

TikTok unveils next-gen ad features, media partnerships, and measurement deals amid regulatory scrutiny

Article

The news: TikTok unveiled premium ad options and publisher partnerships at its NewFronts event as it girds to fight a potential ban in the US. Among the highlights:

- **Paramount** and the **National Hockey League** joined TikTok's Pulse Premiere program, allowing advertisers to place ads alongside their content.
- TikTok introduced **Pulse Custom Lineups**, which use generative AI to curate trending content for brand-specific ad placements.
- **Pulse Premiere Tentpole Moments** enable brands to advertise during major events like the Olympics and Met Gala.
- Expanded measurement capabilities include partnerships with **iSpot** and **Nielsen** for cross-platform campaign tracking.

Why it matters: The NewFronts presentation proves it's business as usual for TikTok's ad business despite escalating tensions with US regulators over data security concerns and a potential sale or ban.

- The platform aims to solidify its advertising offerings, providing brands with premium inventory and advanced targeting capabilities.
- Partnerships with major media companies like Paramount and the NHL are giving TikTok deeper advertising credentials while measurement partnerships address advertisers' demands for transparent cross-platform analytics.

Our take: While facing an existential threat, TikTok's aggressive pursuit of advertising revenue streams underscores its ambition to cement its position as a formidable marketing channel.

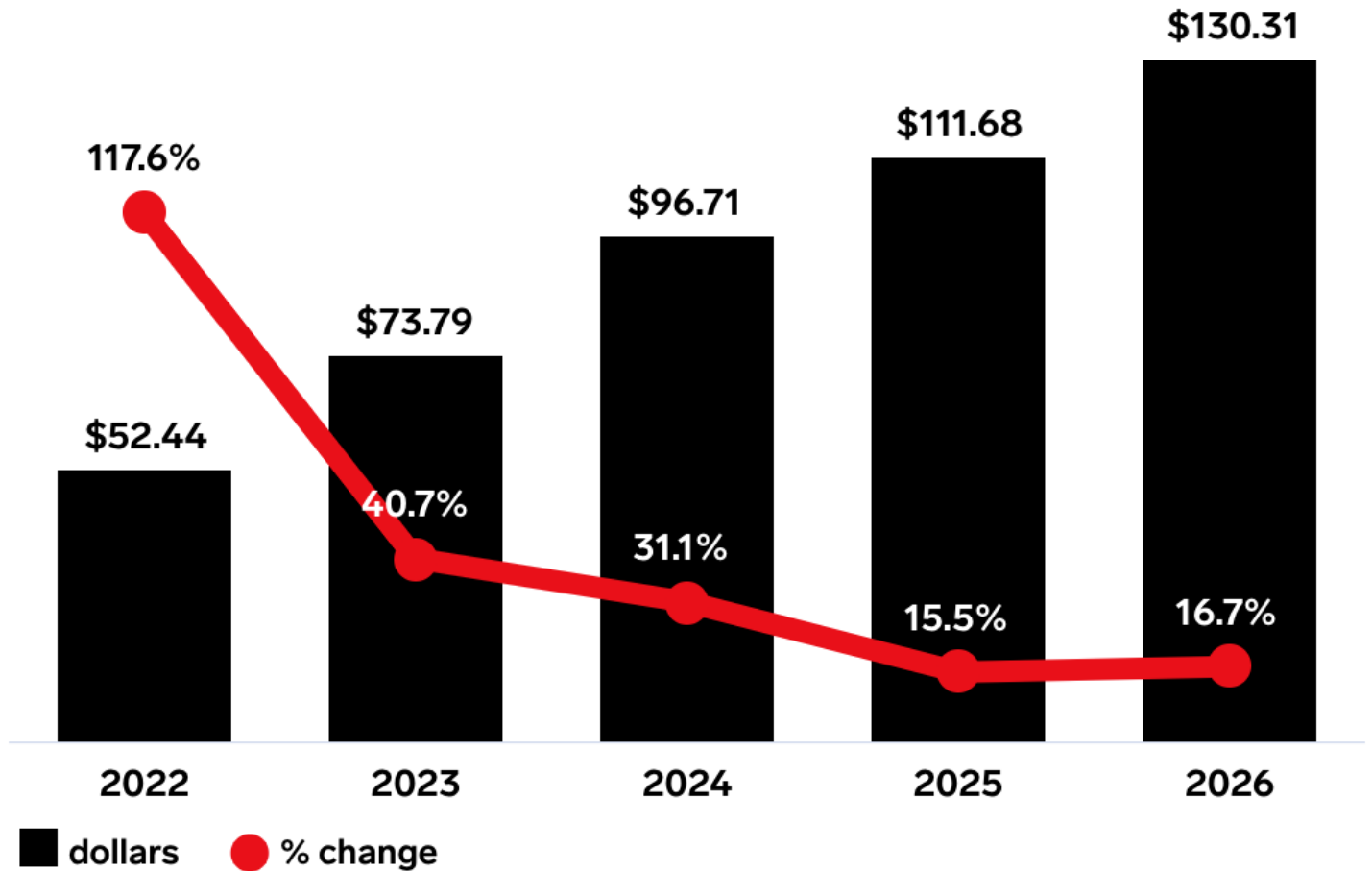
- By forging strategic partnerships with established media giants and introducing sophisticated ad products, TikTok is looking to make itself indispensable for brands seeking to engage diverse audiences.
- TikTok's vow to fight a ban signals its determination to protect its business interests and massive US user base.
- That said, the looming regulatory challenges cannot be ignored. TikTok's combative rhetoric highlights the high stakes involved, but a protracted legal battle could undermine advertisers' confidence and hinder adoption of its offerings. Ultimately, TikTok's ability to navigate the

regulatory minefield while delivering on its promises to brands will shape its long-term viability in the US.

- Advertisers must carefully weigh the potential rewards of TikTok's innovative ad solutions against the risks posed by the unfolding political drama—though it's hard for us to imagine a mass advertiser exodus unless the situation dramatically worsens.

TikTok Ad Revenues, per TikTok User

US, 2022-2026



Note: among users via any device at least once per month; paid advertising only; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; excludes payments to influencers or other creators to produce sponsored content; includes branded content amplified as paid media

Source: EMARKETER Forecast, March 2024