About

While short-form video is what first comes to mind when speaking about ByteDance, the company has also quietly established a massive footprint in the digital publishing and long-form reading industry via Fizzo. If you aren't familiar with it, Fizzo is a reading app that operates across multiple international markets, with a dedicated user base throughout Southeast Asia. The platform offers readers a huge library of bite-sized, serialized web novels spanning across several genres — from romance and fantasy to thrillers and science fiction.

What makes Fizzo so addictive is that it is designed entirely for the modern, on-the-go mobile consumer. It completely throws out the traditional, clunky e-book format in favor of a clean, vertical-scrolling interface that feels just as effortless as scrolling through a social media feed. Readers can customize their typography, switch to dark mode, or even use the app's advanced text-to-speech feature to listen to their favorite stories like an audiobook. True to the ByteDance DNA, the app features a recommendation algorithm that learns your reading tastes. Fizzo even lets small and aspiring freelance writers serialize their novels chapter-by-chapter and actually get paid based on readership metrics.

Source: Slashgear

Revision #1
Created 2026-10-17 15:14:43 UTC by Dennis Paassen
Updated 2026-10-17 15:15:28 UTC by Dennis Paassen