
CONTENT FORMAT INDEX SERIES • Q2 2026

The TikTok Editing Format Index **Q2 2026**

Which TikTok editing formats are gaining ground, and what that means for
a marketing team.

A quarterly benchmark from creator economy publication Net
Influencer, built with data from TikTok-first social listening firm [dig](#).

58,037 **20**

US TIKTOK POSTS • H1 2026

EDITING FORMATS TRACKED

6.4%

TYPICAL ENGAGEMENT RATE

3

FORMATS RISING ON BOTH SIGNALS

HOW THE INDEX WORKS

Creators reach for a format the audience already knows

Creators do not invent a new kind of post every time they film. They reach for a format the audience already knows: a slideshow of still images, a creator talking in front of a green screen, a fast edit cut to a beat, a montage set to music. Viewers recognize the format before the first second plays. Creators call that shared pattern **the meta**, and choosing a familiar format is how a post joins it.

Formats come in two flavors. **Editing formats** are how a post is cut and assembled. **Narrative formats** are how its story is told, such as a founder recounting how the business started. This edition of the index covers editing formats. Narrative formats follow in a later one.

Most creator briefs name neither. They specify the product, the message, the deliverables and the dates, and leave the format of the post to the creator.

The Q2 2026 TikTok Editing Format Index, a quarterly benchmark from creator economy publication Net Influencer built with data from TikTok-first social listening firm **dig**, tracks **20 editing formats across 58,037 US TikTok posts** from the first half of 2026.

TWO QUESTIONS, EVERY QUARTER

SIGNAL 01 Are more creators making it?

Measured by the format's share of all posts collected each month. The trend across the quarter's three months is the score.

SIGNAL 02 Are audiences responding to it faster than the average post?

Measured by its engagement rate, meaning likes plus comments as a share of views, divided by the average post's engagement rate that month.

A format that rises on both is one audiences are **pulling toward**. A format where more creators pile in while response falls is one they are **scrolling past**.

Formats under 300 posts in a quarter are marked directional, and every format is rescored with the top 1 percent most-viewed posts removed, so a few viral hits cannot skew the results.

45,215
POSTS WITH AN EDITING FORMAT TAG

20,262
TAGGED POSTS · Q1 2026

24,953
TAGGED POSTS · Q2 2026

±10%
FITTED CHANGE THAT COUNTS AS REAL

THE BOARD • ALL 20 FORMATS

Three formats are rising on both signals, and only one of them has scale

FORMAT	WHAT IT IS	Q1 POSTS	Q2 POSTS	CREATORS MAKING IT	AUDIENCES RESPONDING	MOMENTUM	HOLDS W/O TOP 1%
Photo Carousels	A slideshow of still images	717	1,317	+20%	+15%	RISING ON BOTH	Yes
TTS Narration *	Text-to-speech voiceover tells the story	140	176	+127%	+67%	RISING ON BOTH	No
Silent Vlogs (Text Narrated) *	Routine footage, narrated by on-screen text	71	85	+93%	+133%	RISING ON BOTH	Yes
Studio-grade Production	Deliberate lighting, steady camera, color correction	1,363	1,447	-16%	+30%	AUDIENCES UP, CREATORS DOWN	Yes
Self-aware Meta Green Screen *	Green-screen commentary about TikTok itself	180	226	-32%	+53%	AUDIENCES UP, CREATORS DOWN	Yes
Duet/Stitch Collaboration	Building on another creator's video	564	661	+16%	+8%	CREATORS UP, AUDIENCES STEADY	No
Longer Single Take *	One continuous take of 60 to 180 seconds	36	41	+77%	-4%	CREATORS UP, AUDIENCES STEADY	Yes
Lo-fi Native UGC	Raw handheld phone footage with minimal graphics	10,397	13,271	+7%	-6%	STEADY ON BOTH	Yes
Talking Head B-roll	A person talking to camera with clips cut in	7,931	8,701	-8%	+1%	STEADY ON BOTH	Yes
Fast Cut Templates	Rapid cuts following a trend or a beat	1,304	1,790	-9%	-1%	STEADY ON BOTH	No
Hopecore Montage *	An uplifting montage of clips cut to music	192	287	+6%	-6%	STEADY ON BOTH	No
Green Screen Commentary	A creator reacting in front of an inserted background	1,749	2,067	-13%	+3%	CREATORS DOWN, AUDIENCES STEADY	No
Search Optimized Edits	A direct answer to a question people search for	554	555	-27%	+3%	CREATORS DOWN, AUDIENCES STEADY	Yes
Yes But Visual Split *	A benefit shown against a drawback	155	174	-11%	-1%	CREATORS DOWN, AUDIENCES STEADY	No
Line-by-line Text Overlay	On-screen text revealed one line at a time	1,454	1,702	-1%	-22%	AUDIENCES DOWN, CREATORS STEADY	No
AI Cinematic Edits	Generative AI effects in a cinematic sequence	289	316	-9%	-65%	AUDIENCES DOWN, CREATORS STEADY	Yes
Shoppable Video Tagged	Video with a visible purchase tag	442	683	+30%	-41%	CREATORS UP, AUDIENCES DOWN	Yes
AI Actor Avatar UGC *	Synthetic presenters and virtual spokespeople	141	151	+17%	-51%	CREATORS UP, AUDIENCES DOWN	Yes
Reality TV Audio *	Dramatic stings, confessionals and reaction cuts	96	54	+53%	-12%	CREATORS UP, AUDIENCES DOWN	Yes
Live Shopping / Selling *	Real-time selling or demos in a livestream	21	46	+27%	-73%	CREATORS UP, AUDIENCES DOWN	Yes

* Fewer than 300 posts in the second quarter, so a single active creator can move the score. Treat these as a watchlist. "Creators making it" is the trend in the format's share of monthly posts. "Audiences responding" is the trend in its engagement rate against the average post. "Holds with top 1 percent of posts removed" is Yes when the format's score is unchanged after the top 1 percent most-viewed posts are removed. Changes of less than 10 percent in either direction count as steady. Both trend columns measure change within the quarter, month to month. A format can post fewer videos in the second quarter than the first and still gain share of monthly posts across April, May and June, as Reality TV Audio did.

READING THE BOARD

Nine formats lost ground on one signal. No format fell on both.

Three formats are rising on both signals: **Photo Carousels**, **TTS Narration** and **Silent Vlogs (Text Narrated)**. Photo Carousels are the only one of the three with 300 or more posts. Two formats gained with audiences while fewer creators made them, **Studio-grade Production** and **Self-aware Meta Green Screen**. Two gained creators while audiences held steady, Duet/Stitch Collaboration and Longer Single Take.

Four formats are steady on both signals, and they include the two largest formats in the index by Q2 posts: **Lo-fi Native UGC** at 13,271 posts and **Talking Head B-roll** at 8,701. Fast Cut Templates and Hopecore Montage complete the group.

Nine formats lost ground on one signal. Four gained creators while audiences responded less: **Shoppable Video Tagged**, **AI Actor Avatar UGC**, **Reality TV Audio** and **Live Shopping / Selling**. Three lost creators while audiences held steady: Green Screen Commentary, Search Optimized Edits and Yes But Visual Split. Two held creators while audiences responded less: Line-by-line Text Overlay and AI Cinematic Edits. No format fell on both.

THE FASTEST MOVERS

The fastest rise in share of monthly posts was **TTS Narration at 127 percent**, a directional format. Among formats with 300 or more posts, the fastest rise was **Shoppable Video Tagged at 30 percent**, while its engagement rate against the average post fell 41 percent. **Photo Carousels rose 20 percent in share of monthly posts and 15 percent in engagement rate against the average post**, and the score held with the top 1 percent of posts removed.

WHERE EVERY FORMAT SITS

Rows are the audience signal, columns the creator signal. Amber marks the formats audiences are pulling toward; grey marks the ones they are scrolling past. * directional, under 300 posts.

AUDIENCES RESPONDING	AUDIENCES UP · CREATORS DOWN Studio-grade Production Self-aware Meta Green Screen *	AUDIENCES UP · CREATORS STEADY No format	RISING ON BOTH Photo Carousels TTS Narration * Silent Vlogs (Text Narrated) *
	STEADY · CREATORS DOWN Green Screen Commentary Search Optimized Edits Yes But Visual Split *	STEADY ON BOTH Lo-fi Native UGC Talking Head B-roll Fast Cut Templates Hopecore Montage *	STEADY · CREATORS UP Duet/Stitch Collaboration Longer Single Take *
	FALLING ON BOTH No format	AUDIENCES DOWN · CREATORS STEADY Line-by-line Text Overlay AI Cinematic Edits	AUDIENCES DOWN · CREATORS UP Shoppable Video Tagged AI Actor Avatar UGC * Reality TV Audio * Live Shopping / Selling *
← FEWER CREATORS CREATORS MAKING MORE CREATORS IT →			

A GOOD ENGAGEMENT RATE DEPENDS ON THE FORMAT

One average hides a range from 0.6 percent to 10.6 percent

Most brands judge creator results against one number, an average engagement rate for TikTok. In our sample the typical post earned a **6.4 percent engagement rate**, meaning its likes and comments added up to 6.4 percent of its views. The typical post in each format lands somewhere else.

A carousel with a 5 percent engagement rate is **below** what the format usually earns. A purchase-tagged video with a 5 percent engagement rate is **well above** it.

THE SIMPLEST CHANGE

Most campaign reports do not say which format each post used. **Adding that column is the simplest change a brand can make** to how it reads results.

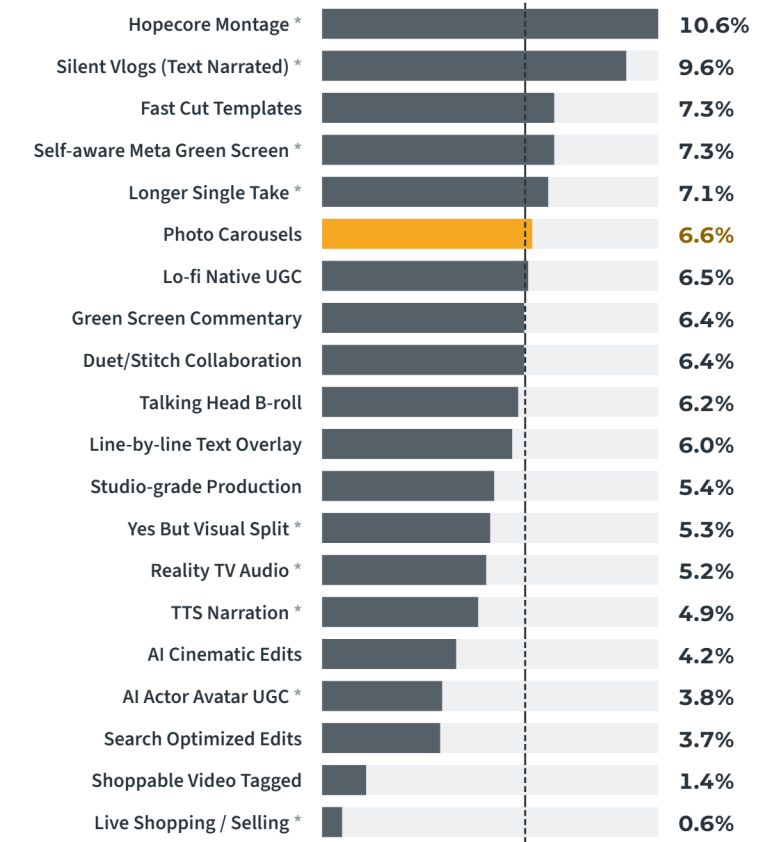
10.6%

HOPECORE MONTAGE,
THE HIGHEST

0.6%

LIVE SHOPPING /
SELLING, THE LOWEST

TYPICAL ENGAGEMENT RATE BY FORMAT · dashed line is all posts, 6.4%



Typical engagement rate is the median post in each format, second quarter of 2026. * Fewer than 300 posts in the second quarter.

WHICH FORMAT WORKS BEST DEPENDS ON THE CATEGORY

The same format can lead one category and trail another

The platform-wide table says which formats are gaining across TikTok. It does not say which ones work in a given category, and the answer changes from one aisle to the next. For each category in our sample, the table below shows the typical post's engagement rate, then the formats with the highest and lowest typical engagement rate among formats with at least 100 posts in that category.

The same format can have the highest typical engagement rate in one category and the lowest in another. **Photo Carousels** had the highest in Fashion and Comedy and the lowest in Food. **Raw phone footage** had the highest in Business and the lowest in DIY.

CATEGORY	POSTS IN SAMPLE	TYPICAL ENGAGEMENT RATE	HIGHEST TYPICAL ENGAGEMENT RATE	LOWEST TYPICAL ENGAGEMENT RATE
Lifestyle	9,700	7.9%	Hopecore Montage · 11.2% (111 posts)	Shoppable Video Tagged · 2.8% (149)
Comedy	6,700	7.7%	Photo Carousels · 8.7% (169)	AI Cinematic Edits · 3.9% (131)
Education	4,150	5.8%	Green Screen Commentary · 6.4% (607)	Search Optimized Edits · 4.3% (279)
Food	3,155	5.7%	Talking Head B-roll · 6.3% (1,180)	Photo Carousels · 4.2% (126)
Business	2,618	5.3%	Lo-fi Native UGC · 5.8% (859)	Studio-grade Production · 4.1% (161)
Beauty	2,601	7.2%	Fast Cut Templates · 7.7% (155)	Shoppable Video Tagged · 3.7% (140)
DIY	2,099	4.5%	Talking Head B-roll · 6.3% (408)	Lo-fi Native UGC · 4.2% (1,358)
Tech	2,078	4.3%	Studio-grade Production · 5.2% (194)	Search Optimized Edits · 3.1% (165)
Fashion	1,806	7.2%	Photo Carousels · 8.9% (104)	Shoppable Video Tagged · 1.4% (111)

Highest and lowest are among formats with at least 100 posts in the category. Post counts in parentheses.

CAROUSELS, BOTH ENDS

Highest typical engagement rate in Fashion (8.9%) and Comedy (8.7%), lowest in Food (4.2%).

READ: the format is not the variable on its own.

RAW FOOTAGE, BOTH ENDS

Lo-fi Native UGC leads Business at 5.8% and trails DIY at 4.2%, on 1,358 posts.

READ: scale in a category does not mean it works there.

PURCHASE TAGS, ONE END

Shoppable Video Tagged is the lowest in Lifestyle, Beauty and Fashion, at 1.4% to 3.7%.

READ: judge it against its own baseline, not the average.

FORMAT BY CATEGORY • THE FULL TABLES

Every format with at least 100 posts in each of the nine categories

Sorted by typical engagement rate. The category's typical engagement rate across all posts is shown beside its name.

Lifestyle			typical 7.9%
FORMAT	POSTS	TYPICAL ER	
Hopecore Montage	111	11.2%	
Photo Carousels	600	8.3%	
Lo-fi Native UGC	4,889	7.9%	
Talking Head B-roll	2,215	7.9%	
Fast Cut Templates	577	7.7%	
Line-by-line Text Overlay	457	7.5%	
Green Screen Commentary	179	7.0%	
Studio-grade Production	377	6.9%	
Shoppable Video Tagged	149	2.8%	

Comedy			typical 7.7%
FORMAT	POSTS	TYPICAL ER	
Photo Carousels	169	8.7%	
Fast Cut Templates	606	8.6%	
Lo-fi Native UGC	1,250	7.9%	
Self-aware Meta Green Screen	113	7.7%	
Talking Head B-roll	933	7.3%	
Duet/Stitch Collaboration	382	7.3%	
Studio-grade Production	183	7.2%	
Green Screen Commentary	822	7.1%	
Line-by-line Text Overlay	361	7.1%	
AI Cinematic Edits	131	3.9%	

Education			typical 5.8%
FORMAT	POSTS	TYPICAL ER	
Green Screen Commentary	607	6.4%	
Lo-fi Native UGC	844	6.2%	
Line-by-line Text Overlay	519	6.1%	
Talking Head B-roll	2,098	5.9%	
Duet/Stitch Collaboration	103	5.2%	
Studio-grade Production	173	4.9%	
Photo Carousels	107	4.5%	
Search Optimized Edits	279	4.3%	

Food			typical 5.7%
FORMAT	POSTS	TYPICAL ER	
Talking Head B-roll	1,180	6.3%	
Lo-fi Native UGC	2,189	5.6%	
Studio-grade Production	153	4.7%	
Photo Carousels	126	4.2%	

Business			typical 5.3%
FORMAT	POSTS	TYPICAL ER	
Lo-fi Native UGC	859	5.8%	
Talking Head B-roll	1,190	5.3%	
Line-by-line Text Overlay	220	4.9%	
Green Screen Commentary	179	4.8%	
Studio-grade Production	161	4.1%	

Beauty			typical 7.2%
FORMAT	POSTS	TYPICAL ER	
Fast Cut Templates	155	7.7%	
Lo-fi Native UGC	1,844	7.5%	
Talking Head B-roll	841	7.5%	
Studio-grade Production	149	5.5%	
Shoppable Video Tagged	140	3.7%	

DIY			typical 4.5%
FORMAT	POSTS	TYPICAL ER	
Talking Head B-roll	408	6.3%	
Studio-grade Production	100	5.0%	
Lo-fi Native UGC	1,358	4.2%	

Tech			typical 4.3%
FORMAT	POSTS	TYPICAL ER	
Studio-grade Production	194	5.2%	
Green Screen Commentary	183	4.9%	
Talking Head B-roll	969	4.7%	
Lo-fi Native UGC	543	4.1%	
AI Cinematic Edits	109	4.0%	
Search Optimized Edits	165	3.1%	

Fashion			typical 7.2%
FORMAT	POSTS	TYPICAL ER	
Photo Carousels	104	8.9%	
Fast Cut Templates	295	7.6%	
Lo-fi Native UGC	1,038	7.0%	
Studio-grade Production	106	6.0%	
Talking Head B-roll	274	5.9%	
Shoppable Video Tagged	111	1.4%	

REFERENCE POSTS • THREE PER FORMAT • 1 OF 2

What each format looks like done well

Each format has three posts from the second quarter, drawn from our sample. Each post had at least 50,000 views, and the three are the highest-ranked by engagement rate within the collected sample for that format. A post can appear under more than one format because posts can have more than one format tag. Follower counts, views and engagement rates are as of the June 30 collection. Links were checked on September 2, 2026. Two account names changed after collection and are shown as they now appear. One post in the TTS Narration list was deleted after collection and the next-ranked post from our sample takes its place. Two posts are no longer live and are marked. Under AI Actor Avatar UGC, three tagged posts came from accounts that are real people rather than synthetic presenters and were removed; the next-ranked posts whose content is AI-generated take their place.

Photo Carousels1,317 posts in Q2					
CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@lalunafleurs	1,321	335,141	32.3%	Apr 29	View post
@adalyyta2lp	208	1,383,491	28.4%	Jun 14	View post
@cupcakecowgirl6	268	147,832	25.5%	May 28	View post

Silent Vlogs (Text Narrated) *85 posts in Q2					
CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@lalunafleurs	1,321	610,031	30.3%	Jun 15	View post
@midnightmiso_	65,700	67,128	29.1%	Jun 2	View post
@lalunafleurs	1,321	1,558,106	24.2%	Apr 25	View post

Self-aware Meta Green Screen *226 posts in Q2					
CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@dellygobrazy	329,800	191,567	24.5%	Jun 10	View post
@tannertan36	1,000,000	1,376,143	24.2%	May 15	View post
@robloxdrawspace	13,900	1,014,889	21.8%	May 18	View post

Longer Single Take *41 posts in Q2					
CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@mandysreads	118,547	899,577	18.5%	Apr 6	View post
@supercar_ron	343,409	71,855	17.5%	Apr 16	View post
@shizzytaff	3,200,000	351,355	15.1%	Jun 26	View post

Talking Head B-roll8,701 posts in Q2					
CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@anthonyabaci	313	227,926	34.3%	Apr 30	View post
@joejax69	21,877	126,131	31.6%	Jun 17	View post
@cavatica	436,977	53,596	31.2%	Apr 28	View post

TTS Narration *176 posts in Q2					
CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@wellierants	58	65,495	33.2%	Jun 16	View post
@jaysmoo3	165,900	199,671	20.1%	Jun 15	View post
@chopwoods	85,000	688,890	18.6%	May 3	View post

Studio-grade Production1,447 posts in Q2					
CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@lesterlavonne	324	59,425	32.1%	May 31	View post
@residencenature	5,658	125,345	26.8%	Jun 10	View post
@astoldbymichelle	484,200	859,505	24.4%	Jun 27	View post

Duet/Stitch Collaboration661 posts in Q2					
CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@auntienae95	1,000,000	330,158	24.6%	Jun 22	View post
@baddiesandbudgets	844,500	781,680	23.5%	Apr 11	View post
@brookesharks	26,907	2,598,068	22.9%	May 8	View post

Lo-fi Native UGC13,271 posts in Q2					
CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@anthonyabaci	313	227,926	34.3%	Apr 30	View post
@peggyadamsarl	194,565	66,347	33.2%	Apr 15	View post
@wellierants	58	65,495	33.2%	Jun 16	View post

Fast Cut Templates1,790 posts in Q2					
CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@halfbloodfxs	5,487	233,287	33.1%	May 4	View post
@jessiepage	1,000,000	397,241	29.5%	Apr 24	View post
@adorelottee	254	299,535	26.9%	Apr 5	View post

REFERENCE POSTS • THREE PER FORMAT • 2 OF 2

What each format looks like done well • continued

Hopecore Montage *

287 posts in Q2

CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@sadbeige	0	82,850	31.9%	Jun 9	View post
@sleepingpatterns	869	479,399	31.2%	May 13	View post
@myteenboi	130	322,297	30.0%	Jun 14	View post

Search Optimized Edits

555 posts in Q2

CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@ianinrealtime	97,445	3,908,129	21.4%	Apr 6	View post
@traytothec1	10,877	183,001	19.8%	May 29	View post
@stuartknechtle	2,373,498	110,890	19.4%	Apr 15	View post

Line-by-line Text Overlay

1,702 posts in Q2

CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@peggyadamsarl	194,565	66,347	33.2%	Apr 15	View post
@sadbeige	0	82,850	31.9%	Jun 9	View post
@theblindguy_	170,700	235,805	28.9%	May 5	<i>No longer live</i>

Shoppable Video Tagged

683 posts in Q2

CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@amber.accountability	4,982	91,730	18.4%	Apr 25	View post
@claytonfarris4ever	464,000	1,426,164	16.9%	May 10	View post
@emily_durrance	643,900	107,863	16.7%	Apr 14	View post

Reality TV Audio *

54 posts in Q2

CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@daily.discipline.source	1,244	9,239,956	13.7%	Apr 17	View post
@daviddobrikvlogclips	195,300	60,760	12.8%	Jun 2	View post
@cultureratedpv	2,312,347	1,900,000	10.0%	Jun 30	View post

Green Screen Commentary

2,067 posts in Q2

CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@joshallyn	256,356	809,242	30.8%	Apr 5	View post
@chill_skeleton	146,300	548,637	26.5%	Jun 5	View post
@whosaliahnicole	14,900	656,163	24.9%	Apr 21	View post

Yes But Visual Split *

174 posts in Q2

CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@jham.live	316,700	1,447,315	15.7%	May 19	View post
@emmamarie	3,032,710	105,345	15.7%	Jun 12	View post
@zackshutt	77,232	223,387	14.8%	Apr 10	View post

AI Cinematic Edits

316 posts in Q2

CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@amberdar47	1,327	316,856	20.6%	May 4	View post
@voooarchive	301	358,983	16.6%	May 30	<i>No longer live</i>
@dubski.bangers	35,200	1,696,158	16.1%	Jun 9	View post

AI Actor Avatar UGC *

151 posts in Q2

CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@amberdar47	1,327	316,856	20.6%	May 4	View post
@huskistaken	7,716	11,305,934	9.3%	Apr 15	View post
@peigen_goo	6	669,895	7.2%	Jun 2	View post

Live Shopping / Selling *

46 posts in Q2

CREATOR	FOLLOWERS	VIEWS	ER	PUBLISHED	LINK
@garyvee	15,100,000	159,002	5.2%	May 19	View post
@garyvee	15,100,000	2,290,291	4.6%	Apr 7	View post
@blackline	151,355	891,513	1.4%	Jun 19	View post

ER is engagement rate, likes plus comments as a share of views. Follower counts are as collected; a count of 0 reflects the collection record.

WHAT THE DATA DOES NOT SHOW · AND HOW THIS WAS BUILT

A single-quarter change is an early signal, not a confirmed one

WHAT THE DATA DOES NOT SHOW

- 01** The index tracks **20 seeded formats**, so a format outside that list is invisible to it. Only posts with at least 1,000 views enter **dig**'s collection, so posts that never found an audience are absent from our sample.
- 02** Views are heavily skewed. The median post has **13,719 views** and the average post has **513,012**, and the top 1 percent of posts by views hold **47.6 percent** of all views. That is why the report describes typical posts and trends.
- 03** A post can have more than one format tag, so the format counts overlap and do not add up to the collection total. A quarter is three monthly observations, so **a single-quarter change is an early signal**, and a second quarter of data is needed to confirm it.
- 04** The index does not show causation. More skilled creators may be choosing certain formats, which would raise a format's engagement rate without the format itself doing the work.

Disclosure. **dig** supplied the data for this index and sells social listening on TikTok, which gives it a commercial interest in the subject. The scoring and the analysis are Net Influencer's.

METHOD

dig collected **58,037 US TikTok posts** published between January 1 and June 30, 2026, each with at least 1,000 views. Of those, **45,215** had an editing format tag: 20,262 in the first quarter and 24,953 in the second. Each quarter is scored on its own three months.

- **"Creators making it"** is the least-squares fitted change across the quarter's three months in the format's share of all posts collected each month.
- **"Audiences responding"** is the same fit applied to the format's engagement rate divided by the average post's engagement rate that month, where engagement rate is likes plus comments as a share of views.
- A fitted change of **10 percent or more** in either direction counts as a real change, and anything smaller counts as steady.
- Formats under **300 posts** in the quarter are marked directional.
- Every format is rescored with the **top 1 percent most-viewed posts removed**, and the board's last column says whether its score held.

NEXT EDITION

This edition covers editing formats. **Narrative formats follow in a later one**, and the third quarter will show whether the three formats rising on both signals hold.

Net Influencer · WITH DATA FROM **dig**