

If TikTok is banned, where is everyone going to go? While most believe all of the action will move to Instagram, many creators aren't so eager to go to Meta. The app "Clapper" may be positioned to become the next big thing. What is it and what's there now?

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0-8 Jamey Tucker/whatthetech.tv

### **ON-CAMERA TEASE:**

IF TIKTOK GETS BANNED IN THE UNITED STATES, WHERE WILL EVERYONE GO? IT MIGHT NOT BE INSTAGRAM OR YOUTUBE. I'M JAMEY TUCKER COMING UP WITH AN APP POSITIONED TO BE THE NEXT BIG THING.

### **ANCHOR INTRO**

THE PUSH TO BAN TIKTOK IN THE UNITED STATES HAS MILLIONS OF PEOPLE WONDERING...WHAT'S NEXT?

TIKTOK'S PARENT COMPANY HAS ROUGHLY EIGHT AND A HALF MONTHS TO EITHER FIND A BUYER OR SHUT THE APP DOWN IN THE U.S. IF IT IS BANNED, WHERE WILL THOSE TIKTOK FANS GO? OUR CONSUMER TECHNOLOGY REPORTER JAMEY TUCKER HAS FOUND AN APP THAT HOPES TO BE A SOLUTION.

### **PACKAGE SCRIPT**

You might think TikTok users would move to Instagram for their endless scrolling fix. But many creators say they're not comfortable posting content to a Meta platform that's tied to so much of their personal information. The app "Clapper" hopes to be the next big thing.

Clapper, a Dallas based smartphone app that looks, well, a lot like TikTok.

(natural sound from TikTok videos)

Clapper has been around for a few years but never caught on like TikTok, no app has. Lately, creators have been establishing themselves as Clapper stars.

Like TikTok, an algorithm loads videos it thinks you'll like based on what you've liked before.

There's a For You feed, One for creators you follow and, a feed of creators nearby.

There's also a feed of creators who are streaming live.

Clapper is trying to attract TikTok creators by highlighting their channels and paying for their content.

As far as the content goes, it's very similar to what you see on TikTok. A lot of comedy and pranks. Clapper is for adults only. You must be at least 17 to use the app, so some content is not intended for children.

It has already become one of the most downloaded social media apps in both app stores. And it's free. It could soon be where TikTok fans choose to spend their time.

I'm Jamey Tucker and Clapper is the App of the Day.

## ANCHOR TAG

CLAPPER IS A FREE APP FOR IPHONE AND ANDROID DEVICES. AT LAST CHECK IT HAS OVER A HALF MILLION DAILY USERS. THAT NUMBER IS EXPECTED TO GROW

## WEB STORY

As the debate over TikTok's future in the United States intensifies, millions are left pondering the fate of their beloved video-sharing app. With TikTok's parent company facing a deadline to either sell or shut down operations in the U.S., fans and creators alike are on the lookout for a new platform. Enter Clapper, an app that's positioning itself as the go-to destination for the TikTok community.

While Instagram might seem like the obvious choice for TikTok refugees, concerns over privacy and personal data have led many to seek alternatives. Clapper, a Dallas-based app, has been quietly building a following and is now ready to step into the spotlight.

Clapper offers a user experience reminiscent of TikTok, with a few unique twists:

- **For You Feed:** Just like TikTok, Clapper's algorithm curates a personalized feed based on your preferences.
- **Following Feed:** Stay up to date with content from creators you follow.
- **Nearby Feed:** Discover content from creators in your vicinity.
- **Live Streaming:** Clapper incorporates elements of the once-popular app Clubhouse, allowing up to 2,000 followers to join live streams.

Clapper is actively courting TikTok stars, offering to feature their channels and compensate them for their content. This strategy is already paying off, with many creators starting to establish a presence on the platform.

The content on Clapper mirrors what you'd find on TikTok—comedy sketches, pranks, and a variety of other entertaining videos. However, Clapper is an adult-only platform, requiring users to be at least 17 years old, which means some content may not be suitable for younger audiences.

Clapper has seen a surge in downloads, becoming one of the most popular social media apps in both the Apple App Store and Google Play Store. It's free to use, which adds to its appeal for those looking for a new social media home.

As the clock ticks on TikTok's future, Clapper is poised to welcome its community with open arms. Whether it will achieve the same level of success remains to be seen, but for now, it stands as a promising haven for those seeking a fresh start.