

61). However, it is not only the music creators themselves who are undergoing a process of professionalization in this regard, but also people who specialize in supporting musicians in the context of TikTok. In recent years, a growing number of agencies have been founded that try to develop success strategies for musicians which they then communicate, for example, in the form of YouTube tutorials. Strategies for platform-compatible production and composition are also a recurring theme in this context; for example, the division of songs into approximately fifteen-second parts that can be used as the musical basis for dance challenges (Radovanović 2022, 62). In addition, TikTok is sometimes seen as an effective tool for jump-starting musicians' careers. For example, the phrase "TikTok-to-Spotify pipeline" refers to the possibility of being placed on major Spotify playlists as a result of becoming successful on TikTok and thus reaching a large number of listeners (Radovanović 2022, 63).

#### 4.10 Revenues on TikTok

The TikTok-to-Spotify pipeline is important for musicians because TikTok has been used primarily as a marketing tool, rather than as a direct source of income for musicians. A viral video on TikTok will not automatically result in a large amount of revenue, but there are several ways for musicians to earn money directly on the platform. One way is through the live stream feature, which is only available to users who already have a large number of followers. Users can buy TikTok coins, which they can use to buy gifts and send them to creators as part of a live stream. The creators in turn have these gifts converted into diamonds, which are then converted into real money and paid out, with the platform retaining 50% (Kaye, Zeng, and Wikström 2022, 151). Sponsorship deals with companies who want their products promoted by TikTokers are another way for creators to generate revenue. This is a classic source of income in the influencer industry, and the TikTok Creator Marketplace was launched in the U.S. market in early 2020 to bring advertisers and content creators together. There is also the TikTok Creator Fund, which was launched in July 2020. TikTok is tight-lipped about the specific distribution mechanisms, but in principle, content creators are compensated individually and based on their level of success. Initially, only U.S. TikTokers were eligible to receive compensation from the Creator Fund. They also had to be at least eighteen years old, have 10,000 followers, and have 100,000 video views in the previous month (Kaye,

Zeng, and Wikström 2022, 154). Creators in several European countries are now also eligible to participate in the fund (TikTok n.d.; TikTok 2021a; TikTok 2021b).

Overall, it can be seen that the platform specifics of TikTok can have a significant impact on the practices of users who are active on the platform. TikTok differs from other platforms in several ways: First and foremost, the numerous features that elicit mimetic practices and the absolutely crucial role of the recommendation algorithm, which is at the heart of the user experience. The studies mentioned in this section show that TikTok users sometimes interact very intensively with the platform's algorithm. It is also clear that the homogenization of content is most likely due to the logic of the platform and users' interpretations of it. The principal question for this study is how these socio-technical relations affect the representation of jazz on TikTok.

