

## TikTok vs YouTube Shorts (vsdiff.com)

Feature	TikTok	YouTube Shorts
Launch Year	2016	2020
Video Length	Up to 3 minutes	Up to 60 seconds
Algorithm	Highly focused on user interaction	Combination of subscriptions and engagement
Monetization Options	Creator Fund, gifts, sponsorships	Ad revenue, channel subscriptions
Content Discovery	For You Page (FYP)	Shorts Shelf and YouTube feed
Target Audience	Younger demographic (Gen Z)	Broad range, including millennials and older

Source: <https://vsdiff.com/tiktok-vs-youtube-shorts/>