

3 moves from TikTok, Meta, and Google you may have missed at NewFronts

Article

Major players like TikTok, Meta, and Google unveiled new partnerships, AI innovations, and streamlining solutions. Here are three key developments you may have missed.

1. Partnerships are popping at TikTok

TikTok is partnering with iSpot and Nielsen for cross-platform campaign tracking. The platform is also teaming up with Paramount and the National Hockey League to allow advertisers to place ads alongside their content via TikTok's Pulse Premiere Program.

The partnerships with measurement platforms will help break down challenges advertisers have comparing campaigns on walled gardens like TikTok. The former two partnerships allow TikTok to offer premium content.

As TikTok faces a potential ban in the US, it's leaning into partnerships that keep it relevant for brands that may otherwise shy away from a possibly sunseting platform. At stake is the \$10.42 billion in ad revenues we forecast TikTok to take in this year.

2. Ads get AI innovations at Meta

Meta introduced new AI-powered ad tools which offer creators suggestions and allow advertisers to make campaigns using AI. The tools will help contribute to Meta's forecasted \$64.63 billion in US ad revenues this year.

Meta is in competition with Microsoft, Amazon, and Google to win the generative AI race. We've identified [Meta as a possible dark horse](#) in this race, and its AI-generated ads evidence Meta's powerful position.

3. Google goes for simplicity in ad-buying

Google announced a centralized demand-side platform (DSP), which will be integrated within Display & Video 360 (DV360). The platform consolidates fragmented streaming offerings into one centralized service for CTV ad buying, per Google's presentation.

Google is capitalizing on YouTube's dominance—the platform is used by 70.7% of the US population—to win ad dollars. The move will likely pay off. We project Google's US ad revenues will reach \$77.49 billion this year.

*This was originally featured in the **EMARKETER Daily** newsletter. For more marketing insights, statistics, and trends, subscribe [here](#).*