# Sonic SVM gains traction in Web3 gaming with TikTok launch



Sonic SVM, a Layer-2 scaling solution on the Solana blockchain, has gained significant traction in the Web3 gaming sector by launching its point-earning game, SonicX, on the widely popular short video platform TikTok. This initiative led to the successful engagement of over two million players, showcasing Sonic SVM's innovative approach to attracting a user base amid the rapidly evolving landscape of blockchain gaming.

During the "Web3 Game TGE" week earlier in January, Sonic SVM's native SONIC token exhibited remarkable stability, achieving an impressive fully diluted valuation (FDV) of $1.94 billion shortly after its launch on January 7. By January 16, the price of SONIC was approximately $0.72, positioning it as the 9th most valuable Layer-2 token and the sole Solana-based token within the top ten. The performance has been particularly noteworthy as it has remained steadfast despite ongoing discussions surrounding a potential ban of TikTok in the United States, suggesting robust initial support for the gaming platform.

Founded by CEO Chris Zhu, Chief Product Officer Alan Zhu, and Chief Technology Officer Jonathan Bakebwa, Sonic SVM was developed by Mirror World Labs and has secured $16 million in funding through seed and Series A rounds. Investors backing the project include BITKRAFT, Galaxy Interactive, Big Brain Holdings, Sky9 Capital, and OKX Ventures. The company seeks to enhance the efficiency and interoperability of blockchain gaming platforms, thereby providing essential tools for developers and players alike.

The decision to implement SonicX on TikTok is strategically significant, as TikTok serves as a major traffic entry point for new and emerging digital platforms. The game, which gained momentum following its launch in October 2024, drew inspiration from the classic video game "Sonic the Hedgehog" and is designed to engage users via TikTok's platform—a tactic that has proven effective in generating more than one million players within its first month, eventually surpassing two million.

Sonic SVM’s marketing efforts included targeted TikTok advertisements that attracted millions of views, resulting in substantial conversion rates to active users. While the user count may seem modest compared to the success of games on Telegram, TikTok's rigorous requirements for phone number and identity verification suggest that SonicX's user base is of a higher quality compared to previous mini-game platforms that had lower restrictions.

However, the prospective future of TikTok in the U.S. is currently ambiguous. American users are reportedly considering alternative platforms amid the impending legislation that could lead to a nationwide ban. The U.S. Congress has mandated that TikTok's parent company, ByteDance, divests its stake in the app by January 19, or face restrictions that would effectively prohibit operations within the country. TikTok has stated its intention to appeal this ruling, arguing that such a prohibition would infringe upon the First Amendment rights of its 170 million American users.

This turbulent political landscape has prompted TikTok to explore all available legal avenues to safeguard its presence in the U.S. Subsequently, speculation about potential ownership changes has emerged, with notable figures such as Elon Musk mentioned in connection to possible acquisition scenarios, although TikTok has categorically dismissed these claims as "purely fictional."

As TikTok navigates this complex situation, it remains to be seen how Sonic SVM will adapt its strategies. The platform currently boasts around one billion monthly active users, with more than ten percent of these being U.S. users. This demographic has the potential to significantly impact the future of SonicX and its gaming ecosystem.

As the SONIC token demonstrates resilience in the face of external pressures, Sonic SVM appears well-positioned to continue bridging TikTok users to the Web3 gaming environment. Nevertheless, the prevailing uncertainties surrounding TikTok's operational status in the U.S. will likely pose substantial challenges for Sonic SVM and its mission to foster a sustainable Web3 gaming layer for mainstream audiences.

Source: [Noah Wire Services](https://www.noahwire.com)

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