

**BLACK ADS AGENCY**

Senior TikTok LIVE Partner · MENA · Europe · North America

# MARKET INTELLIGENCE REPORT

**VOLUME 02 — ALGERIA**

Social Media · TikTok · TikTok LIVE

*Official data · Verified sources · Market analysis*

May 2026 edition · Published by Black Ads Agency

# CONTENTS

---

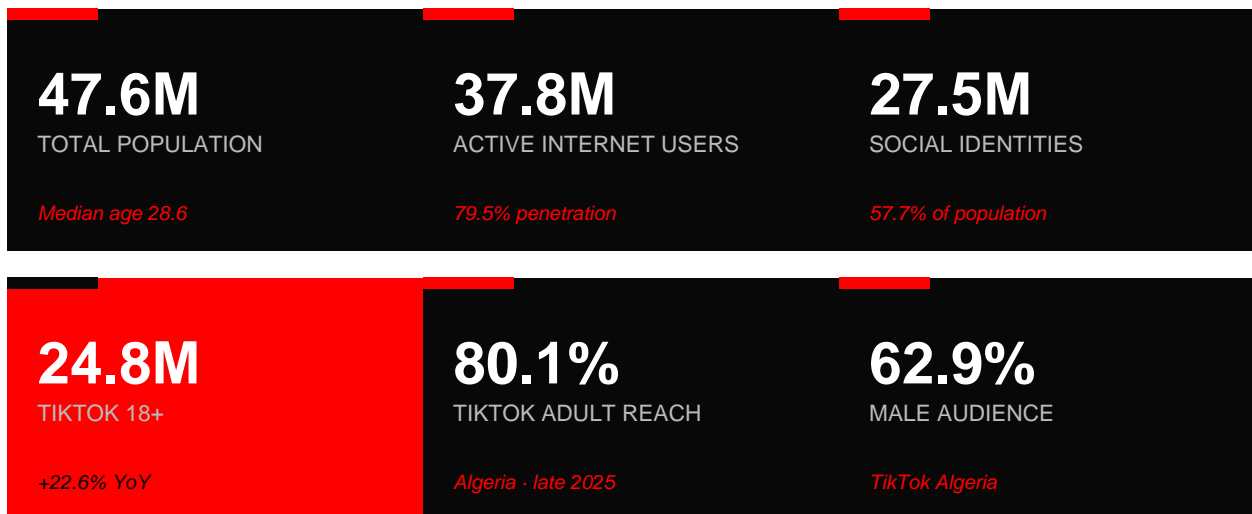
<b>01</b>	EXECUTIVE SUMMARY	<i>p. 03</i>
<b>02</b>	COUNTRY CONTEXT · Demographics & digital economy	<i>p. 04</i>
<b>03</b>	DIGITAL INFRASTRUCTURE · Internet, mobile, connectivity	<i>p. 05</i>
<b>04</b>	SOCIAL MEDIA LANDSCAPE	<i>p. 06</i>
<b>05</b>	TIKTOK DEEP DIVE · Audience, demographics, growth	<i>p. 08</i>
<b>06</b>	TIKTOK LIVE · Monetization & creator economy	<i>p. 11</i>
<b>07</b>	OUTLOOK 2026 — 2027	<i>p. 14</i>
<b>08</b>	SOURCES & METHODOLOGY	<i>p. 15</i>

## ABOUT THIS EDITION

Volume 02 continues the Black Ads Market Intelligence series dedicated to MENA markets within the TikTok ecosystem. Following Tunisia (Vol. 01), this edition covers Algeria; Morocco, Egypt and the GCC (Saudi Arabia) will follow. Each volume applies a funnel logic — digital macro → social media → TikTok → TikTok LIVE — and draws exclusively on primary sources (DataReportal/Keplios, World Bank, GSMA Intelligence, Ookla) and recognised sector analyses. The aim is to deliver a clear, dated and actionable market read.

# 01 Executive summary

Algeria displays the most TikTok-native profile in North Africa: 80.1% of adults are reached by the platform — one of the highest penetration rates in the MENA region outside the Gulf. Four times more populous than Tunisia and with a notably younger population, Algeria combines a favourable demographic structure, a marked infrastructure acceleration and an economy diversifying away from hydrocarbons — making it the largest creator market in the Maghreb.



## MARKET READ IN 5 POINTS

- 01 A TikTok market at accelerated maturity — among the most penetrated in MENA.**

With 24.8M adult users at end-2025 and an 18+ reach of 80.1%, Algeria is closing in on Saudi Arabia in adult penetration and stands well ahead of Morocco (43.4%) and Tunisia (67.6%) on this indicator. It is the most concentrated TikTok market in the Maghreb.
- 02 Continuous growth, no dip — +22.6% YoY.**

Unlike Tunisia, which went through a temporary correction in late 2024, Algeria shows a linear ascending trajectory: 17.42M in early 2024 → 21.1M in early 2025 → 24.8M in late 2025. The platform has not plateaued.
- 03 An economy diversifying away from hydrocarbons.**

GDP grew by +3.8% in 2025 (faster than Tunisia), but the economy remains structured around hydrocarbons, which account for 13% of GDP, 83% of exports and 46% of budget revenues. Youth unemployment among 15-24-year-olds reaches 29.3% — a favourable backdrop for the creator economy as a viable income outlet.
- 04 TikTok LIVE as the primary direct monetisation lever.**

The Creator Rewards Program is not available in Algeria. Direct creator revenue therefore flows mainly through LIVE gifts and B2B partnerships, as in Tunisia. LIVE is the structuring monetisable channel.

**05 The diaspora lever — France as a counter-market.**

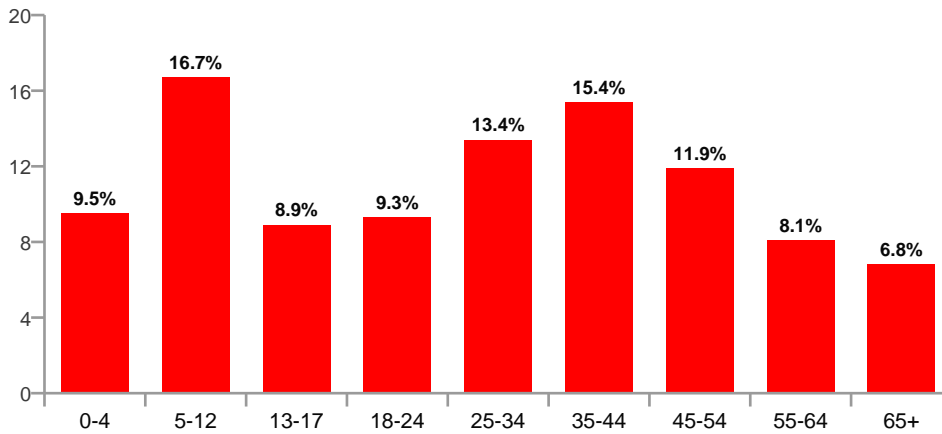
Algeria has the largest francophone diaspora in the Maghreb (estimated at 1.5-2M in France alone). The purchasing power of this diaspora and its linguistic anchoring make Algerian creators natural candidates for cross-border gifting denominated in euros.

# 02 Country context

## DEMOGRAPHICS & POPULATION PROFILE

Algeria had **47.6 million inhabitants** at the end of 2025 according to the United Nations — the **largest population in North Africa** and nearly four times that of Tunisia. Population growth remains robust (+1.3% YoY, +614,000 people). The population is **76.3% urban**, concentrated along the coastline and around the major metropolises (Algiers, Oran, Constantine). Median age stands at **28.6** — four years younger than Tunisia — and the age structure is particularly favourable to video-platform usage: 8.9% aged 13-17, 9.3% aged 18-24, 13.4% aged 25-34 and 15.4% aged 35-44. The 13-44 cohort represents approximately 47% of the population — close to 22.4M people — the demographic core of the TikTok audience.

Population distribution by age bracket (%)



Source: United Nations / DataReportal Digital 2026, October 2025 data

## ECONOMIC CONTEXT

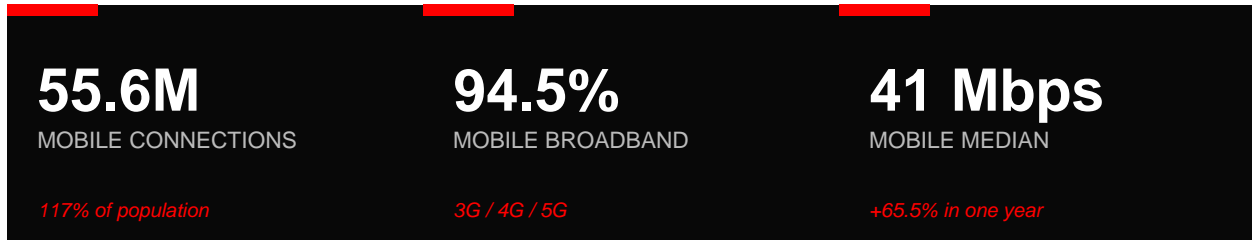
The Algerian economy is driven by hydrocarbons and entering a diversification phase. GDP grew by **+3.8% in 2025** (with +4.1% in the first half), supported by domestic consumption and a public investment programme. The hydrocarbon sector accounts for **13% of GDP, 83% of exports and 46% of budget revenues** (2020-2024 average according to the World Bank). Total unemployment stood at **12.7% in 2024**, but masks sharp disparities: female unemployment at 25.4% and youth unemployment among 15-24-year-olds at **29.3%**. This pressure on youth employment — combined with a dinar that is not freely convertible — explains the strong appeal of the creator economy as an alternative source of foreign-currency income.

## NATIONAL DIGITAL STRATEGY

Algeria was reclassified as "upper middle income" by the World Bank in July 2024 — a repositioning that shifts the regional comparison baseline. The national digital strategy is built around the gradual rollout of 4G/5G, the modernisation of Algérie Télécom (the incumbent operator) and a sustained training effort in ICT fields. The country is also the largest in Africa by area and the **3rd largest Arab economy** by size — which gives its creator ecosystem a structurally different scale.

# 03 Digital infrastructure

Algeria's digital infrastructure is in an accelerated catch-up phase. Connection speeds went through a historic jump in 2025, particularly on fixed broadband (+165% YoY) — a strong network-modernisation signal that structurally unlocks LIVE usage.



## MOBILE CONNECTIVITY

GSMA Intelligence counts **55.6M active cellular connections** at end-2025 — 117% of the population, signalling widespread multi-device equipment. The mobile "broadband" connection rate (3G/4G/5G) reaches **94.5%**, one of the highest levels in North Africa. The market is led by three operators: Mobilis (a subsidiary of Algérie Télécom, state-owned), Djezzy (Veon group) and Ooredoo, in a pricing competition that has intensified over 2024-2025.

## INTERNET SPEEDS — A HISTORIC JUMP

Ookla measures a median mobile download speed of **41.21 Mbps** (August 2025), up **+65.5%** over 12 months (+16.31 Mbps). Fixed broadband progressed even more strongly, to **37.86 Mbps (+165% YoY, +23.60 Mbps)**. Algeria still sits structurally below Tunisia (67.12 Mbps mobile) but is closing the gap at a pace that should reverse the hierarchy by 2027. For LIVE streaming, this catch-up is decisive: it expands the base of stable viewers and reduces mid-session drop-off.

## INTERNET USAGE

**37.8M Algerians used the internet in October 2025**, i.e. 79.5% of the population — up +1.7M (+4.8%) YoY. Penetration still trails Tunisia (84.3%) and Morocco (92.2%), but the gap is closing. Around 9.74M Algerians remain "offline" (20.5%), mostly older or rural — a significant growth reserve in absolute terms (close to 10M people).

Indicator	Algeria	Tunisia	Morocco	Egypt
Population (M)	47.6	12.4	38.5	118.7
Internet users (M)	37.8	10.4	35.5	98.2
Internet penetration	79.5%	84.3%	92.2%	82.7%
Social identities (M)	27.5	7.83	22.8	51.6
TikTok 18+ (M)	24.8	6.00	16.7	48.8
TikTok 18+ reach	80.1%	67.6%	~43%	~51%

Regional comparison · Source: DataReportal Digital 2026, October 2025

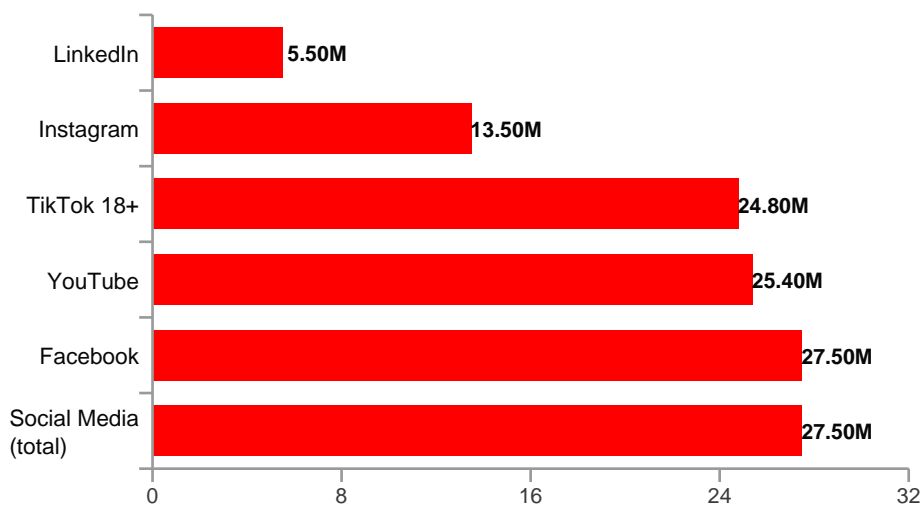
# 04 Social media landscape

The Algerian social ecosystem is massive in absolute terms — 27.5M active social identities — and structurally co-dominated by Facebook and TikTok, which now post the same user volume (27.5M and 24.8M respectively). It is one of the rare markets where co-dominance is statistically this clear.

## VOLUME AND REACH BY PLATFORM (LATE 2025)

Kepios identifies **27.5M active social identities** in Algeria in October 2025, i.e. **57.7% of the population** and 72.5% of internet users. YoY growth is strong (+10.2%, +2.6M identities), driven mainly by YouTube (+20.4%) and TikTok (+22.6%). The 18+ share reaches 88.7% of identities, indicating an adult-dominant market.

Advertising audience by platform in Algeria (millions, late 2025)



Source: DataReportal Digital 2026 · Native ad-tool data (Meta, Google, TikTok, LinkedIn) — October 2025

## PLATFORM-BY-PLATFORM READ

### FACEBOOK · 27.5M

Remains the platform with the widest ad reach (+10.2% YoY, +2.55M). Its penetration reaches 78.1% of the 13+ population and 88.7% of adults. The dominant platform for community groups, informal commerce and marketplace pages — particularly entrenched among the 25+ cohort.

### YOUTUBE · 25.4M

Reach is rising sharply (+20.4% YoY, +4.30M). The primary platform for passive consumption (music, entertainment, documentaries). M/F parity is relatively balanced (52.4% M / 47.6% F).

### TIKTOK 18+ · 24.8M

The fastest-growing platform: +22.6% over the year 2025. Dominates attention among 18-34-year-olds with an adult reach of 80.1%. Audience is markedly male (62.9%) — one of the most pronounced M/F gaps in MENA outside the GCC.

### MESSENGER · 16.2M

Ad reach of 16.2M — i.e. 52.4% of adults — making it a leading direct-communication channel, larger than Instagram's reach. To integrate into creator CRM strategies.

### INSTAGRAM · 13.5M

Sustained growth (+16.9% YoY, +1.95M). 47.5% female audience. The reference "beauty / fashion / lifestyle" platform among young urban women, but remains structurally smaller than Tunisia in relative terms (28.4% of population vs 29.4%).

#### SNAPCHAT · 9.78M

9.78M users (+7.4% YoY) — Snapchat has notable traction in Algeria, particularly among 18-24-year-olds. A platform to factor into multi-platform creator strategies.

#### LINKEDIN · 5.50M

+19.6% YoY (+900k members). An indicator of the emerging professional fabric. The platform remains constrained by the size of the informal sector but is growing rapidly.

### ENGAGEMENT TRENDS

Several signals observed in 2024-2025 confirm the Algerian inflection:

- Triple linguistic dominance: Modern Standard Arabic, Algerian Derja and French coexist in high-engagement content. Tamazight (Berber, an official language since 2016) is emerging on cultural niches.
- A particularly pronounced Ramadan peak: TikTok consumption rises **+35 to +50%** during the holy month in Algeria according to several trackers, above the MENA average.
- Football as an audience driver: LIVE coverage of the Africa Cup of Nations and Algerian derbies generates audience peaks comparable to major Ramadan campaigns.
- Strong emergence of diaspora-oriented content: creators based in Algeria explicitly targeting the community in France, Belgium and Canada — cross-border gifter flows are rising markedly.

### GENDER SPLIT

On global social identities, Algeria shows a clear imbalance (**41.6% female vs 58.4% male**), more pronounced than in Tunisia. This gap widens on TikTok (62.9% M / 37.1% F) — one of the most asymmetric MENA markets in terms of adult audience. This asymmetry has direct implications for the creator mix and for the dominant content categories.

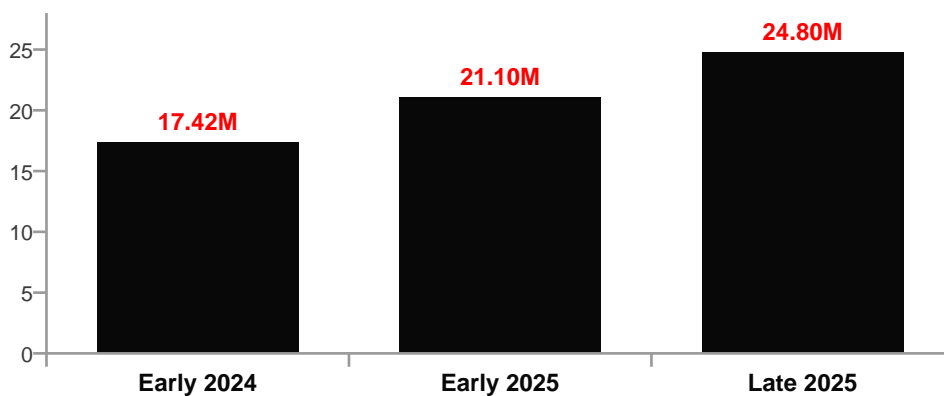
# 05 TikTok deep dive

TikTok has established itself in Algeria as the fastest-growing platform in the social landscape, with a continuously ascending trajectory since early 2024 — with no notable correction. Algeria is one of the most penetrated TikTok markets in MENA outside the GCC.

## AUDIENCE — 24.8 MILLION ADULTS

TikTok's ad planning tools count **24.8M users aged 18+** in Algeria at end-2025, i.e. **80.1% of adults** — an adult penetration rate among the highest in MENA, just behind Saudi Arabia. Adding the 13-17 segment (not published by TikTok but estimated by DataReportal at between 3.5M and 4M), total reach approaches 28-29 million — essentially the entire Algerian social-media-connected population.

TikTok adult audience evolution in Algeria



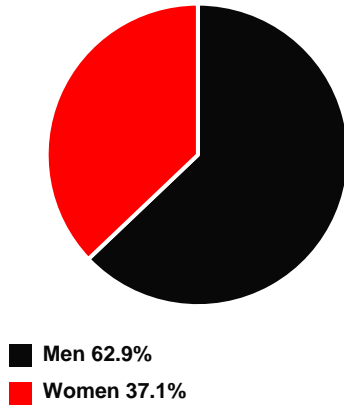
Sources: DataReportal Digital 2024, 2025 and 2026 — TikTok ad planning tools

## READING THE CURVE

Unlike Tunisia, Algeria did not go through a "correction" phase in late 2024. The trajectory is linear and ascending: +3.68M between early 2024 and early 2025, then +3.70M over the last 9 months of 2025. The market has not yet plateaued — though at 80.1% adult reach, the room for pure "volume" growth is narrowing. The next phase will run through **usage intensity** (daily time, LIVE frequency) rather than acquisition.

## TIKTOK AUDIENCE PROFILE

### A markedly male audience



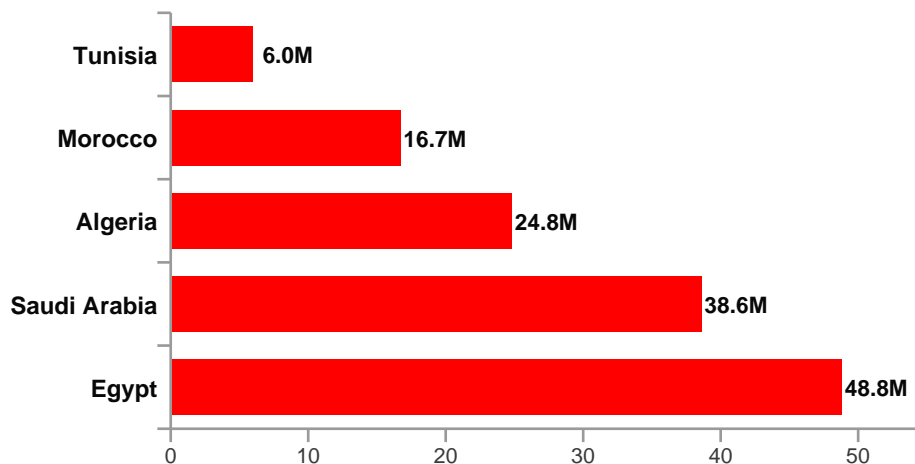
With 62.9% men and 37.1% women, TikTok Algeria shows an M/F gap **more pronounced than Tunisia** (58.2% / 41.8%) — one of the largest in MENA outside the GCC. Observed implications:

- Male-skewed categories are over-represented (football, gaming, automotive, debate, politics)
- Under-representation of female creators = a strategic growing niche
- LIVE PK (battles), heavily male, finds exceptionally fertile ground
- The female diaspora (France, Belgium, Canada) offers a complementary audience potential

### ALGERIA'S REGIONAL POSITIONING

Within the MENA ecosystem, Algeria now ranks **3rd** by absolute TikTok 18+ audience volume, behind Egypt and Saudi Arabia — and well ahead of Morocco and Tunisia:

TikTok 18+ audience — MENA comparison (millions of users, late 2025)



Source: DataReportal Digital 2026 · TikTok ad planning tools

In terms of **penetration rate on the adult population**, Algeria ranks among the most mature markets in MENA (80.1%), above Tunisia (67.6%) and just behind Saudi Arabia (which exceeds 100% due to duplicated accounts and expatriate populations). This maturity is why Algeria is becoming a key market for the regional rollout of new TikTok features (LIVE Shopping, subscriptions, AR effects).

## DOMINANT CONTENT CATEGORIES

Qualitative analysis of top Algerian creators (Favikon, StarNgage, Heepsy rankings) reveals several saturated categories and several niches with strong potential:

Category	Maturity	Creator volume	LIVE density
Humour / Derja sketches	Saturated	High	Medium
Music / raï / chaâbi	Mature	High	Strong (LIVE concerts)
Gaming / e-sport	Mature	High	Very strong (PK, tournaments)
Football / sport	Mature	Medium	Very strong (matches)
Beauty / fashion	Growing	Medium	Strong (haul, tutorials)
Food / Algerian cuisine	Growing	Medium	Medium
Lifestyle / couples	Growing	High	Strong (Q&A, daily)
France-Algeria diaspora	Growing	Medium	Very strong
Education / languages	Emerging	Low	Strong (LIVE classes)
Personal finance	Niche	Very low	Very strong
Amazigh culture	Niche	Low	Medium

Qualitative read — May 2026

## TOP ALGERIAN CREATORS · SNAPSHOT

The 2025-2026 rankings (Favikon, StarNgage, Heepsy) surface a first tier of Algerian creators broadly entrenched in humour, music and lifestyle. StarNgage rankings highlight **Mourad Oudia**, **Yasmine Zeroc**, **Hana Rachedi** at the top, with accounts such as @anouarr\_31 (1.7M followers) and @ahmedflla (0.9M followers) among the most-followed in the market. Favikon also lists creators such as **Zaki Catalonia** (Algeria/Belgium codes, dual diaspora anchoring) and **Fella** (actress/creator, traditional-clothing showcase).

As observed in other Maghreb markets, **the LIVE skill set — which demands stamina, interactivity and discipline — is still concentrated in a narrow subset** of the short-video top tier. It is precisely this skill that separates the viral creator from the professionally monetisable LIVE streaming creator. Algeria has one of the largest short-video creator pools in the Maghreb, but conversion to LIVE remains a major market lever.

# 06 **TikTok LIVE**

As in Tunisia, TikTok LIVE is the most accessible direct monetisation channel in Algeria — given the absence of Creator Rewards Program (CRP) eligibility. This section describes the global economic mechanisms, their adaptation to the Algerian market and the order of magnitude of the potential — which shifts in scale relative to Tunisia due to the population volume.

## GIFT MECHANICS — MODEL REMINDER

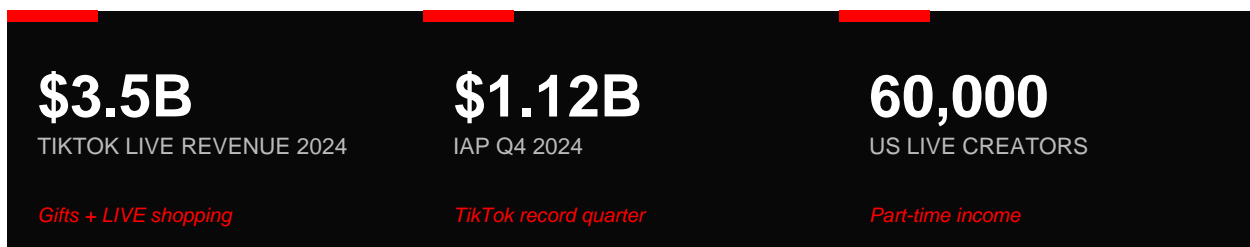
Viewers buy "coins" which they convert into virtual gifts sent during LIVE. On the creator side, gifts are counted in "diamonds", a fraction of which is then converted into cash. Since the update to TikTok's rewards model, a creator can now reach **up to 53% of the post-TikTok gross** through two stacking mechanisms:

Component	Cap	Conditions
Per-LIVE missions	<b>40%</b>	Average session duration + new unique followers
Weekly missions	<b>13%</b>	Valid days ≥25 min + Creator League + active fans
<b>Maximum total</b>	<b>53%</b>	<b>Stacked combination of the two mechanisms</b>

Source: TikTok Creator Rewards Model — Black Ads Agency operational data (live-income-calculator)

Before this update, the classic split was 50% to the creator (after TikTok's take). The new model rewards consistency (valid days, session duration) and audience growth (new followers, active fans) rather than gift volume alone. **The operational reference rate** used for projections is **USD 0.005 net to the creator per diamond**, before agency commission.

## GLOBAL ORDER OF MAGNITUDE



According to an Ipsos study commissioned by TikTok (June-July 2025), **more than 60,000 US-based LIVE creators** earned more in 2025 than the median income of a part-time job, from gifts alone. 68% of TikTok users have already tried gifting, and 50% say they intend to gift in the next 30 days. LIVE has therefore become structurally a mainstream channel — not a niche.

## ORDER OF MAGNITUDE APPLICABLE TO ALGERIA

On global benchmarks (Teleprompter / Amra & Elma, specialised agencies), an active LIVE creator typically earns between **USD 1,500 and 40,000/month** in gifts, with average sessions of 16 minutes (top streamers sustain >25,000 concurrent viewers). For an order of magnitude applicable to Algeria: a creator receiving 200,000 diamonds/month generates a post-TikTok gross of approximately **USD 920** at a 46% rewards rate — a T2 partner tier level on the Black Ads Agency operational framework. The top Algerian streamers, lifted by the

**France-Belgium-Canada diaspora effect**, go well beyond this threshold thanks to battle pots and tier acceleration. The scale of the Algerian market — 24.8M TikTok adults — also multiplies the pool of active domestic viewers across the intermediate tiers.

## ALGERIAN MARKET-SPECIFIC CONSTRAINTS

### No Creator Rewards Program (CRP).

Algeria is not eligible for the views-based CRP. Direct TikTok revenue for an Algerian creator therefore necessarily comes through: (1) LIVE gifts, (2) B2B sponsorship, (3) TikTok Shop affiliation (not officially launched in Algeria to date).

### Payment friction and currency controls.

TikTok pays in USD via PayPal or international wire, which complicates repatriation in a country under foreign-exchange controls (Bank of Algeria). The Algerian dinar (DZD) is not freely convertible, which makes formalising creator income more complex than in Tunisia. Intermediary agency structures are all the more valuable.

### Multilingualism — a structuring editorial choice.

The Algerian market arbitrates between four linguistic registers: Modern Standard Arabic, Algerian Derja, French, Tamazight (an official language since 2016). A creator's language choice defines their audience (local vs diaspora vs wider MENA) — a central strategic parameter, more pronounced than in Tunisia.

### Hydrocarbon dependence and purchasing-power volatility.

With the economy still structured around hydrocarbons (13% of GDP, 83% of exports), domestic viewers' purchasing power fluctuates with oil and gas prices. This macro-economic volatility weighs on the gift volume sent from the domestic market.

## THE "DIASPORA" LEVER — THE LARGEST IN THE MAGHREB

Algeria has the largest francophone diaspora in the Maghreb — estimated at **1.5-2 million Algerians in France**, with significant communities in Belgium, Canada (particularly Quebec) and Spain. This diaspora represents a pool of viewers with high purchasing power who send gifts in hard currencies (euro, Canadian dollar). Algerian creators who structure a broadcast schedule compatible with European and North American time zones, and who command both registers (Derja + French), capture a disproportionate share of LIVE value. **This is one of the strongest structural assets of the Algerian creator market.**

## THE STRUCTURING ROLE OF AGENCIES

Official TikTok LIVE agencies (Standard and Senior Partner statuses) play a critical role in professionalising the Algerian market — even more so than in Tunisia, given payment constraints and local administrative complexity. They handle: (1) creator training on LIVE mechanics, (2) the setup of regular broadcast schedules compatible with the diaspora, (3) administrative, tax and currency management, (4) access to TikTok promotional programs. The regional ecosystem counts approximately **1,650 active TikTok agencies** (analysis of the TikTok MENA professional Lark group), but only a fraction holds the Senior status, which creates a significant quality asymmetry in the market.

# 07 Outlook 2026 — 2027

Based on observed growth rates (+22.6% YoY on TikTok 18+ audience, +10.2% on social identities, +65.5% on mobile speed, +165% on fixed broadband) and the progressive widening of TikTok LIVE features (LIVE shopping, subscriptions, AR effects), the following trajectories appear reasonable for Algeria:

Indicator	Late 2025	End-2026 projection	End-2027 projection
TikTok 18+ audience	24.8 M	28.0 – 30.0 M	32.0 – 34.0 M
Reach 18+ (%)	80.1%	~88%	Plateau ~92%
LIVE usage rate	Moderate-high	High	Mainstream
Active LIVE creators (est.)	~6,000	10,000 – 14,000	18,000+
Median mobile speed	41 Mbps	70+ Mbps	120+ Mbps (5G)

Projections based on observed historical trends

## EXPECTED TRANSFORMATION DRIVERS

### Gradual 5G and fixed broadband rollout.

Median mobile speeds should cross 70 Mbps in 2026 and reach 5G tiers in 2027. The fixed broadband jump (+165% YoY in 2025) accelerates the infrastructure catch-up. Multi-camera LIVE and LIVE Shopping become technically standard.

### Anticipated arrival of TikTok Shop in MENA.

TikTok Shop is not yet officially launched in Algeria, but regional expansion is expected. Given the size of the Algerian population and TikTok's maturity, the market is among those most likely to be prioritised. The opening would radically transform the creator economy by adding direct commerce to existing revenue streams (gifts + sponsorship).

### Accelerated professionalisation of the creator profession.

With youth unemployment at 29.3% and a non-convertible dinar, the LIVE creator profession — which enables foreign-currency income — is shifting from hobby to structured professional activity. This dynamic reinforces the role of official agencies and the demand for training.

### Trans-Maghreb convergence via algorithms.

Cultural convergence between Algeria, Tunisia and Morocco — accelerated by TikTok's algorithms — points to the emergence of a unified trans-Maghreb creator market. For Algeria, this expands the addressable audience from 47.6M to close to 98M (Maghreb excluding Libya).

### France-Algeria bilateralism as a gifting driver.

Cultural and migratory flows between France and Algeria remain the densest in the Mediterranean corridor. As TikTok consolidates its position as the leading platform of the Algerian diaspora in France, the France→Algeria gifting corridor becomes a structuring channel. Creators who exploit this dual anchoring capture a disproportionate share of value.

# 08 Sources & methodology

## METHODOLOGY

This report aggregates data from primary official sources (DataReportal/Kepios reports produced with Meltwater and We Are Social, World Bank, GSMA Intelligence, Ookla, ITU) and from recognised secondary sources (Statista, Tubefilter, Favikon, influence rankings). Figures shown prefer the most recent versions — typically October 2025 for TikTok and Meta data. Projections are estimates based on historical trends.

## METHODOLOGICAL LIMITATIONS

Several caveats apply:

- The "ad reach" figures published by platforms (TikTok, Meta) are not equivalent to MAU (Monthly Active Users). They represent the addressable ad target, which may be lower or higher than real active users.
- TikTok does not publish figures for 13-17-year-olds in its ad tools. Total audience is therefore underestimated.
- Social identities (DataReportal) are not de-duplicated across platforms: the same user can be counted on several networks.
- Year-on-year comparisons must account for ad-tool "corrections" (removal of inactive / duplicated accounts).
- Economic figures (GDP, unemployment) come from the World Bank and refer to 2024 unless otherwise noted; 2025 projections (+3.8% GDP) are estimates.

## PRIMARY SOURCES

Organisation	Reference	URL
DataReportal / Kepios	Digital 2024, 2025, 2026 Algeria	<a href="https://datareportal.com/reports/digital-2026-algeria">datareportal.com/reports/digital-2026-algeria</a>
DataReportal	Digital 2026 Tunisia / Morocco / Egypt / Saudi Arabia (comparisons)	<a href="https://datareportal.com/reports">datareportal.com/reports</a>
World Bank	Algeria Overview, Country Economic Outlook 2025	<a href="https://worldbank.org/en/country/algeria">worldbank.org/en/country/algeria</a>
World Bank	Unemployment Total / Youth Algeria	<a href="https://data.worldbank.org/country/algeria">data.worldbank.org/country/algeria</a>
GSMA Intelligence	Mobile connections Algeria	<a href="https://gsmaintelligence.com">gsmaintelligence.com</a>
Ookla	Speedtest Global Index — Algeria	<a href="https://ookla.com">ookla.com</a>
Tubefilter / Ipsos	TikTok LIVE Virtual Gifting Study 2025	<a href="https://tubefilter.com">tubefilter.com</a> (Dec 2025)
BizReport	TikTok Statistics 2026	<a href="https://bizreport.com/business/tiktok-statistics">bizreport.com/business/tiktok-statistics</a>
Teleprompter.com	TikTok Marketing Statistics 2025	<a href="https://teleprompter.com/blog/tiktok-marketing-statistics">teleprompter.com/blog/tiktok-marketing-statistics</a>
Amra & Elma	Top TikTok Statistics 2025	<a href="https://amraandelma.com/top-tiktok-statistics">amraandelma.com/top-tiktok-statistics</a>
Black Ads Agency	TikTok LIVE Income Calculator (rewards model)	<a href="https://black-ads.agency/tools/live-income-calculator">black-ads.agency/tools/live-income-calculator</a>
Favikon	Top 20 TikTokers in Algeria 2025/2026	<a href="https://favikon.com/blog/top-tiktokers-algeria">favikon.com/blog/top-tiktokers-algeria</a>
StarNgage	Top 1000 TikTok Influencers in Algeria	<a href="https://starngage.com/plus/en-us/influencer/ranking/tiktok/algeria/">starngage.com/plus/en-us/influencer/ranking/tiktok/algeria/</a>
Heepsy / Modash	TikTok Influencers Algeria 2026	<a href="https://heepsy.com">heepsy.com</a> · <a href="https://modash.io">modash.io</a>
TikTok Newsroom	TikTok Live Creator Networks & Agency Program	<a href="https://tiktok.com/live/creator-networks">tiktok.com/live/creator-networks</a>
ResourcEra	TikTok Revenue (2018-2027): Ad, In-App Purchases	<a href="https://resourcera.com/data/social/tiktok-revenue">resourcera.com/data/social/tiktok-revenue</a>

# ABOUT

## BLACK ADS AGENCY

---

Black Ads Agency is an official **Senior TikTok LIVE Partner**, operating since December 2024 and certified as Senior since May 2025. The agency supports creators across **MENA (including the Gulf), France, Italy, Germany, the United States and Canada**.

### A PROPRIETARY INFRASTRUCTURE — BLACK OS

Black Ads operates on **Black OS**, its fully autonomous in-house management system — a rarity within the African TikTok LIVE agency ecosystem. Black OS covers the entire operational chain: creator CRM, algorithmic scouting, bonus and tier tracking, communication automation, TikTok Login Kit integration, real-time manager dashboard, and a daily action-recommendation system.

This infrastructure allows Black Ads to manage around a hundred creators simultaneously across five markets, with a level of personalisation and responsiveness that standard industry tools do not support. This dual identity — agency operator and editor of its own system — defines Black Ads' positioning within the ecosystem.

<b>STATUS</b>	Senior TikTok LIVE Partner
<b>FOUNDED</b>	December 2024 · Senior since May 2025
<b>REGIONS</b>	MENA (Gulf included) · France · Italy · Germany · USA · Canada
<b>TECHNOLOGY</b>	Black OS — proprietary management system
<b>HEADQUARTERS</b>	Tunis, Tunisia

**This report series** is published by Black Ads Agency as a contribution to the understanding of TikTok markets in the region. The figures presented are verifiable and drawn from public sources. The publication is not commercial in nature and may be cited freely with attribution to the source.

[black-ads.agency](https://black-ads.agency)