BLACK ADS AGENCY
Senior TikTok LIVE Partner · MENA · Europe · North America

MARKET INTELLIGENCE REPORT

VOLUME 04 — EGYPT

Social Media · TikTok · TikTok LIVE

Official data · Verified sources · Market analysis

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ABOUT THIS EDITION

Volume 04 extends Black Ads' Market Intelligence series on MENA markets within the TikTok ecosystem. After Tunisia (Vol. 01), Algeria (Vol. 02) and Morocco (Vol. 03), this volume covers Egypt; the GCC (Saudi Arabia) closes the series. 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.

01 Executive summary

Egypt is the largest TikTok market across MENA in absolute volume: 48.8M adults (+25.2% YoY — the fastest growth in the region). An ultra-young demography (median age 24.5 — the lowest of the 5 markets covered) and a population of 119M make Egypt a continental-scale market. With 17.3% of the population still offline (20.6M people) and 33.5% below the national poverty line, the creator economy is structurally positioned as one of the most relevant economic ladders in the MENA.

119M TOTAL POPULATION *Median age 24.5*	**98.2M** ACTIVE INTERNET USERS *82.7% penetration*	**51.6M** SOCIAL IDENTITIES *43.4% of population*
48.8M TIKTOK 18+ *+25.2% YoY*	**65.5%** TIKTOK ADULT REACH *Egypt · late 2025*	**64.2%** MALE AUDIENCE *TikTok Egypt*

MARKET READ IN 5 POINTS

01 **The MENA's #1 TikTok market by absolute volume — 48.8M adults.**
Egypt's 48.8M TikTok 18+ audience is effectively Saudi Arabia (38.6M) plus 10M more — the largest single-country TikTok adult base in the MENA. With +25.2% YoY, Egypt also posts the fastest growth in the region — far ahead of Algeria (+22.6%), Morocco (+19.1%) or Tunisia (+15.8%).

02 **Infrastructure leap: median mobile speed +120% YoY.**
Mobile speeds jumped from ~26 Mbps to 56.45 Mbps in one year — the largest infrastructure leap of the MENA. Fixed broadband grew to 89.84 Mbps (+17.5% YoY). These conditions unlock LIVE Shopping and multi-camera LIVE at scale.

03 **Economy recovering — inflation decelerating sharply.**
GDP grew +5.3% in H2 2025 (vs +3.9% prior). Inflation moderated from a peak of 38% in late 2023 to 13.4% in February 2026. The Central Bank of Egypt cut rates by 825 bps between April 2025 and February 2026 — a clear policy easing cycle.

04 **TikTok LIVE as the primary direct monetisation lever.**
The Creator Rewards Program is not available in Egypt. Direct creator revenue flows mainly through LIVE gifts and B2B partnerships. Egypt's domestic 48.8M audience supports the deepest mid-tier viewer pool of any MENA market.

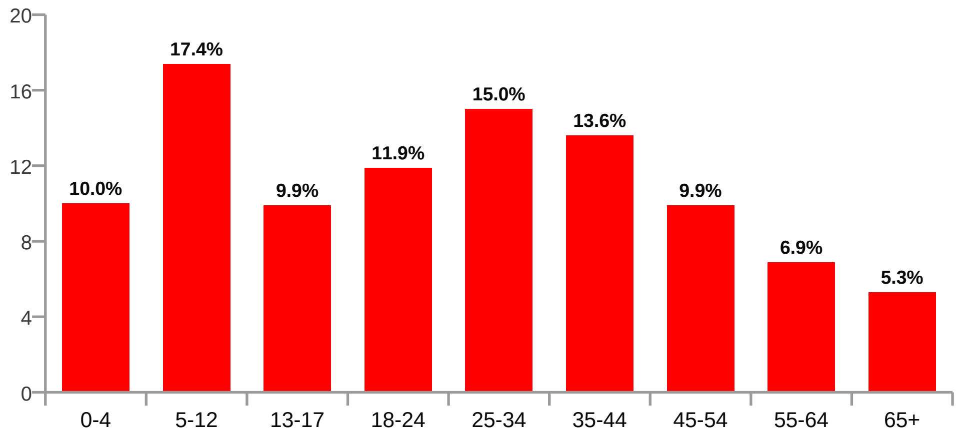
05 **Gulf diaspora — the largest gifting corridor in absolute value.**
~10M Egyptians live abroad, mainly in the Gulf (Saudi Arabia, UAE, Kuwait), the US, Canada and Europe. The Gulf diaspora alone — concentrated in AED/SAR/USD pay zones — makes Egyptian creators uniquely positioned for cross-border gifting in hard currencies.

02 Country context

DEMOGRAPHICS & POPULATION PROFILE

Egypt had **119 million inhabitants** at end-2025 — the largest population in MENA and North Africa, nearly 3x Algeria and ~10x Tunisia. The median age is **24.5 years** — the lowest of the 5 covered markets and one of the youngest globally. Urbanisation is **43.5% urban / 56.5% rural** — the only major MENA market still majority-rural, with a strong Greater Cairo concentration. The 13-44 cohort represents approximately 50.4% of the population — around 60M people — the demographic core of the TikTok audience.

Population distribution by age bracket (%)



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

ECONOMIC CONTEXT

Egypt's economy is recovering after an inflation peak: **GDP grew +5.3% in H2 FY26 (July-December 2025)**, sharply up from +3.9% in the prior period; full-year FY26 projection is +4.3% (vs +4.4% FY25, +2.4% FY24). **Inflation moderated from a peak of 38% in late 2023 to 13.4% in February 2026**. The Central Bank of Egypt cut policy rates by **825 basis points** between April 2025 and February 2026 — a clear policy easing cycle reflecting renewed price stability. Employment rate stood at 43.8% in Q2 FY26; labour force participation at 46.7% — both below historical averages.

STRATEGIC CONTEXT

Key sectors: agriculture, manufacturing, services, tourism, the Suez Canal, and extractives (hydrocarbons noted as a drag with outstanding arrears). Tourism (historically ~14M+ visitors / year), the Suez Canal toll, and remittances from the ~10M-strong Egyptian diaspora constitute structural forex anchors. The IMF programme and the 2024-2025 devaluation reset positioned Egypt for the current recovery cycle.

03 Digital infrastructure

Egypt posted the most spectacular infrastructure acceleration of the MENA in 2025: median mobile download speeds jumped by **+120% YoY**. This single leap unlocks LIVE Shopping, multi-camera LIVE and high-bitrate streaming at consumer scale.

121M	95.4%	56 Mbps
MOBILE CONNECTIONS	MOBILE BROADBAND	MOBILE MEDIAN
102% of population	*3G / 4G / 5G*	*+120% in one year*

MOBILE CONNECTIVITY

GSMA Intelligence counts **121M active cellular connections** at end-2025 — 102% of the population, with +6.7M (+6.7%) YoY growth. Mobile broadband (3G/4G/5G) reaches **95.4%** — among the highest in MENA. The market is led by Vodafone Egypt, Orange Egypt, Etisalat Misr and WE (Telecom Egypt) — a four-operator competitive structure that drives data pricing down and adoption up.

INTERNET SPEEDS — A HISTORIC ACCELERATION

Ookla measures a median mobile download speed of **56.45 Mbps** (August 2025), up **+120%** over 12 months (+30.80 Mbps) — the largest leap of the MENA. Fixed broadband grows to **89.84 Mbps** (+17.5% YoY, +13.36 Mbps) — already at developed-market level. These conditions transform what's technically possible for creators and viewers alike.

INTERNET USAGE

98.2M Egyptians used the internet in October 2025, i.e. 82.7% of the population, up +2.3M (+2.4%) YoY. Approximately 20.6M Egyptians remain offline (17.3%) — the largest absolute offline reserve of any MENA market, representing a substantial residual growth pool for the next decade.

Indicator	Egypt	Saudi Arabia	Algeria	Morocco
Population (M)	119	34.7	47.6	38.5
Internet users (M)	98.2	34.4	37.8	35.5
Internet penetration	82.7%	99.0%	79.5%	92.2%
Social identities (M)	51.6	38.6	27.5	22.8
TikTok 18+ (M)	48.8	38.6	24.8	16.7
TikTok 18+ reach	65.5%	154.3%*	80.1%	62.3%

Regional comparison · Source: DataReportal Digital 2026, October 2025 · *KSA exceeds 100% due to duplicated accounts and expatriate audience.

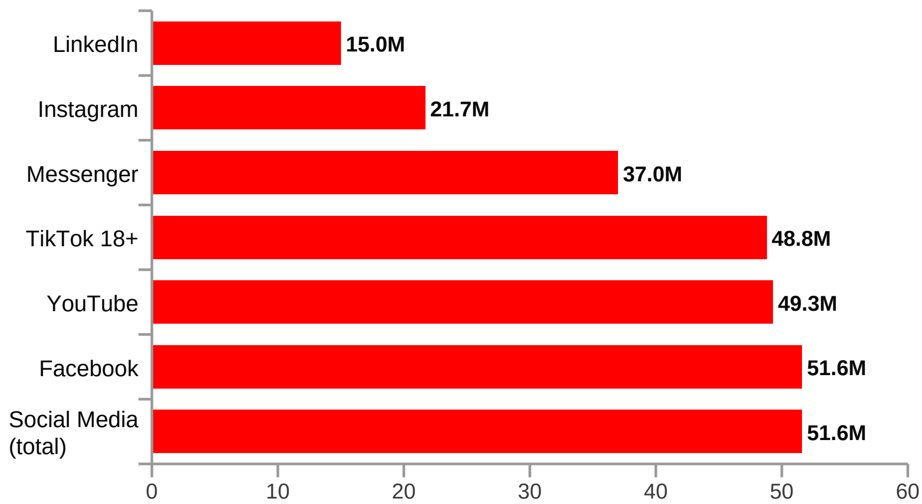
04 Social media landscape

Egypt hosts a unique mass-reach quadrilateral in MENA — Facebook (51.6M), TikTok (48.8M), YouTube (49.3M) and Messenger (37.0M) — four platforms with adult reach above 50%. No other regional market combines this kind of multi-platform scale.

VOLUME AND REACH BY PLATFORM (LATE 2025)

Kepios identifies **51.6M active social identities** in Egypt in October 2025, i.e. **43.4% of the population** and 52.5% of internet users. The 18+ slice totals 51.3M (68.8% of eligible population). Gender split is markedly male (61.0% M / 39.0% F).

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



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

PLATFORM-BY-PLATFORM READ

FACEBOOK · 51.6M

The widest reach (+10.6% YoY, +4.95M). 68.8% of adults are reachable. Dominant platform for community groups, family pages and informal commerce.

YOUTUBE · 49.3M

Slight contraction (-2.8% YoY, -1.40M) — atypical for the region. Still a massive platform for passive consumption (music, drama, religious content).

TIKTOK 18+ · 48.8M

The fastest-growing in MENA (+25.2% YoY, +9.81M). Now closing in on Facebook in absolute reach. Strongly male audience (64.2%) — among the most skewed in MENA. Adult reach 65.5%.

MESSENGER · 37.0M

+6.0% YoY (+2.10M). 49.9% of adults — a massive direct-communication channel. Should be central to creator CRM and B2B outreach in Egypt.

INSTAGRAM · 21.7M

+13.9% YoY (+2.65M). 46.3% female audience — the most balanced major platform in Egypt. Reference "beauty / fashion / lifestyle" platform.

SNAPCHAT · 20.6M

+6.9% YoY (+1.34M). Strong presence with younger urban adults, particularly Cairo and Alexandria.

LINKEDIN · 15.0M

+25.0% YoY (+3.00M) — the fastest LinkedIn growth in MENA. Reflects the expanding structured professional fabric driven by tourism, oil & gas, fintech, and offshoring.

X · 4.64M

-15.4% YoY — sharp contraction. X's importance in Egypt has eroded over the year.

ENGAGEMENT TRENDS

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

- Egyptian Arabic is the most widely understood Arabic dialect across the MENA region — a structural SEO advantage for Egyptian creators targeting pan-Arab audiences (cinema, music, drama legacy).
- Ramadan peak: TikTok consumption grows by an estimated **+30 to +50%** during the holy month — above the MENA average given the country's cultural anchoring.
- Football and entertainment heavily drive LIVE engagement: Egypt-Tunisia derbies, Africa Cup of Nations, and the Egyptian Premier League generate Ramadan-scale audience peaks.
- Gulf diaspora content surge: creators based in Egypt explicitly target communities in Saudi Arabia, UAE and Kuwait — cross-border gifting flows in AED/SAR/USD with sustained growth.

GENDER SPLIT

Across global social identities, Egypt skews strongly male (**39.0% female vs 61.0% male**). On TikTok specifically, the gap widens further to 64.2% M / 35.8% F — among the most skewed in MENA. This asymmetry reflects regional cultural patterns and has direct implications for creator mix and content category strategy.

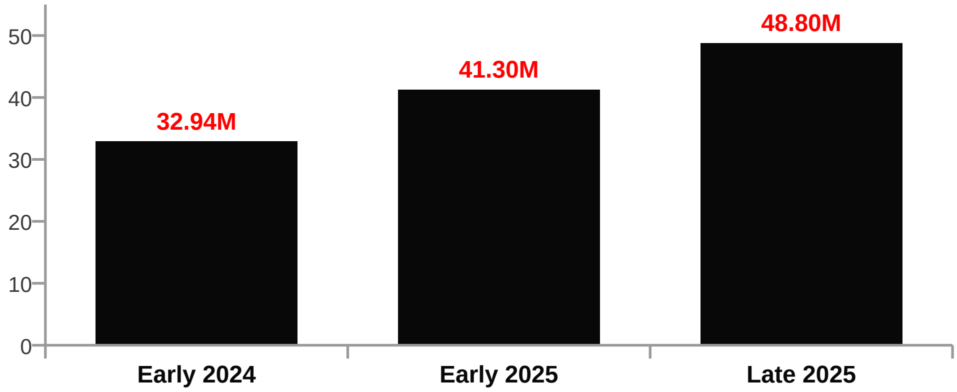
05 TikTok deep dive

Egypt is the largest single-country TikTok adult market in the MENA — 48.8M users ahead of Saudi Arabia (38.6M), Algeria (24.8M), Morocco (16.7M) and Tunisia (6.0M). It is also the fastest-growing: +25.2% YoY, +9.81M new adult users in 2025 alone.

AUDIENCE — 48.8 MILLION ADULTS

TikTok's ad planning tools count **48.8M users aged 18+** in Egypt at end-2025, i.e. **65.5% of adults**. Adding the 13-17-year-olds (estimated at 7-9M given Egypt's young demography), total reach approaches 56-58 million — by far the largest TikTok footprint in MENA and a top global TikTok market in absolute terms.

TikTok adult audience evolution in Egypt

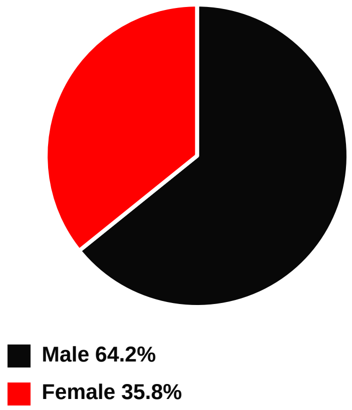


Sources: DataReportal Digital 2024, 2025 and 2026 — TikTok ad planning tools

READING THE CURVE

Egypt's trajectory is the most aggressive of MENA: **+8.36M between early 2024 and early 2025, then +7.50M over the last 9 months of 2025**. The total absolute gain over ~22 months is **+15.86M new adult TikTok users** — the largest absolute gain in any single MENA market and one of the largest globally outside India. With 65.5% adult reach, Egypt still has meaningful volume headroom before approaching plateau, while intensity of use (daily minutes, LIVE frequency) is the next monetisation lever.

TIKTOK AUDIENCE PROFILE



A strongly male-skewed audience

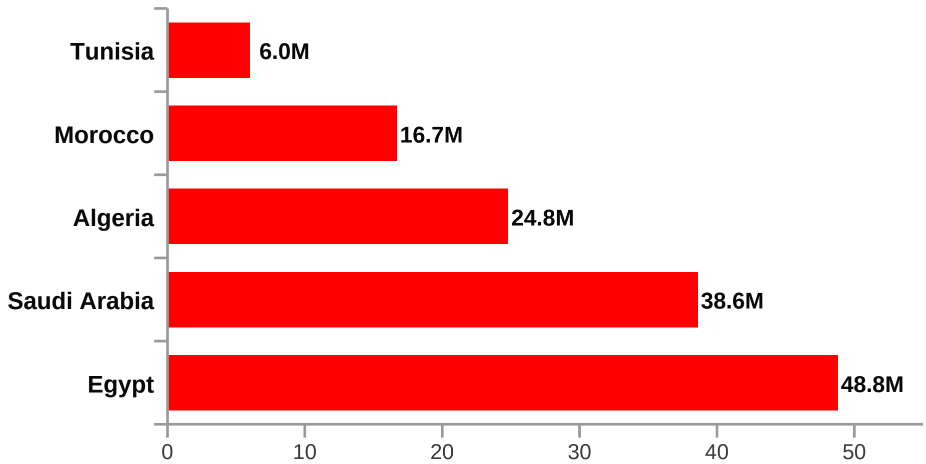
With 64.2% male and 35.8% female, TikTok Egypt is among the most M/F-asymmetric major markets in MENA. Observed implications:

- Heavy male-led categories: football, gaming, automotive, religious content, political debate
- Female creators relatively under-represented — a strategic growth niche for the next 2-3 years
- LIVE PK (battles) is exceptionally well-suited to this market structure
- Gulf diaspora viewer base — predominantly male — amplifies the monetisation upside

EGYPT'S REGIONAL POSITIONING

Within the MENA TikTok ecosystem, Egypt ranks **#1 by absolute audience** — and the leader by an absolute margin of 10M+ users over Saudi Arabia:

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



Source: DataReportal Digital 2026 · TikTok ad planning tools

While 4th in adult *penetration rate* (65.5%, behind Saudi Arabia, Algeria and Tunisia), Egypt dominates the MENA by sheer volume. The combination of a 119M population, a young median age (24.5), the cultural anchor of Egyptian Arabic and the Gulf diaspora corridor make Egypt the deepest and most strategic TikTok market in the region.

DOMINANT CONTENT CATEGORIES

Qualitative analysis of top Egyptian creators (Favikon, StarNgage, Heepsy rankings) shows a mature, multi-vertical scene with heavy entertainment legacy:

Category	Maturity	Creator volume	LIVE density
Humour / sketches	Saturated	Very high	Medium
Music / pop / shaabi	Mature	Very high	Very strong (LIVE concerts)
Drama / acting / cinema	Mature	High	Strong
Religious content	Mature	High	Strong (especially Ramadan)
Gaming / e-sport	Mature	Medium	Very strong (PK, tournaments)
Football / sport	Mature	Medium	Very strong (matches)
Beauty / fashion	Growing	High	Strong (haul, tutorials)
Food / Egyptian cuisine	Growing	High	Strong (Ramadan iftar)
Diaspora Egypt-Gulf	Growing	High	Very strong
Education / languages	Emerging	Medium	Strong (LIVE classes)
Personal finance / forex	Niche	Low	Very strong

Qualitative read — May 2026

TOP EGYPTIAN CREATORS · SNAPSHOT

Egypt's creator scene is the densest in MENA, fed by the country's deep entertainment industry legacy (Cairo studios, Egyptian cinema, music heritage). Names appearing in Favikon, StarNgage and Heepsy rankings include **Hassan El Shafei** (music producer, X-Factor MENA judge), **Beelzee**, **Yusuf Al-Sherif**, **Mostafa Hosny**, **Asmaa Galal** and **Mona Zaki**. The scene is professionalised, with strong brand sponsorship culture and structured B2B monetisation opportunities.

As across MENA, **LIVE competence — which demands stamina, interactivity and discipline — is concentrated within a narrow subset** of the top short-video tier. Egypt's scale (48.8M adult base) means the LIVE professional pool is large in absolute numbers even if relatively smaller than other markets in proportion.

06 TikTok LIVE

TikTok LIVE is the most accessible direct monetisation channel in Egypt — the Creator Rewards Program (CRP) is not available. Egypt's edge over other MENA markets: the largest domestic viewer base (48.8M adults), the most widely understood Arabic dialect across the region, and the Gulf diaspora corridor that ships gifts in hard currencies.

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 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

$3.5B
TIKTOK LIVE REVENUE 2024
Gifts + LIVE shopping

$1.12B
IAP Q4 2024
TikTok record quarter

60,000
US LIVE CREATORS
Part-time income

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.

ORDER OF MAGNITUDE APPLIED TO EGYPT

On global benchmarks (Teleprompter / Amra & Elma, specialised agencies), an active LIVE creator typically earns between **USD 1,500 and 40,000/month** in gifts. For an order of magnitude applicable to Egypt: 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 Egyptian streamers, leveraging the Gulf diaspora corridor, comfortably exceed this threshold** — viewers in Saudi Arabia, UAE and Kuwait ship gifts in AED/SAR/USD denominations that significantly amplify USD-equivalent income. Egypt's domestic 48.8M adult TikTok base also supports the deepest mid-tier viewer pool of any MENA market.

EGYPT-SPECIFIC CONSTRAINTS

No Creator Rewards Program (CRP).

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

Currency pressure — Egyptian Pound (EGP).

TikTok pays in USD via PayPal or international wire. The Egyptian Pound has been under devaluation pressure (2024-2025 IMF-supported reset), and capital controls remain. The 825-bp easing cycle since April 2025 signals stabilisation but structured agency intermediation remains valuable for repatriation.

Linguistic SEO advantage — Egyptian Arabic.

Egyptian Arabic is the most widely understood Arabic dialect across MENA, thanks to decades of cinema, music and TV legacy. This gives Egyptian creators a structural pan-Arab SEO advantage — content reaches Saudi, Gulf, Levant and Maghreb audiences with minimal localisation.

Purchasing-power volatility.

Egyptian inflation peaked at 38% in late 2023, moderated to 13.4% by February 2026. Domestic viewer purchasing power has been volatile — local LIVE gifting fluctuates accordingly. The Gulf diaspora gifting stream remains the more stable monetisation channel.

THE GULF DIASPORA LEVER

Egypt has ~10M citizens living abroad, with the largest concentration in the Gulf (Saudi Arabia, UAE, Kuwait, Qatar) — and significant communities in the US, Canada, Europe and the broader MENA region. The Gulf diaspora ships LIVE gifts in AED/SAR/USD denominations, giving Egyptian creators an exceptional cross-border gifting corridor. Combined with the pan-Arab linguistic reach of Egyptian Arabic, this makes Egyptian creators uniquely positioned for premium ARPGifter realisation in MENA.

THE STRUCTURING ROLE OF AGENCIES

Official TikTok LIVE agencies (Standard and Senior Partner statuses) play a critical role in professionalising the Egyptian market — particularly given the currency repatriation complexity. They handle: (1) creator training on LIVE mechanics, (2) regular broadcast schedule design, (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.

07 Outlook 2026 — 2027

Based on observed growth rates (+25.2% YoY on TikTok 18+, +1.7% on social identities, +120% on mobile speed) and the progressive widening of TikTok LIVE features (LIVE shopping, subscriptions, AR effects), the following trajectories appear reasonable for Egypt:

Indicator	Late 2025	End-2026 projection	End-2027 projection
TikTok 18+ audience	48.8 M	55.0 – 60.0 M	65.0 – 70.0 M
Reach 18+ (%)	65.5%	~75%	Plateau ~85%
LIVE usage rate	Moderate-high	High	Mainstream
Active LIVE creators (est.)	~15,000	25,000 – 35,000	45,000+
Median mobile speed	56 Mbps	90+ Mbps	150+ Mbps (5G)

Projections based on observed historical trends

EXPECTED TRANSFORMATION DRIVERS

Continued infrastructure leap.

Mobile speeds went from ~26 to 56.45 Mbps in one year — the largest acceleration of MENA. Continued investment in 4G+ and 5G rollout by Vodafone, Orange, Etisalat Misr and WE should push median mobile to 90+ Mbps by end-2026 and 150+ Mbps by end-2027.

Inflation stabilisation and recovering purchasing power.

The 825-bp easing cycle since April 2025 signals stabilisation. As inflation continues to moderate toward single digits in 2026-2027, domestic LIVE gifting should recover materially. Combined with the steady Gulf diaspora gifting stream, Egyptian creator income should compound.

Expected arrival of TikTok Shop in MENA.

TikTok Shop is not yet officially launched in Egypt, but regional expansion is anticipated. Egypt's combination of 119M population, young demography (median 24.5) and a growing e-commerce sector (Jumia, Noon, local marketplaces) makes it a likely priority market for the regional rollout.

Pan-Arab SEO consolidation — Egyptian Arabic dominance.

As TikTok's algorithms continue to surface Arabic-language content cross-market, Egyptian creators benefit from the structural advantage of Egyptian Arabic being the most widely understood Arabic dialect. Pan-Arab audience capture is the next scale lever.

Gulf-Egypt corridor monetisation deepening.

The ~10M Egyptian diaspora — heavily concentrated in the Gulf — is the largest cross-border audience capture lever of any MENA market. As remittance flows and creator economy mature in parallel, this corridor consolidates as a structural value channel.

08 Sources & methodology

METHODOLOGY

This report aggregates data from primary official sources (DataReportal/Kepios reports produced with Meltwater and We Are Social, World Bank, Central Bank of Egypt, 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.
- Year-on-year comparisons must account for ad-tool "corrections".
- Egypt's fiscal year (July-June) creates a reporting lag with calendar-year GDP comparisons; figures shown specify FY when relevant.

PRIMARY SOURCES

Organisation	Reference	URL
DataReportal / Kepios	Digital 2024, 2025, 2026 Egypt	*datareportal.com/reports/digital-2026-egypt*
DataReportal	Digital 2026 Tunisia / Algeria / Morocco / Saudi Arabia (comparison)	*datareportal.com/reports*
World Bank	Egypt Overview, Country Economic Outlook 2025	*worldbank.org/en/country/egypt*
Central Bank of Egypt	Inflation & Monetary Policy Rate	*cbe.org.eg*
GSMA Intelligence	Mobile connections Egypt	*gsmaintelligence.com*
Ookla	Speedtest Global Index — Egypt	*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 Egypt 2025/2026	*favikon.com/blog/top-tiktokers-egypt*
StarNgage	Top 1000 TikTok Influencers in Egypt	*starngage.com/plus/en-us/influencer/ranking/tiktok/egypt/*
Heepsy / Modash	TikTok Influencers Egypt 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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