

The Rise of TikTok Music: The Artists and Songs That Went Viral

INTRO

TikTok has become a global phenomenon and a driving force in the music industry. The platform's unique algorithm has helped launch songs and artists to new heights of popularity, often in unexpected ways. Here are some of the most popular songs and artists that have gone viral on TikTok.

1 What is TikTok Music?

- TikTok is a social media app where users can create and share short-form videos set to music
- TikTok has become a powerful platform for launching songs and promoting artists

2 The Top TikTok Songs

- "Renegade" by K Camp
- "Savage" by Megan Thee Stallion
- "Say So" by Doja Cat
- "Blinding Lights" by The Weeknd
- "Stupid" by Ashnikko

3 The Top TikTok Artists

- Doja Cat
- Lil Nas X
- Megan Thee Stallion
- BENEE
- Powfu

4 Artists Who Found Success on TikTok

- Lil Nas X - "Old Town Road"**
 - The most famous TikTok success story
 - The song became viral on the app with the "Yeet Challenge"
 - The song spent a record-breaking 19 weeks at No. 1 on the Billboard Hot 100 chart.
- Doja Cat - "Say So"**
 - Another massive hit that went viral on TikTok
 - The song became popular with the "Say So Challenge"
 - The song peaked at No. 1 on the Billboard Hot 100 chart.
- Megan Thee Stallion - "Savage"**
 - Another TikTok success story
 - The song became viral with the "Savage Challenge"
 - The song peaked at No. 1 on the Billboard Hot 100 chart.
- Olivia Rodrigo - "Driver's License"**
 - A recent TikTok sensation that became a hit
 - The song became viral with users creating emotional lip-sync videos
 - The song debuted at No. 1 on the Billboard Hot 100 chart.
- Fleetwood Mac - "Dreams"**
 - A classic song that went viral on TikTok in 2020
 - The song became popular with the "Dreams Challenge"
 - The song re-entered the charts, peaking at No. 21 on the Billboard Hot 100 chart.

5 How TikTok Impacts the Music Industry

- TikTok can launch unknown artists to fame
- TikTok can revive old songs and introduce them to a new audience
- TikTok can generate viral challenges and trends that help promote songs and artists

6 Tips for Musicians on TikTok

- Be consistent with your content and engage with your followers
- Use popular sounds and challenges to increase your reach
- Collaborate with other TikTok creators to cross-promote your content

7 Continued Rise of Indie Artists

- One of the defining characteristics of TikTok music has been its ability to launch the careers of previously unknown indie artists. As the app continues to gain popularity, we can expect to see more and more indie musicians finding success through the platform.

8 Increased Role of AI and Algorithms

- TikTok's algorithm has played a major role in the success of many songs and artists on the platform. In the future, we can expect to see even more sophisticated AI and algorithms that help to surface new and emerging talent.

9 Integration with Streaming Services

- TikTok has already had a significant impact on streaming numbers, and this trend is only set to continue. In the future, we can expect to see even closer integration between TikTok and streaming services, with more songs and artists crossing over between the two platforms.

10 Greater Globalization

- TikTok has a truly global audience, and this has helped to make music from a wide range of cultures and regions go viral on the platform. As the app continues to expand its reach, we can expect to see even more cross-cultural collaborations and the emergence of new international stars.

TikTok has become a powerful force in the music industry, with its ability to turn unknown artists into overnight sensations and revive classic hits. With millions of users and a constantly-evolving algorithm, it's likely that we'll see many more viral hits and rising stars emerge from the app in the years to come.