereby represents and warrants that it shall not publish, post, or otherwise publicly distribute this document or any of its elements via any media for any purpose. The recipient acknowledges that the information contained herein is illustrative only and not licensed for the recipient's public distribution. Neither TikTok Inc. nor any of its affiliates, or its or their respective directors, officers, employees, or agents (collectively, "TikTok") nor Ipsos-Insight, LLC or its affiliates worldwide (collectively, "Ipsos") make any representation or warranty, express or implied, in relation to the accuracy or completeness of the information contained in this document, and accepts no responsibility, obligation, or liability in relation to any of such information. TikTok and Ipsos each expressly disclaims any and all liability which may be based on this document and any errors therein or omissions therefrom. TikTok and Ipsos each undertakes no obligation or responsibility to update any of the information contained in this document. Past performance does not guarantee or predict future performance. Results may vary.



Methodology

Quantitative Survey

- 20 minute online, device-agnostic survey
- 7 markets: US, UK, DE, FR, JP, KR, BR
- n=1000 per market, consisting of n=800 TikTok users and n=200 non-TikTok users
- Sample Criteria
 - Adults 18-49
 - Current TikTok users (have used TikTok within the past month) OR Non-TikTok users (have used other social platforms in the past month)
 - Must have engaged with entertainment content (Movie/TV shows) on any platform
- Surveyed June - July 2025

