

# With one month until TikTok's ban, marketers adjust plans

Article

**The news:** The final countdown for a US **TikTok** ban has officially begun after a judge refused to grant an emergency injunction to halt the law requiring the platform to sell to a US company by January 19.

- Barring a sale, TikTok has three paths to avert the ban: An appeal to the Supreme Court, an executive order from **Donald Trump** once he assumes the presidency, or a three-month extension from current President **Joe Biden**.
- However, there is no guarantee the Supreme Court will choose to hear its appeal, and Trump has [sent mixed signals](#) on his commitment to the ban.
- US lawmaker notified **Google** and **Apple** to prepare to remove the app from their digital storefronts to cooperate with the ban.

**Yes, but:** This may not be TikTok's last gasp. The most likely outcome appears to be that the app will go dark for a period of time, becoming unavailable until it sells, is saved by executive order, or gets a favorable SCOTUS ruling. But there's still the chance that it comes back after that time.

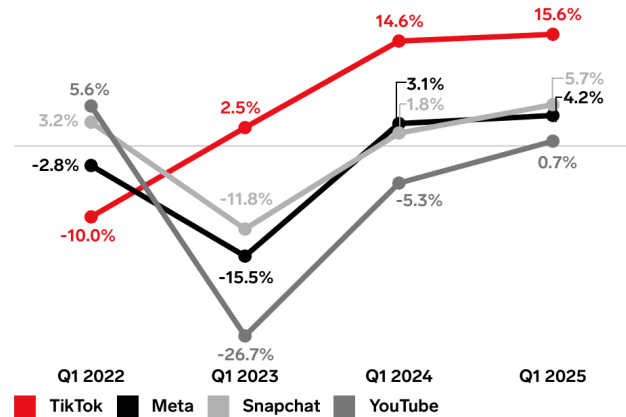
- But going dark is a grim prospect for the app, which is surrounded by short-form video competitors in **Reels** and **YouTube Shorts**. In its request for an injunction, **TikTok said even a one-month shutdown would cause it to lose 29% of its global ad revenue target for 2025**.

**How advertising will change:** TikTok has stayed the course throughout 2024 despite the ban, introducing new features and seeing significant success with **TikTok Shop** around Black Friday. But with (at least) a temporary blackout looking like a certainty, marketers are sure to turn their attention elsewhere.

- We forecast that TikTok will attract \$12.34 billion in US ad spending this year, opening up a large potential pool of spending for its competitors. Google and **Meta** are best poised to seize on it due to their existing short-form video platforms, but it remains to be seen how quickly consumers will look for a TikTok alternative.
- **A TikTok ban is likely to cause CPMs on short-form video to rise.** [We forecast](#) that **social media CPMs will rise nearly across the board in Q1 2025**, and the loss of a major short-form video platform means demand for space on Shorts and Reels is likely to pick up, emboldening Meta and Google to charge more.
- Advertisers should prepare for greater competition over coveted short-form ad space, and should watch carefully to see how user behavior adjusts to a ban.

## Social CPMs Are on the Rise, With TikTok Leading the Pack

% change in US social and YouTube ad cost per thousand (CPM), Q1 2022-Q1 2025



Note: average social/YouTube ad CPM is the amount advertisers pay for every thousand impressions of their social ads or ads delivered via YouTube; YouTube excludes YouTube TV; 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  
Source: EMARKETER KPI Forecast, Q3 2024

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