

# Our journey to revolutionize mobile authentication

**Mobile Identity Summit**




# Isaac Bess

**Global Head Of Distribution**

# TikTok around the world

 **3B+**  
Downloads

 **1B+** Monthly Active  
Users

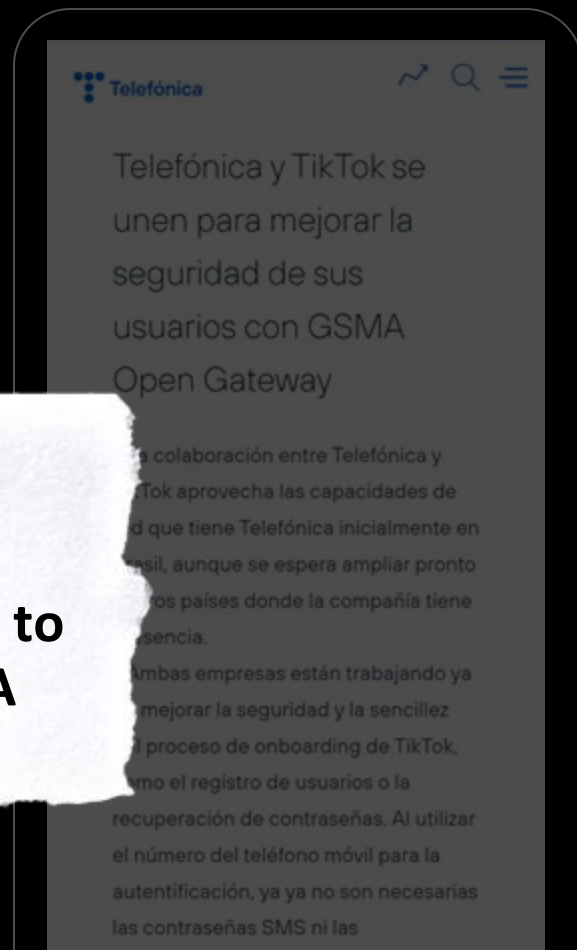
 **155** Countries, **75**  
Languages



# Our commitment with Open Gateway

**MWCC™ (2024)**

**Telefónica and TikTok join forces to improve user security with GSMA Open Gateway**



YES



A faster way to log in  
to TikTok

Log in without a code or password by allowing  
TikTok to access your phone number through  
%carrier%.

Allow

Log in with other methods

# Why did we start with Number Verification API?

#userexperience

#security

#industryalignment

# But there is more to Open Gateway for TikTok

“

According to McKinsey<sup>1</sup>, “Media & Entertainment” is expected to represent **20%-25%** of the Network API market in the next 5-7 years

<sup>1</sup>McKinsey: “What it will take for telcos to unlock value from network APIs” (Feb’24)

# What's next?



**Group I:  
account  
security**



**Group II:  
users'  
safety**



**Group III:  
Infrastructure**

**Thank**  
**you!**

