About

Behind every viral TikTok trend and addictive social media feed lie powerful, highly advanced data computing architectures. For years, the tech world was absolutely desperate to figure out exactly how ByteDance's legendary recommendation algorithms worked so perfectly. Instead of keeping that secret sauce entirely to themselves, ByteDance made a savvy business move: they decided to rent it out via BytePlus.

Through BytePlus, an external corporation, a retail brand, or a mobile app developer can license machine learning models and data infrastructure. Want to make your online clothing store's product recommendations as scarily accurate as TikTok's 'For You' page? Or building a fitness app and need the camera to perfectly track someone's workout form? BytePlus provides generative AI services that can tackle these problems.

BytePlus offers a massive menu of helpful tools for businesses reliant on social media, including real-time video effects, content delivery platforms to stream video at good speed, automated translation tools, and cloud analytics. Even if you want to generate video ads or images for your business, AI features and tools on BytePlus are all you need.

Source: Slashgear

Revision #3
Created 2026-10-17 15:01:52 UTC by Dennis Paassen
Updated 2026-10-17 15:03:24 UTC by Dennis Paassen