

# TikTok expands state-affiliated media labels to promote brand safety and maintain consumer trust

Article

**The news:** TikTok is expanding its labels that identify state-affiliated media to outlets in over 40 markets. The nations to which the labels are spreading include the US, Canada, France,

Japan, and China, the home of TikTok parent **ByteDance**.

- The requirements for the label consider elements like an organization's funding, coverage, editorial independence, and journalistic standards. Publishers that want to challenge a state-affiliated classification can submit documentation of their editorial independence for review by outside experts.

**How we got here:** When it began the labeling in response to Russia's invasion of Ukraine, the platform claimed it was "expediting" the trial program in Russia, Ukraine, and Belarus. Several state-run Russian media outlets have been labeled under the policy.

- Russian state-controlled media sources utilized TikTok to disseminate false material before the invasion, and the platform was overloaded with content on the Ukraine conflict that frequently lacked context or attribution.

**The context:** TikTok is trying to be seen as a benevolent player to regulators and lawmakers alike.

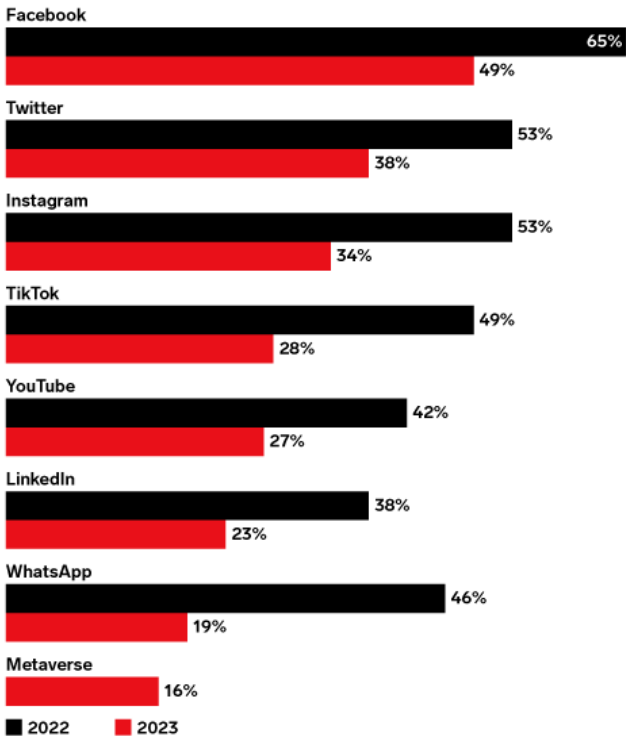
- The platform recently announced an improved [audience settings tool](#) that gives creators the ability to limit their videos to adult audiences.
- The app has gone so far as to consider [opening up its algorithm](#) to regulators.
- But all its moves may not be enough: President Joe Biden has signed a bill that [bans the app](#) on US government devices and it faces challenges [at the state level](#) as well.

**Our take:** Labeling state-controlled media has become table stakes for social platforms competing on brand safety that want to attract ad dollars; **YouTube, Facebook, Instagram, and Twitter** all include similar labeling systems.

- The state-controlled media labels also help protect against eroding consumer trust—something advertisers monitor closely.

## Platforms US Digital Media Professionals Are Likely to Adjust Media Spend Due to Eroding Consumer Trust, 2022 & 2023

% of respondents



Source: Integral Ad Science (IAS), "The 2023 Industry Pulse Report," Dec 16, 2022

279653

eMarketer | InsiderIntelligence.com