# TikTok Tests New Feature Allowing Videos Up to 60 Minutes Long



TikTok is currently testing a new feature allowing users to upload videos up to 60 minutes long, emulating the longer video format traditionally associated with platforms like YouTube. This development was first reported by social media consultant Matt Navarra, who shared a screenshot of the feature on Threads. The feature is available to a limited group of users in select markets, though further specifics have not been disclosed.

Currently, TikTok allows videos up to one minute when created in-app and up to three minutes when uploaded. This potential shift to hour-long content could attract creators who typically use YouTube for longer videos, such as makeup tutorials or cooking shows. It might also enable streaming full TV episodes, as evidenced by Peacock's previous tactic of dividing an episode of "Killing It" into multiple TikTok parts.

Reactions among TikTok users to the longer video format have been mixed. Many have voiced skepticism, questioning the necessity of such extended content on a platform known for its concise videos. Some users have expressed reluctance to watch lengthy TikTok videos, suggesting that content would need to be exceptionally engaging to maintain their interest.