

funny, I did the story on Musical.ly Tuesday and today, it change its name. Musical.ly is now TikTok, joining forces with one of the most popular social media apps in China. Now, it's bigger than Pinterest and Twitter. I know some parents have looked at their kids' phones to see if they have Musical.ly, the icon and name changed so I thought we should update the story with the App of the Day

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std outcue

no standup but you can super TikTok, all one word

ANCHOR INTRO

ONE OF THE MOST POPULAR APPS IN THE WORLD CHANGES ITS NAME. AND IT'S ONE PARENTS SHOULD KNOW ABOUT.

WE FIRST TOLD YOU ABOUT THE APP 'MUSICAL.LY' EARLIER THIS WEEK BUT IF YOU LOOK FOR IT IN THE APP STORE OR ON YOUR KIDS' PHONE, YOU WON'T FIND IT. OUR CONSUMER TECHNOLOGY REPORTER JAMEY TUCKER EXPLAINS.

PACKAGE

Musical.ly was already an insanely popular app among pre-teens, and now it's more than doubled its fans.

Musical.ly is now...TikTok.

TikTok is a short-form video app popular in China. It was the most downloaded non-game app globally, the first part of 2018 and has over 300 million active users while 100 million people, mostly kids, use Musical.ly.

Put those apps together and it's bigger than Snapchat, Pinterest, Reddit and Twitter.

Musical.ly, now TikTok is where people post short lip-sync videos. Looking at the home page, it's fairly innocent. Most are silly and fun 15 second videos where kids dance and perform challenges. But deeper into the videos you can find young girls

dancing in risqué videos with provocative moves searchable by using hashtags such as "ultra low pants".

Many of the videos contain sexually explicit lyrics.

Musical.ly is intended for 13 year olds and older, but flipping through the short videos, it's obvious that kids 10 and under are using it. Some stars of Musical.ly and now TikTok create more provocative videos to gain followers. Some earn money from other users paying or tipping them for their videos.

So if you're looking for the icon for Musical.ly, the next time your kids update the app, it will appear as TikTok.

I'm Jamey Tucker and TikTok, is the app of the day.

ANCHOR INTRO

TIKTOK REQUIRES USERS TO BE OVER THE AGE OF 13 BUT THERE'S NO REQUIREMENT THAT THEY VERIFY A USER'S AGE.

WEB STORY

The hottest app among pre-teens is changing its name. Musical.ly is now TikTok, which is the hottest social media app in China.

We first told you about Musical.ly earlier this week after we found dozens of youngsters who appear to be 10 years old and younger, performing lip sync and dance videos featuring sexually explicit musical lyrics and suggestive dances.

Musical.ly claims to have over 100 million active users while TikTok has been downloaded over 300 million times. Together TikTok/Musical.ly has more active users than Pinterest, Snapchat and Twitter.

While it is true that Musical.ly mostly features teenagers who make silly and fun 15-second videos where they lip sync and perform challenges, parent groups have expressed concern for the suggestive videos that can be discovered by searching for certain hashtags such as #ultralowpants where young girls wear their shorts, skirts or pants below their hips while belly dancing while young men share videos with explicit moves imitating sex movements.

Musical.ly users will see their app change to TikTok the next time they update the app.