

BLACK ADS AGENCY

Senior TikTok LIVE Partner · MENA · Europe · North America

MARKET INTELLIGENCE REPORT

VOLUME 03 — MOROCCO

Social Media · TikTok · TikTok LIVE

Official data · Verified sources · Market analysis

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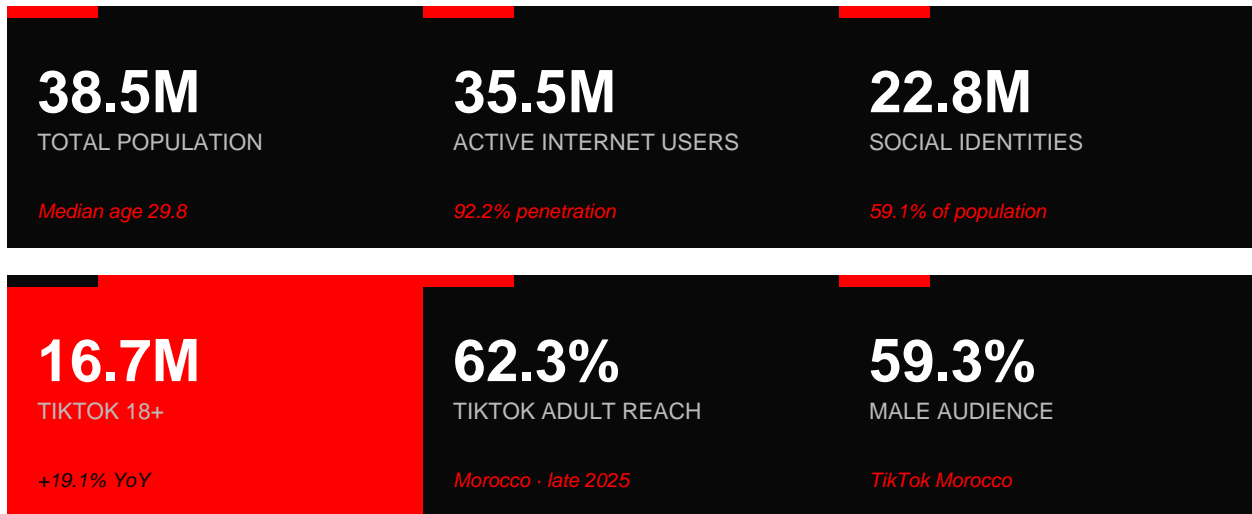
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ABOUT THIS EDITION

Volume 03 extends Black Ads' Market Intelligence series on MENA markets within the TikTok ecosystem. After Tunisia (Vol. 01) and Algeria (Vol. 02), this volume covers 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/Kepios, World Bank, GSMA Intelligence, Ookla) and recognised sector analyses. The aim is to deliver a clear, dated and actionable market read.

01 Executive summary

Morocco offers the most mature digital infrastructure in North Africa — 92.2% internet penetration, the highest of the Maghreb — supported by a diversified economy (services 50% of GDP, automotive via Renault and Stellantis, aerospace, tourism). TikTok reaches 16.7M adults (62.3% reach) — less TikTok-native than Algeria's 80.1%, but with a wider ad-tech base thanks to Instagram (15.1M, 41% of the population), Facebook (22.8M) and a mobile market where Maroc Telecom, Orange and Inwi drive price competition.



MARKET READ IN 5 POINTS

- 01 The most mature digital infrastructure in the Maghreb.**
Morocco combines the highest internet penetration in North Africa (92.2%), median mobile speed of 60.31 Mbps (+47.5% YoY) and median fixed speed of 55.89 Mbps (+89.0% YoY). The 2025 acceleration of fixed broadband is exceptional and unlocks LIVE Shopping use cases.
- 02 A diversified economy with contained inflation.**
GDP growth reached +4.7% in 2025 (vs +3.8% in 2024), driven by non-agricultural activity (+4.8%) and gross fixed capital formation (+16.8%). Inflation is at 0.8% in 2025 — a regional best. The economy is built on services (50% of GDP), industry (automotive, aerospace, phosphates) and a structured tourism sector.
- 03 TikTok is solid but not dominant — Instagram is a Moroccan specificity.**
16.7M TikTok 18+ users (+19.1% YoY) places Morocco 4th in the MENA after Egypt, Saudi Arabia and Algeria. Instagram is particularly developed here (15.1M, +20.8% YoY) — uniquely strong compared with Algeria and Tunisia. LinkedIn (6.90M, +21.1%) is the strongest B2B signal in the Maghreb.

04 TikTok LIVE as the primary direct monetisation lever.

The Creator Rewards Program is not available in Morocco. Direct creator revenue therefore flows mainly through LIVE gifts and B2B partnerships — placing LIVE streaming at the heart of the local creator economy.

05 European diaspora — the densest gifting corridor in the Maghreb.

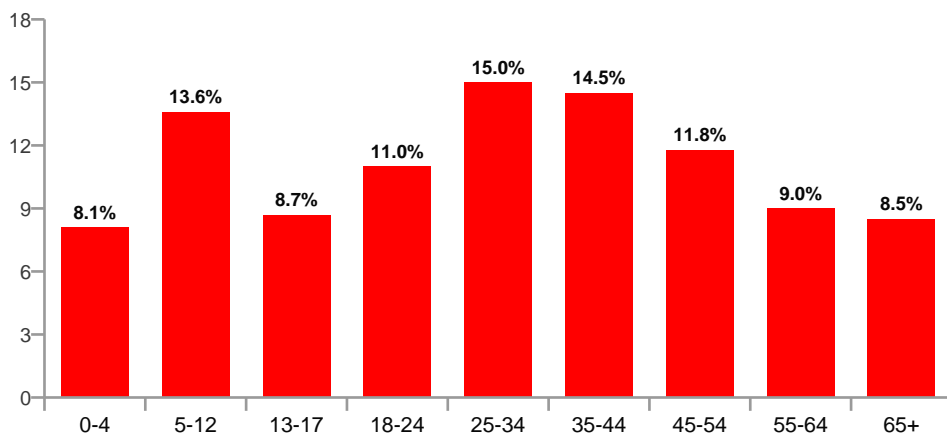
Morocco has the largest European diaspora of the Maghreb: ~1.4M in France, ~500k in Belgium, ~400k in the Netherlands, ~800k in Spain. This diaspora ships gifts in hard currencies (Euro), generating an above-average ARPGifter for Moroccan creators who structure broadcast schedules around European time zones.

02 Country context

DEMOGRAPHICS & POPULATION PROFILE

Morocco had **38.5 million inhabitants** at end-2025 (UN data), with population growth of +0.9% YoY (+345k). The population is **66.3% urban**, concentrated in Casablanca-Rabat, Tangier, Marrakech and Fez. Median age stands at **29.8**, with a favourable age structure: 11.0% aged 18-24, 15.0% aged 25-34 and 14.5% aged 35-44. The 13-44 cohort represents approximately 49% of the population — close to 19M 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 Moroccan economy posted strong momentum in 2025: GDP grew by **+4.7%** (2024: +3.8%), with non-agricultural activity at +4.8% and a remarkable +16.8% expansion of gross fixed capital formation. Inflation stayed at **0.8% in 2025** (down from over 10% in February 2023) — one of the lowest readings in the region. The current account deficit widened to 2.1% of GDP, financed primarily by FDI. Female labour force participation remains at 19%, signalling significant untapped demographic potential.

ECONOMIC STRUCTURE & WORLD CUP 2030

The economy is diversified: **services account for ~50% of GDP, industry ~25%**, and agriculture remains vital for rural employment. Morocco hosts major automotive production for Renault and Stellantis (Tangier and Kenitra plants), a growing aerospace cluster, and a robust tourism sector (~14M annual visitors). The 2030 FIFA World Cup — co-hosted with Spain and Portugal — is a structural growth catalyst for infrastructure, tourism and the creator economy through 2030.

03 Digital infrastructure

Morocco's digital infrastructure is the most advanced in the Maghreb. Internet speeds went through a spectacular acceleration in 2025, particularly on fixed broadband (+89.0% YoY) — a strong modernisation signal that unlocks LIVE Shopping use cases at scale.

<p>57.1M</p> <p>MOBILE CONNECTIONS</p> <p><i>148% of population</i></p>	<p>87.7%</p> <p>MOBILE BROADBAND</p> <p><i>3G / 4G / 5G</i></p>	<p>60 Mbps</p> <p>MOBILE MEDIAN</p> <p><i>+47.5% in one year</i></p>
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MOBILE CONNECTIVITY

GSMA Intelligence counts **57.1M active cellular connections** at end-2025 — 148% of the population, signalling very strong multi-device equipment. Mobile "broadband" connections (3G/4G/5G) reach **87.7%**. The market is led by three operators: Maroc Telecom (Itissalat Al-Maghrib, historical leader), Orange Morocco and Inwi — three-way competition that has driven down data pricing.

INTERNET SPEEDS — A HISTORIC ACCELERATION

Ookla measures a median mobile download speed of **60.31 Mbps** (August 2025), up **+47.5%** over 12 months (+19.42 Mbps). Fixed broadband progresses even more sharply to **55.89 Mbps (+89.0% YoY, +26.32 Mbps)**. The fixed speed jump is critical for LIVE streaming on home networks: it eliminates buffering and allows multi-camera setups at consumer scale.

INTERNET USAGE

35.5M Moroccans used the internet in October 2025, i.e. 92.2% of the population — the highest penetration in North Africa, ahead of Tunisia (84.3%) and Egypt (82.7%). Only 2.99M Moroccans remain "offline" (7.8%), the smallest structural gap of the Maghreb.

Indicator	Morocco	Algeria	Tunisia	Egypt
Population (M)	38.5	47.6	12.4	118.7
Internet users (M)	35.5	37.8	10.4	98.2
Internet penetration	92.2%	79.5%	84.3%	82.7%
Social identities (M)	22.8	27.5	7.83	51.6
TikTok 18+ (M)	16.7	24.8	6.00	48.8
TikTok 18+ reach	62.3%	80.1%	67.6%	65.5%

Regional comparison · Source: DataReportal Digital 2026, October 2025

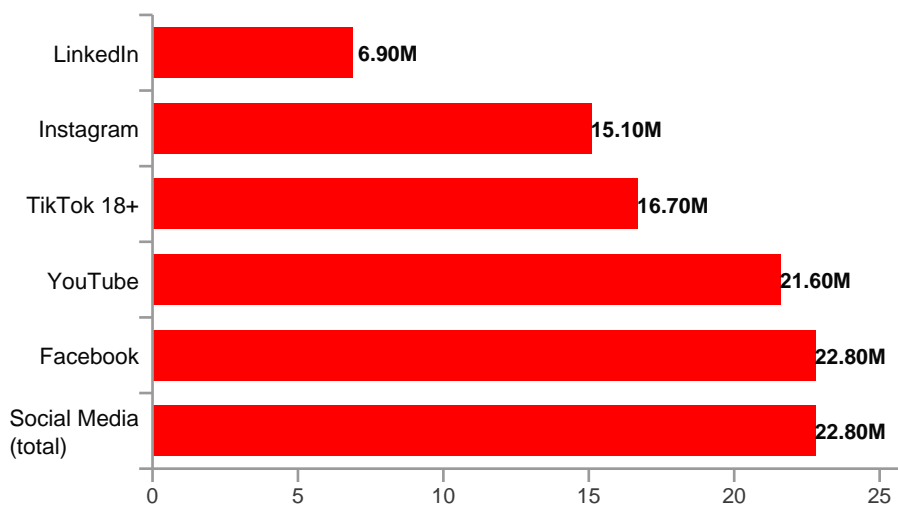
04 Social media landscape

The Moroccan social landscape is led by Meta (Facebook + Instagram) but has shifted toward a tri-platform dynamic where Instagram is uniquely developed compared to other Maghreb markets. The Facebook–YouTube–TikTok co-dominance plays out at different scales than in Algeria or Tunisia.

VOLUME AND REACH BY PLATFORM (LATE 2025)

Kepios identifies **22.8M active social identities** in Morocco in October 2025, i.e. **59.1% of the population**. YoY growth is solid (+7.8%, +1.7M identities), with Instagram (+20.8%) and TikTok (+19.1%) leading the pace. Female share of social identities is 41.0%.

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



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

PLATFORM-BY-PLATFORM READ

FACEBOOK · 22.8M

Remains the widest reach (+10.7% YoY, +2.20M). Penetration on the 13+ population reaches 78.1% and 88.7% of adults. Dominant platform for community groups, informal commerce and merchant pages.

YOUTUBE · 21.6M

Steady growth (+2.4% YoY) — first platform for passive consumption (music, entertainment, documentaries). 48% female audience — close to parity.

INSTAGRAM · 15.1M

Sharp growth (+20.8% YoY, +2.60M) — Morocco's structural specificity. 47% female audience. The reference "beauty / fashion / lifestyle" platform with stronger penetration (39% of internet users) than in Algeria or Tunisia.

TIKTOK 18+ · 16.7M

Solid growth (+19.1% YoY, +2.68M). 62.3% adult reach — fourth-largest in MENA. Male audience (59.3%) — less skewed than Algeria (62.9%) or Tunisia (58.2%).

LINKEDIN · 6.90M

+21.1% YoY (+1.20M members) — the strongest B2B signal of the Maghreb. Reflects the most structured professional fabric of North Africa thanks to industry, automotive, aerospace and offshoring.

SNAPCHAT · 7.64M

+10.2% YoY (+710k). Notable presence among 18-24-year-olds. Worth integrating into multi-platform creator strategies.

MESSENGER · 7.10M

Slight contraction (-2.7% YoY) — atypical for the region. WhatsApp captures the messaging market in Morocco more decisively than elsewhere in the Maghreb.

ENGAGEMENT TRENDS

Several signals observed in 2024-2025 confirm Morocco's specific market shape:

- Quadrilingual content: Arabic (official), Moroccan Darija (everyday speech), Amazigh (official since 2011), French in business and education, and Spanish in northern regions. The richest linguistic palette in the Maghreb.
- Major Ramadan peak: TikTok consumption grows by an estimated **+30 to +40%** during the holy month — in line with the MENA average.
- European diaspora content surge: creators based in Morocco explicitly target communities in France, Belgium, Netherlands and Spain — a cross-border gifting flow with sustained growth.
- FIFA World Cup 2030 build-up: tourism, hospitality and infrastructure verticals are accelerating creator B2B sponsorship opportunities through 2030.

GENDER SPLIT

Across global social identities, Morocco shows a notable imbalance (**41.0% female vs 59.0% male**). On TikTok specifically the gap narrows somewhat (59.3% M / 40.7% F) — less skewed than Algeria but more than the global average. Instagram skews female (47%) — close to parity — making it the strategic complement for female-audience creator strategies.

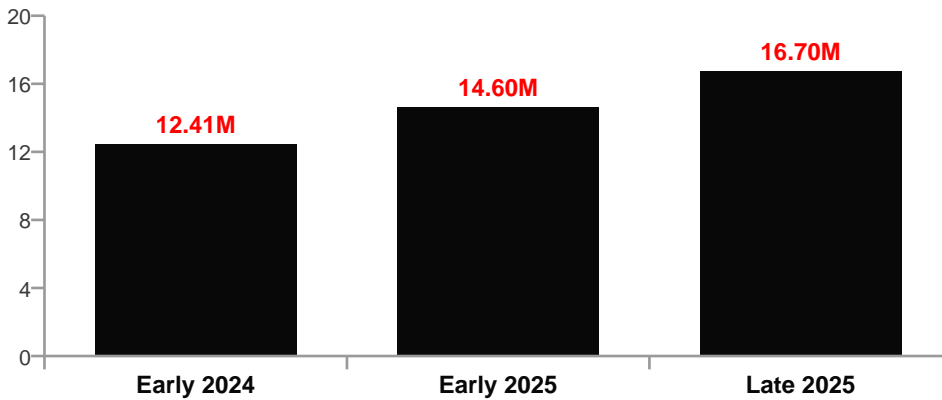
05 TikTok deep dive

TikTok has established itself in Morocco as a solid second-tier social platform — neither the largest (Facebook leads at 22.8M) nor the most penetrated of the MENA (Algeria reaches 80.1% adult reach vs Morocco's 62.3%) — but with the most sustained growth trajectory and a structurally favourable position thanks to diaspora ties.

AUDIENCE — 16.7 MILLION ADULTS

TikTok's ad planning tools count **16.7M users aged 18+** in Morocco at end-2025, i.e. **62.3% of adults**. Adding the 13-17-year-olds (estimated at 2.5-3M), total reach approaches 19-20 million — close to the entirety of the Moroccan connected social audience.

TikTok adult audience evolution in Morocco



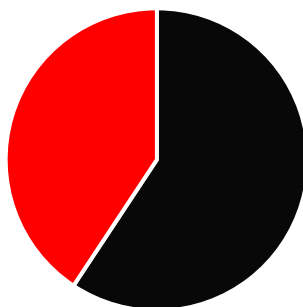
Sources: DataReportal Digital 2024, 2025 and 2026 — TikTok ad planning tools

READING THE CURVE

Morocco's TikTok trajectory is steadily ascending: **+2.19M between early 2024 and early 2025, then +2.10M over the last 9 months of 2025**. The growth pace is remarkably consistent — neither the explosive acceleration of Egypt nor Algeria's continuous-line shape, but a stable linear climb. With 62.3% adult reach, Morocco still has meaningful volume headroom before approaching plateau.

TIKTOK AUDIENCE PROFILE

A balanced male-skew audience



■ Male 59.3%
■ Female 40.7%

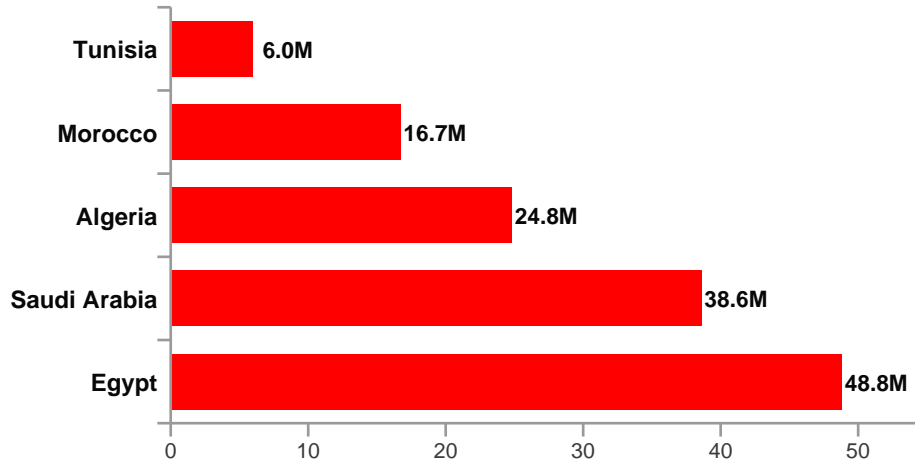
With 59.3% male and 40.7% female, TikTok Morocco follows the regional pattern but with a less pronounced M/F gap than Algeria (62.9%/37.1%) or the Gulf. Observed implications:

- Male-led categories well represented (football, gaming, automotive)
- Female creators relatively over-indexed compared to Algeria — lifestyle, beauty, family content scenes are dynamic
- LIVE PK (battles) finds an active but not dominant niche
- European diaspora creator economy benefits from this near-parity

MOROCCO'S REGIONAL POSITIONING

Within the MENA TikTok ecosystem, Morocco ranks **4th** by absolute TikTok 18+ audience — behind Egypt, Saudi Arabia and Algeria, but well ahead of Tunisia:

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



Source: DataReportal Digital 2026 · TikTok ad planning tools

While 4th in absolute volume, Morocco enjoys premium positioning on infrastructure (highest internet penetration in MENA outside the Gulf), brand maturity (Instagram + LinkedIn presence ahead of regional peers), and currency optionality (a Dirham convertible under controlled rules — friction is lower than in Algeria, although PayPal access remains constrained).

DOMINANT CONTENT CATEGORIES

Qualitative analysis of top Moroccan creators (Favikon, StarNgage, Heepsy rankings) shows a mature scene with European diaspora dimensions:

Category	Maturity	Creator volume	LIVE density
Humour / Darija sketches	Saturated	High	Medium
Music / chaâbi / rai-fusion	Mature	Medium	Strong (LIVE concerts)
Gaming / e-sport	Mature	Medium	Very strong (PK, tournaments)
Football / sport	Mature	Medium	Strong (matches)
Beauty / fashion	Growing	High	Strong (haul, tutorials)
Food / Moroccan cuisine	Growing	High	Strong (especially Ramadan)
Lifestyle / couples	Growing	High	Strong (Q&A, daily)
Diaspora Morocco-Europe	Growing	High	Very strong
Travel / tourism	Emerging	Medium	Strong (World Cup 2030 ramp-up)
Education / languages	Emerging	Low	Strong (LIVE classes)
Amazigh culture	Niche	Low	Medium

Qualitative read — May 2026

TOP MOROCCAN CREATORS · SNAPSHOT

Morocco's creator ecosystem is among the densest in the Maghreb, fed by both a large domestic base and the European diaspora pipeline. Beyond TikTok rankings (Favikon, StarNgage), Morocco contributes to the global creator scene through diaspora figures such as **Imane Anys (Pokimane)**, a Moroccan-Canadian streamer with global reach who symbolises the brand power of Moroccan-origin creators on the international stage.

As observed across the Maghreb, **LIVE competence — which demands stamina, interactivity and discipline — remains concentrated within a narrow subset** of the top short-video tier. Morocco's advantage lies in the combination of a professionalised domestic creator industry (well-supported by brands) and structural pipeline to European audiences.

06 **TikTok LIVE**

TikTok LIVE is, as across MENA non-CRP markets, the most accessible direct monetisation channel in Morocco. Morocco's edge lies in the combination of a high-purchasing-power European diaspora and a domestic market where the Dirham (MAD) operates under more flexible currency rules than the Algerian Dinar or the Tunisian Dinar.

GIFT MECHANICS — MODEL REMINDER

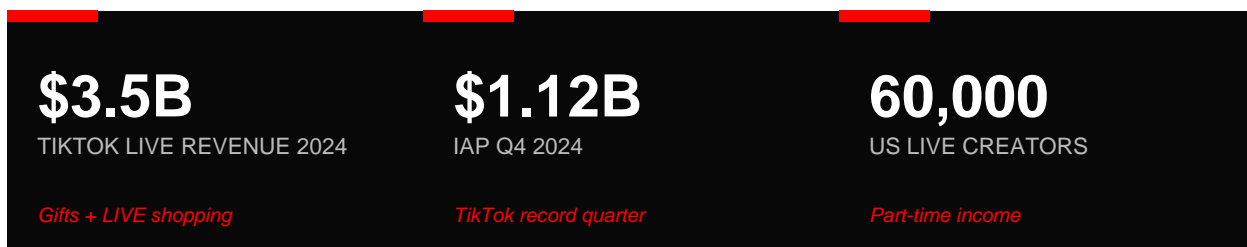
Viewers buy "coins" which they convert into virtual gifts sent during LIVE. On the creator side, gifts are counted in "diamonds", a fraction of which is then converted into cash. Since the update to TikTok's rewards model, a creator can now reach **up to 53% of the post-TikTok gross** through two stacking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

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

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 APPLIED TO MOROCCO

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. For an order of magnitude applicable to Morocco: 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. **Top Moroccan streamers, leveraging the European diaspora corridor, comfortably exceed**

this threshold thanks to Euro-denominated gifts and battle pots. Morocco's domestic 16.7M adult TikTok base supports a healthy mid-tier viewer pool on top.

MOROCCO-SPECIFIC CONSTRAINTS

No Creator Rewards Program (CRP).

Morocco is not eligible for the views-based CRP. Direct TikTok revenue for a Moroccan creator therefore flows through: (1) LIVE gifts, (2) B2B sponsorship, (3) TikTok Shop affiliation (not yet officially launched in Morocco).

Payment friction — Dirham controls.

TikTok pays in USD via PayPal (limited availability in Morocco) or international wire, complicating repatriation under Bank Al-Maghrib's foreign exchange rules. The Dirham (MAD) operates under controlled convertibility — more flexible than the Algerian Dinar but still requires structured agency intermediation for frictionless creator income management.

Quadrilingual content arbitration.

Moroccan creators choose between Arabic, Moroccan Darija, Amazigh (Tamazight) and French — and sometimes Spanish in northern regions. The language choice defines the audience (local vs European diaspora vs MENA) — a strategic parameter that is more nuanced than in any other Maghreb market.

Concentrated competition.

Morocco hosts the densest professionalised creator scene in the Maghreb — strong brand sponsorship culture, agency support and infrastructure. This raises the bar for new entrants but rewards quality through brand deals and structured B2B monetisation.

THE "DIASPORA" LEVER — THE DENSEST IN THE MAGHREB

Morocco has the largest European diaspora of the Maghreb: **~1.4M Moroccans in France, ~500k in Belgium, ~400k in the Netherlands, ~800k in Spain**. This diaspora represents a high-purchasing-power viewer base that ships gifts in hard currencies (Euro). Moroccan creators who structure broadcast schedules around European time zones and master multiple registers (Darija + French + Spanish) capture a disproportionate share of LIVE value. The depth and language readiness of this diaspora makes the Morocco-Europe corridor the densest gifting lane of North Africa.

THE STRUCTURING ROLE OF AGENCIES

Official TikTok LIVE agencies (Standard and Senior Partner statuses) play a critical role in professionalising the Moroccan market — particularly given the currency control complexity and the demand for European-time-zone broadcast schedules. They handle: (1) creator training on LIVE mechanics, (2) regular broadcast schedule design compatible with European prime times, (3) administrative, tax and FX 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 — a significant quality asymmetry on the market.

07 Outlook 2026 — 2027

Based on observed growth rates (+19.1% YoY on TikTok 18+, +7.8% on social identities, +47.5% on mobile speed, +89.0% on fixed) and the progressive widening of TikTok LIVE features (LIVE shopping, subscriptions, AR effects), the following trajectories appear reasonable for Morocco:

Indicator	Late 2025	End-2026 projection	End-2027 projection
TikTok 18+ audience	16.7 M	19.0 – 20.0 M	22.0 – 24.0 M
Reach 18+ (%)	62.3%	~72%	Plateau ~80%
LIVE usage rate	Moderate	Expected growth	Mainstream
Active LIVE creators (est.)	~4,500	7,500 – 10,000	14,000+
Median mobile speed	60 Mbps	100+ Mbps	150+ Mbps (5G)

Projections based on observed historical trends

EXPECTED TRANSFORMATION DRIVERS

Continued infrastructure acceleration.

Mobile speeds should cross 100 Mbps in 2026 and reach 5G tiers in 2027. The fixed leap (+89% YoY in 2025) compounds: home broadband becomes ubiquitous, unlocking multi-camera LIVE and high-bitrate LIVE Shopping at consumer scale.

FIFA World Cup 2030 as a structural catalyst.

Co-hosting the 2030 FIFA World Cup with Spain and Portugal drives infrastructure investment, tourism inflows, hospitality expansion and creator B2B sponsorship opportunities through the entire run-up to 2030. This is the single largest structural growth catalyst on the horizon for any Maghreb creator economy.

Potential arrival of TikTok Shop in MENA.

TikTok Shop is not yet officially launched in Morocco, but regional expansion is anticipated. Morocco's combination of urban purchasing power, e-commerce maturity (Marjane, Jumia, m-commerce growth) and logistics infrastructure (Tanger Med) makes it a likely priority market for the regional rollout.

Diaspora-driven gifting consolidation.

The Morocco-Europe corridor (France, Belgium, Netherlands, Spain) is set to consolidate as the densest gifting lane of the Maghreb. Creators who structure European-time-zone schedules and dual-register content (Darija + French) capture a disproportionate share of value.

Trans-Maghreb creator market convergence.

Cultural convergence between Morocco, Algeria and Tunisia — accelerated by TikTok's algorithms — hints at a unified trans-Maghreb creator market. For Morocco, this expands the addressable audience from 38.5M to nearly 98M (Maghreb excluding Libya).

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 stated; 2025 projections (+4.7% GDP) are estimates.

PRIMARY SOURCES

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

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.

STATUS	Senior TikTok LIVE Partner
FOUNDED	December 2024 · Senior since May 2025
REGIONS	MENA (Gulf included) · France · Italy · Germany · USA · Canada
TECHNOLOGY	Black OS — proprietary management system
HEADQUARTERS	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.

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