



Discover

# Five *Fast* Facts On **TRILLER**

What you need to know about new & emerging trends, platforms or technology



# What is Triller?



Triller is a **social media and entertainment platform** where users create and discover **short-form music video content**, similar to TikTok.

Launched in 2015, Triller is centered around **music video creation** and **virtual events**. Users can make music videos with millions of songs and AI video-editing.

# Why is the industry talking about it?

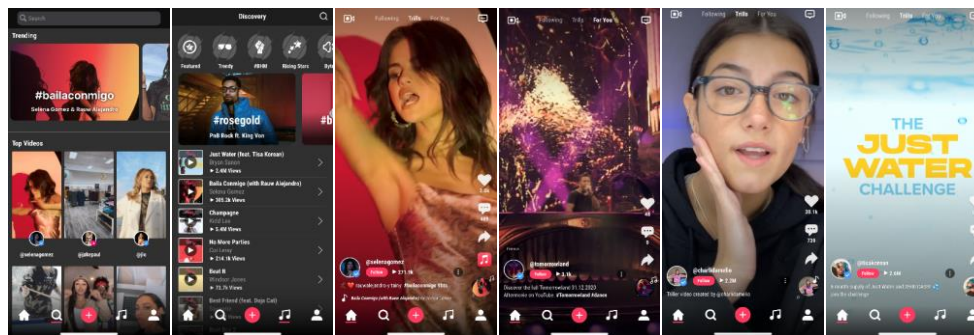
Recently valued at **\$1.25 billion**, Triller has gained attention since reaching **#1 in the App Store** in August after the Trump administration tried to ban TikTok.

Triller has **implemented bold marketing strategies and stunts** to build awareness and ignite app downloads through viral live PPV boxing matches with athletes and influencers, celebrity partnerships, virtual events, and a fan contest around Super Bowl weekend offering the winner a chance at \$1MM.

Source: Business Insider 'TikTok challenger Triller is reportedly exploring an IPO as questions swirl over its user numbers', 10/12/20

# 1

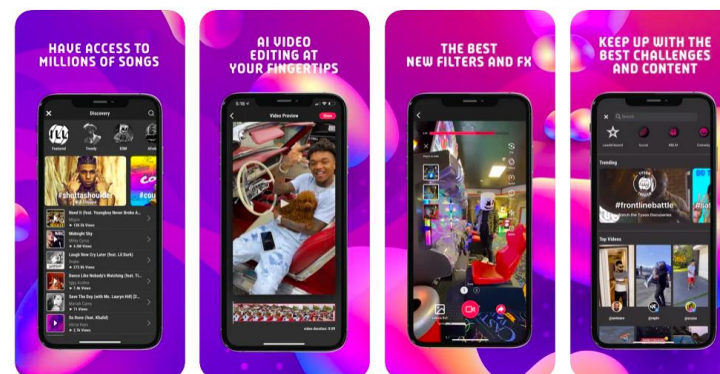
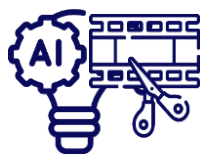
Triller's **unique user experiences** like **curated content** and **AI video-editing capabilities** create several key differentiations between their platform and main competitors like TikTok



Screenshots from the app

## Content Discovery

Triller's feed is **driven by leaderboards, trending hashtags and promoted campaigns**, unlike TikTok's content that's personalized to each user.



Images from the App Store

## Editing & AI Capabilities

According to Mike Lu, CEO of Triller, **the app's artificial intelligence creates professional music videos** as opposed to simply adding music to its videos like TikTok.

# 2

Triller has **deep music industry ties** which enables the platform to offer **premium music video content** through major record-label deals and garner investments from big-name artists

*"We are a **music-first platform** where culture comes to break...plus, the stream makes money for the artists. We've created a platform where **the entire ecosystem can monetize itself**"*  
*Bonin Bough, Chief Growth Officer at Triller.*

The Drum, 10/21/2020

Triller offers an extensive music library with **over 80 million songs** available to stream in full

## Record-Label Deals

Triller has **partnered with most major record labels** including Warner Records, Sony Music and more.



## Exclusive Content Releases

Artists like J.Lo and Chantel Jeffries have released music videos **exclusively on the app.**



## Celebrity Investors

Triller has received **investments** from artists like **Snoop Dogg, The Weeknd and more.**



# 3

To further legitimize their platform and attract new users, **Triller is building distribution partnerships** with mobile device makers, enabling content sharing through other popular social media platforms and **developing partnerships with well-known brands**

## Growth Initiatives Through Brand Partnerships



**Devices**

Triller is partnering with Samsung to come **pre-installed on millions of devices worldwide.**



**Media**

Snapchat now allows users to **post videos directly to Triller via 'Triller Stories'** on their app.



**Content**

Triller has hosted virtual concerts and music competitions through **paid partnerships with well-known brands like Pepsi and NYX Cosmetics.**

# 4

Triller is implementing a **marketing strategy to align with high-profile live sporting events that have major ‘talk value’** to push more app downloads and to support their **goal of becoming more than just a social media app** through live streaming

*“We wanted to make this the **catalyst for Triller’s live events and sports business**”*

-Paul Kavanaugh, Co-Owner of Triller, on producing the live Triller Battles series



**10/29/2020**

Triller hosted an **exclusive live press conference** prior to the fight where Mike Tyson would return to the ring in the first time in over 15 years.



**11/28/2020**

Triller was the title sponsor of the **Mike Tyson vs. Roy Jones Jr. fight** (8th most successful PPV fight in history: 30 MM+ viewers) which drove a **10x increase in Google search**.



**2/4 – 2/7/2021**

After initially announcing their plan to run an ad during the Super Bowl, Triller changed tactics and partnered with VersusGame and Maxim to host a **live promotional contest on their platform through Super Bowl weekend**.



**4/17/2021**

Triller **plans to continue the Triller Battles series** confirming the upcoming fight between Jake Paul vs. Ben Askren.

Source: Google Search Trends, two-week comparison: w/o 11/8 & 11/15 vs. 11/22 & 11/29 (two weeks prior to boxing match vs. two weeks surrounding boxing match).

# 5

Triller has experienced **steady growth over the last two years through their partnerships and marketing**, and aided by the Trump administration's attempt to ban TikTok in August 2020, however the platform remains a fraction of the size of TikTok which has seen even greater growth during the same time period

## Triller: Average Monthly Unique Visitors (000)

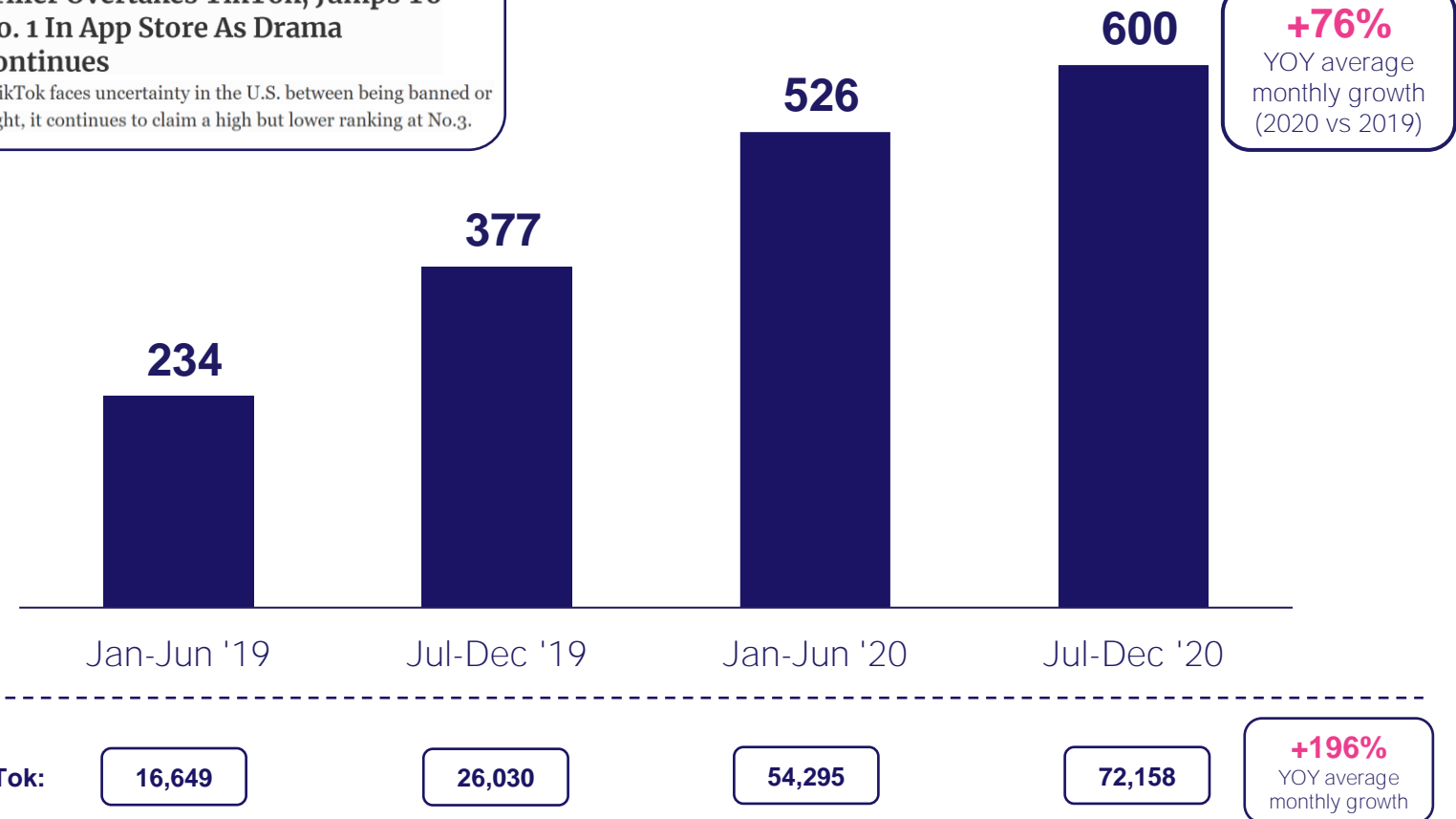
Total Audience

**Forbes**

August 3, 2020

**Triller Overtakes TikTok, Jumps To No. 1 In App Store As Drama Continues**

As TikTok faces uncertainty in the U.S. between being banned or bought, it continues to claim a high but lower ranking at No.3.



Source: VAB analysis of Comscore MediaMetrix Media Trend multiplatform (desktop + mobile) data, January 2019 – December 2020. Total Audience (Desktop 2+, Mobile 18+), total digital population.

# What does this mean for marketers?

- ▶ Although currently a fraction of the audience size of established social video platforms like TikTok, Triller has been building its legitimacy and driving increased app downloads through a **mix of high-profile marketing executions and strong distribution and content partnerships**
- ▶ Triller's differentiation, which focuses on premium music content and AI editing capabilities, **gives the brand a unique position within the social video space**. And, although advertising opportunities are **currently limited to brand partnerships with influencers**, marketers can anticipate more viable ad opportunities in the future as the platform continues to build scale, assuming they maintain and strengthen their industry and influencer relationships

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## A Sea Change in Video Viewing

Helping Marketers Find More Fish in the Streaming Ecosystem



## We're Going Live

How Consumers are Living Vicariously Through Live-Streamed Events in the Time of COVID-19



## Left To Your Own Devices

The Latest on Multiplatform Video Consumption Habits



## #AloneTogether

Culture in the Time of COVID-19

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## Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

## Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

## Transform

We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.

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