

BLACK ADS AGENCY

Senior TikTok LIVE Partner · MENA · Europe · North America

MARKET INTELLIGENCE REPORT

VOLUME 05 — SAUDI ARABIA

Social Media · TikTok · TikTok LIVE

Official data · Verified sources · Market analysis

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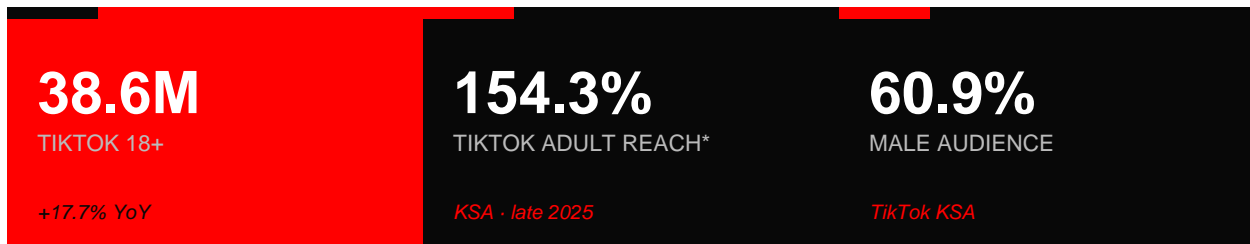
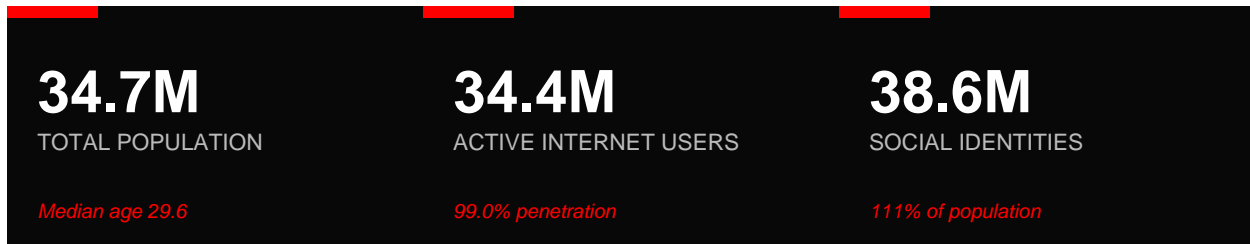
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ABOUT THIS EDITION

Volume 05 closes Black Ads' Market Intelligence series on MENA markets within the TikTok ecosystem. After Tunisia (Vol. 01), Algeria (Vol. 02), Morocco (Vol. 03) and Egypt (Vol. 04), this volume covers Saudi Arabia — and serves as the GCC reference. Note Black Ads doctrine: the GCC is operationally part of MENA, not a separate server. GCC creators register through the MENA URL. Each volume applies a funnel logic — digital macro → social media → TikTok → TikTok LIVE — drawing on primary sources (DataReportal/Keplios, World Bank, GSMA Intelligence, Ookla).

01 Executive summary

Saudi Arabia is the most infrastructure-mature market in MENA: 99.0% internet penetration, 194.49 Mbps median mobile speed (faster than France or Germany), 98.5% mobile broadband. With 38.6M TikTok adults and the highest purchasing power in the Arab world, Saudi Arabia anchors the #2 position by absolute TikTok volume after Egypt — and #1 by ARPGifter realisation. Vision 2030 mega-projects (NEOM, Riyadh Season, MDLBEAST, Diriyah, AIUla) inject massive resources into the creator and entertainment economy.



MARKET READ IN 5 POINTS

- 01 The MENA's #1 infrastructure market — 99% penetration, 194 Mbps mobile.**
Saudi Arabia leads the MENA on every infrastructure metric: 99.0% internet penetration (the highest), 194.49 Mbps median mobile speed (+59.1% YoY — faster than France and Germany), 98.5% mobile broadband, and 126 Mbps median fixed. These conditions place KSA as the reference benchmark for the MENA region.
- 02 The #2 TikTok market in absolute volume — and #1 by realised ARPGifter.**
38.6M TikTok 18+ users places KSA second behind Egypt (48.8M) by volume. But on ARPGifter — the average revenue per gifter — KSA leads the MENA: Khaleeji viewers are among the most generous gifters globally, and Saudi LIVE creators realise the highest USD-equivalent income per active viewer of any MENA market.
- 03 Snapchat anomaly: 89% of adults — a Saudi specificity unique in MENA.**
Unlike most markets where TikTok has displaced Snapchat, in KSA Snapchat retains 89% adult penetration (25.3M users) and ranks #2 in the creator mix. The platform structurally complements TikTok rather than competing — multi-platform creator strategy is a mandate here, not an option.

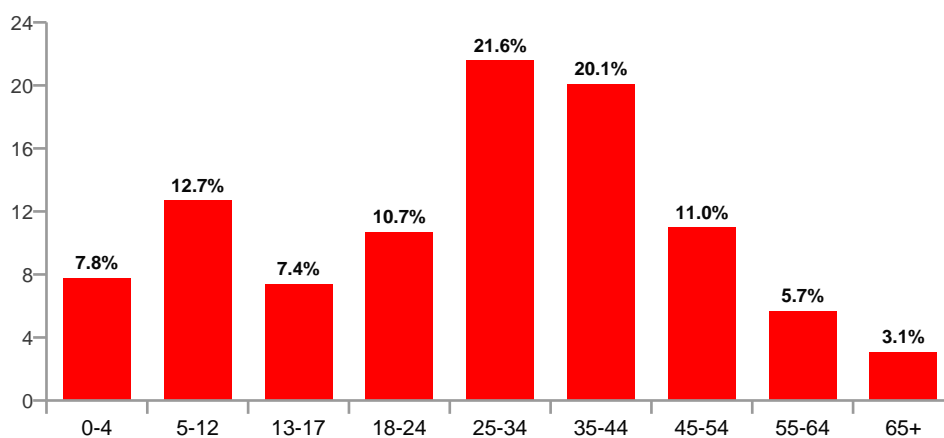
- 04 Vision 2030 mega-projects fuel the creator economy.**
NEOM (futuristic mega-city), Riyadh Season (massive entertainment festival), MDLBEAST (Soundstorm — the largest music festival in the Arab world), Diriyah (heritage preservation district) and AIUla (premium tourism) all channel significant resources to creator economy via brand deals, B2B sponsorship and live event coverage.
- 05 GCC is part of MENA — same server, not separate operations.**
Black Ads doctrine: GCC creators register via the MENA URL. There is no separate GCC server, no waitlist. This volume is a strategic SEO atlas of GCC penetration, not a promise of separate operations. Saudi creators integrate fully into the MENA creator pipeline operationally.

02 Country context

DEMOGRAPHICS & POPULATION PROFILE

Saudi Arabia counted **34.7 million inhabitants** at end-2025. Median age stands at **29.6 years**. Urbanisation is **85.4%** — the highest of the 5 covered markets. Gender split shows a marked male skew (39.6% F / 60.4% M), reflecting a large expatriate male workforce (~13M expatriates, primarily South Asian). The 25-44 cohort represents **41.7%** of the population — the highest working-age concentration of all 5 markets covered, around 14.5M people.

Population distribution by age bracket (%)



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

ECONOMIC CONTEXT — VISION 2030 IN MOTION

GDP growth projection 2025: **+2.8%** (vs +3.9% H1 2024). Non-oil GDP growth averages **+3.6% over 2025-2027**, with H1 2025 non-oil activities at +4.8% — services, retail, hospitality leading. Hydrocarbon GDP returned to growth in Q2 2025 (+3.8%) and is projected to expand +6.7% in 2026 and +6.1% in 2027. **Total unemployment fell to 2.8% in Q1 2025** (vs 3.5% in 2024) — the lowest level of the MENA. **Vision 2030** drives the strategic transformation away from oil dependency through private-sector-led growth and entertainment, tourism, technology mega-projects.

VISION 2030 MEGA-PROJECTS

Five flagship initiatives reshape the creator and entertainment economy: **NEOM** (the futuristic mega-city under construction in north-western Saudi Arabia), **Riyadh Season** (the largest annual entertainment festival in MENA), **MDLBEAST** (organiser of Soundstorm — the largest music festival in the Arab world), **Diriyah** (heritage preservation and cultural district near Riyadh), and **AIUIa** (premium tourism heritage site with international concerts and art installations). Each channels substantial brand and B2B sponsorship into the creator pipeline.

03 Digital infrastructure

Saudi Arabia operates the reference digital infrastructure of the MENA: 99.0% internet penetration, 194.49 Mbps median mobile speed (the highest in the Arab world), 98.5% mobile broadband. The infrastructure entirely unlocks LIVE Shopping, multi-camera LIVE and high-bitrate streaming at consumer scale.

<h2>48.7M</h2> <p>MOBILE CONNECTIONS</p> <p><i>140% of population</i></p>	<h2>98.5%</h2> <p>MOBILE BROADBAND</p> <p><i>3G / 4G / 5G</i></p>	<h2>194 Mbps</h2> <p>MOBILE MEDIAN</p> <p><i>+59.1% in one year</i></p>
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MOBILE CONNECTIVITY

GSMA Intelligence counts **48.7M active cellular connections** at end-2025 — 140% of the population, signalling very strong multi-device equipment. Mobile broadband (3G/4G/5G) reaches **98.5%** — the highest in MENA. The market is led by STC (Saudi Telecom Company, dominant operator), Mobily and Zain KSA — a three-operator structure with intense quality competition and one of the world's most aggressive 5G rollouts.

INTERNET SPEEDS — THE MENA BENCHMARK

Ookla measures a median mobile download speed of **194.49 Mbps** (August 2025), up **+59.1%** over 12 months (+72.21 Mbps) — the fastest median mobile in the Arab world and ahead of France, Germany and the UK. Fixed broadband at **126.35 Mbps** (+12.6% YoY) ranks among the world's top-tier markets. These conditions make Saudi Arabia the regional reference for high-bitrate LIVE deployment.

INTERNET USAGE

34.4M Saudis used the internet in October 2025, i.e. 99.0% of the population — the highest penetration in MENA. YoY growth: +598k (+1.8%). With penetration saturating at 99%, the next phase of digital growth comes from intensity of use (time spent, transactions, LIVE engagement) rather than acquisition.

Indicator	Saudi Arabia	Egypt	Algeria	Morocco
Population (M)	34.7	119	47.6	38.5
Internet users (M)	34.4	98.2	37.8	35.5
Internet penetration	99.0%	82.7%	79.5%	92.2%
Social identities (M)	38.6	51.6	27.5	22.8
TikTok 18+ (M)	38.6	48.8	24.8	16.7
TikTok 18+ reach	154.3%*	65.5%	80.1%	62.3%
Median mobile (Mbps)	194.49	56.45	41.21	60.31

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

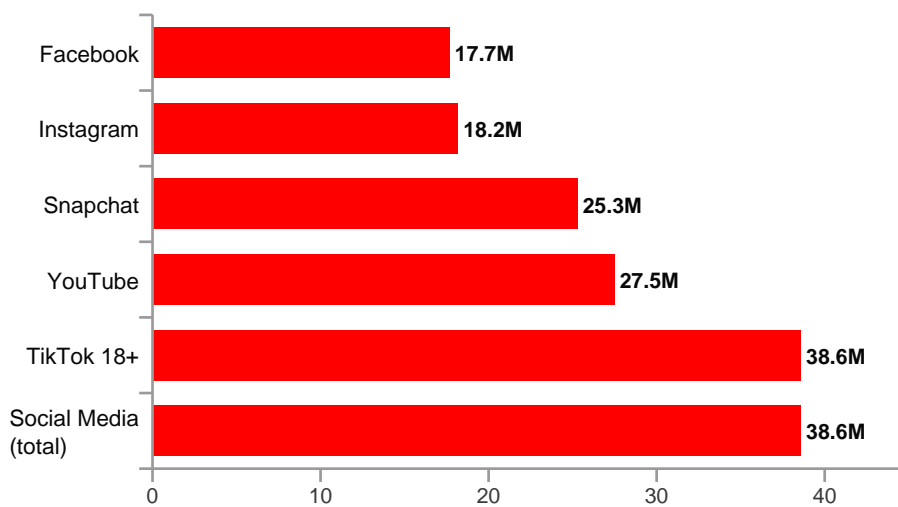
04 Social media landscape

Saudi Arabia presents one of the most unique social-media landscapes in the world. TikTok (38.6M) and Snapchat (25.3M) co-dominate alongside YouTube (27.5M); X retains exceptional strength (15.0M, 57% of adults) reflecting Twitter's structural role in Arab political and cultural discourse.

VOLUME AND REACH BY PLATFORM (LATE 2025)

Kepios identifies **38.6M active social identities** in Saudi Arabia in October 2025 — **111% of the population**, exceeding 100% due to duplicated accounts and the expatriate audience. YoY growth: +5.8M (+17.7%) — among the strongest in MENA. Gender split: 39.1% female vs 60.9% male.

Advertising audience by platform in Saudi Arabia (millions, late 2025)



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

PLATFORM-BY-PLATFORM READ

TIKTOK 18+ · 38.6M

+17.7% YoY (+5.81M). Adult reach exceeds 100% (154.3%) due to duplicate accounts and expatriate audience. The #1 platform by ad reach. Male skew (60.9%). The deepest LIVE gifting economy in MENA by ARPGifter.

YOUTUBE · 27.5M

Adult reach 79.2%. Quasi-stable YoY (+1.1%) — has plateaued at saturation. Still central to passive consumption, music, drama, sermons. 41% female audience — close to parity.

SNAPCHAT · 25.3M

+4.1% YoY. The Saudi anomaly: **89% of adults use Snapchat** — a level unique in MENA. Snapchat structurally complements TikTok rather than competing. Multi-platform creator strategy is a mandate, not an option.

INSTAGRAM · 18.2M

+13.8% YoY (+2.20M). 41.1% female audience. Reference "beauty / fashion / lifestyle" platform with strong adult adoption (71% of adults).

FACEBOOK · 17.7M

+17.3% YoY (+2.60M). 70% of adults. Heavily male skew (22.9% F / 75.7% M) — the most M/F-asymmetric major platform in KSA.

X · 15.0M

-6.8% YoY but 57.2% of adults still reachable. X retains structural importance in the Saudi public sphere — political discourse, religious commentary, news. Should not be ignored in creator multi-platform strategy.

LINKEDIN · 12.0M

+9.1% YoY. 48% of adults. Reflects the expanding professional fabric driven by Vision 2030 mega-projects, tech sector growth and the expatriate workforce.

MESSENGER · 11.1M

+10.4% YoY. 44.4% of adults. Solid direct-communication channel; WhatsApp remains the broader messaging leader.

ENGAGEMENT TRENDS

Several signals observed in 2024-2025 confirm Saudi Arabia's distinctive shape:

- Khaleeji (Gulf Arabic) content commands the highest ARPGifter in MENA — gifters in KSA send the most expensive gifts on average globally, after the US.
- Ramadan peak: TikTok consumption grows by an estimated **+40 to +55%** during the holy month — the strongest seasonal lift in MENA.
- Vision 2030 entertainment programming (Riyadh Season, MDLBEAST Soundstorm, AIUla concerts) drives creator B2B sponsorship opportunities at MENA-leading scale.
- 13M+ expatriate workforce: South Asian, Filipino, Egyptian, Levantine and African creators serving their diaspora communities from inside KSA represent a distinctive cross-cultural sub-market.

GENDER SPLIT

Across social identities, Saudi Arabia is markedly male (**39.1% F vs 60.9% M**) — driven primarily by the large expatriate male workforce. On TikTok specifically, the same split holds (60.9% M / 39.1% F). The platform-level gender disparity is highest on Facebook (76% M / 23% F) and most balanced on YouTube (59% M / 41% F).

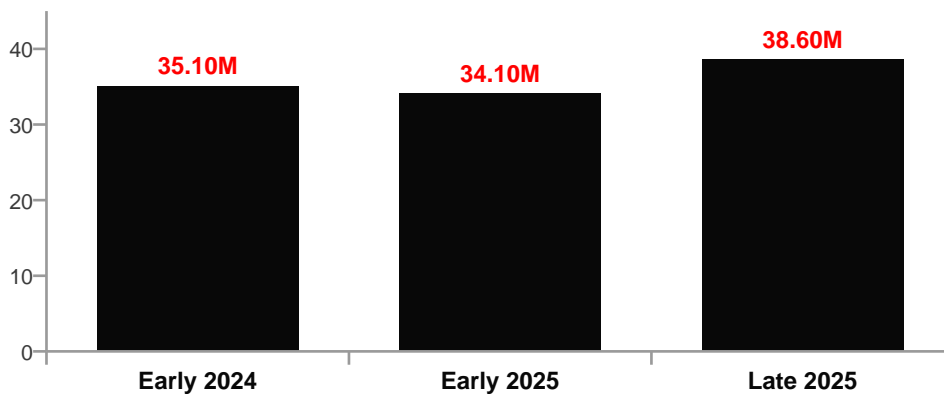
05 TikTok deep dive

Saudi Arabia ranks #2 in the MENA by absolute TikTok 18+ audience (38.6M after Egypt's 48.8M), but #1 by infrastructure, purchasing power and ARPGifter. The trajectory has been less linear than other markets: an early-2025 dip followed by a strong late-2025 rebound.

AUDIENCE — 38.6 MILLION ADULTS

TikTok's ad planning tools count **38.6M users aged 18+** in Saudi Arabia at end-2025 — i.e. **154.3% of adults**. The over-100% reading is structural: duplicate accounts and a large expatriate workforce (~13M expatriates) inflate the count beyond the citizen adult population. Even discounting duplicates and expats, native Saudi adult penetration is near-total. YoY growth: +5.81M (+17.7%).

TikTok adult audience evolution in Saudi Arabia



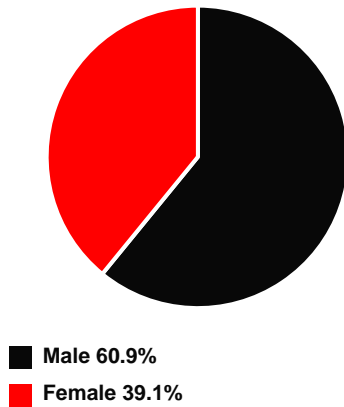
Sources: DataReportal Digital 2024, 2025 and 2026 — TikTok ad planning tools

READING THE CURVE

Saudi Arabia's TikTok trajectory is the most jagged of the 5 markets covered: 35.10M in early 2024, slight contraction to 34.1M in early 2025 (likely ad-tool correction), then a sharp rebound to 38.6M by end-2025 (+4.5M in 9 months). The dip-and-recover pattern suggests Saudi Arabia operates at the saturation frontier where reach growth comes more from re-acquisition and intensity than from new first-time users.

TIKTOK AUDIENCE PROFILE

A male-skewed audience driven by expatriate workforce



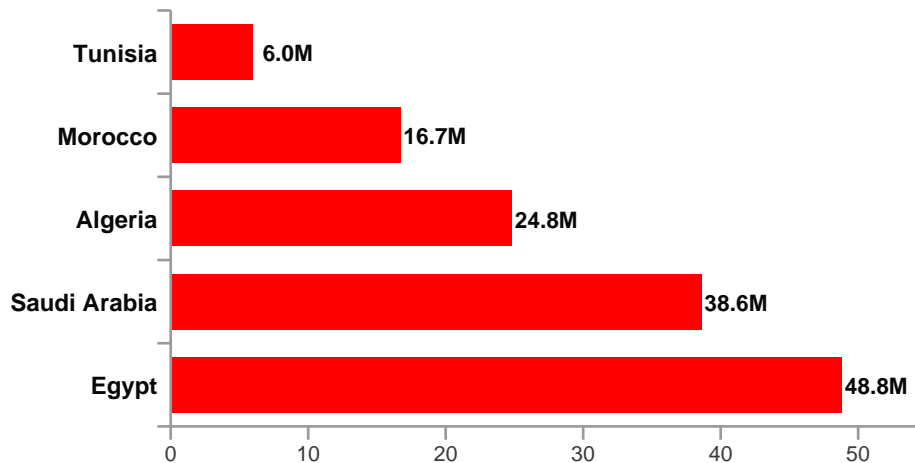
With 60.9% male and 39.1% female, TikTok KSA shows a marked M/F gap. The asymmetry reflects two structural drivers:

- Large expatriate male workforce (~13M, mainly South Asian) — heavy TikTok users
- Cultural and platform-adoption patterns favouring male leisure discoverability
- Native Saudi female user base is significant in absolute terms (15M+) but proportionally lower
- Khaleeji LIVE creators — male and female — realise top-tier ARPGifter

SAUDI ARABIA'S REGIONAL POSITIONING

Within the MENA TikTok ecosystem, Saudi Arabia ranks **#2 by absolute audience** after Egypt:

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



Source: DataReportal Digital 2026 · TikTok ad planning tools

While #2 by volume, KSA is #1 on every other metric that matters to LIVE creator economics: infrastructure (99% penetration, 194 Mbps mobile), purchasing power (GDP per capita ~\$30k), ARPGifter (the highest in MENA), and ecosystem professionalisation (Vision 2030 entertainment investments). For creator agencies, KSA is the high-value tier of the MENA pipeline.

DOMINANT CONTENT CATEGORIES

Qualitative analysis of top Saudi creators (Favikon, StarNgage, Heepsy rankings) shows a highly professionalised scene with Vision 2030 entertainment programming as a major B2B catalyst:

Category	Maturity	Creator volume	LIVE density
Khaleeji comedy / sketches	Mature	High	Strong
Music / khaleeji pop	Mature	Medium	Very strong (MDLBEAST)
Gaming / e-sport	Mature	High	Very strong (PK premium)
Religious content	Mature	High	Strong (Ramadan, Hajj)
Football / sport	Mature	Medium	Strong (Saudi Pro League)
Beauty / fashion / luxury	Mature	High	Strong (high ARPGifter)
Food / Saudi cuisine	Growing	Medium	Strong (Ramadan iftar)
Lifestyle / family	Growing	Medium	Strong
Travel / tourism (AIUla, NEOM)	Emerging	Medium	Strong (Vision 2030)
Vision 2030 / entertainment	Emerging	High	Very strong (Riyadh Season)
Premium ARPGifter (whales)	Niche	Very high value	Very strong

Qualitative read — May 2026

TOP SAUDI CREATORS · SNAPSHOT

Saudi Arabia's creator scene is among the most professionalised in MENA — strong production studios, structured B2B sponsorship culture (often directly tied to Vision 2030 entertainment programs), and access to LIVE event coverage at international scale (Riyadh Season, MDLBEAST Soundstorm, AIUla concerts). Names appearing in Favikon, StarNgage and Heepsy rankings span comedy, gaming, music and lifestyle verticals. The pipeline structurally captures the highest ARPGifter of any MENA market.

As across MENA, **LIVE competence — which demands stamina, interactivity and discipline — is concentrated within a narrow subset** of the top short-video tier. In Saudi Arabia, LIVE professionalisation is most advanced thanks to the structural pull of high-paying gifters and the Vision 2030 entertainment economy.

06 TikTok LIVE

TikTok LIVE is the most accessible direct monetisation channel in Saudi Arabia — the Creator Rewards Program (CRP) is not available. Saudi Arabia's edge: the highest ARPGifter in MENA, the most mature infrastructure (194 Mbps mobile), freely convertible Riyal (SAR) and broadly available PayPal — making KSA the lowest-friction creator payment market in MENA.

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 operational reference rate** used for projections is **USD 0.005 net to the creator per diamond**, before agency commission. In Saudi Arabia, individual gift sizes routinely exceed regional averages — "whales" (high-value gifters) are most prevalent here.

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. LIVE is structurally a mainstream channel — and Saudi Arabia stands out globally for the size of individual gift values.

ORDER OF MAGNITUDE APPLIED TO SAUDI ARABIA

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 Saudi Arabia: a creator receiving 200,000 diamonds/month generates a post-TikTok gross of approximately **USD 920** at a 46% rewards rate. **But Saudi Arabia operates structurally above these benchmarks thanks to ARPGifter premium:** Khaleeji whales routinely send single gifts worth thousands of USD-equivalent, and top Saudi LIVE creators realise monthly income in the upper end of the global range. KSA is where the LIVE creator economics

ladder is most steeply tilted in favour of high-tier performers.

SAUDI ARABIA-SPECIFIC CONSTRAINTS & ADVANTAGES

No Creator Rewards Program (CRP).

Saudi Arabia is not eligible for the views-based CRP — like all MENA markets. Direct TikTok revenue flows through: (1) LIVE gifts, (2) B2B sponsorship (Vision 2030 ecosystem is a major channel), (3) TikTok Shop affiliation (regional rollout anticipated).

Frictionless payments — the MENA leader.

Riyal (SAR) is freely convertible; PayPal is widely available; banking infrastructure is modern and creator-friendly. Repatriation friction is minimal compared to Algeria, Tunisia or Egypt. This makes KSA the lowest-friction creator payment market in MENA — by a wide margin.

Vision 2030 entertainment economy as creator catalyst.

Riyadh Season, MDLBEAST Soundstorm, AIUla concerts, Diriyah cultural programming and NEOM construction milestones all channel significant brand and B2B sponsorship resources to the creator pipeline. The state-strategic integration of creators is unmatched in the region.

Snapchat anomaly mandates multi-platform strategy.

Saudi creators cannot ignore Snapchat (25.3M, 89% adult reach). Successful creator strategy in KSA requires TikTok + Snapchat + sometimes X — a multi-platform mandate that doesn't exist as clearly elsewhere in MENA.

THE KHALEEJI ARPGIFTER PREMIUM

Saudi Arabia (alongside the rest of the Gulf — UAE, Kuwait, Qatar) represents the premium tier of TikTok LIVE gifting globally. Khaleeji viewers are among the most generous gifters in the world: large per-gift values, frequent "whale" patterns, and cultural conventions around hospitality and visible generosity. This makes Saudi LIVE creators uniquely positioned to capture premium income — and makes the MENA-Gulf corridor the highest-value cross-border gifting flow for creators operating from elsewhere in the region (notably Egypt, the Maghreb).

THE STRUCTURING ROLE OF AGENCIES

Official TikTok LIVE agencies (Standard and Senior Partner statuses) play a critical role even in a mature market like Saudi Arabia — they handle: (1) creator training on LIVE mechanics, (2) regular broadcast schedule design, (3) B2B brand connections with Vision 2030 ecosystem partners, (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 (+17.7% YoY on TikTok 18+, +17.7% on social identities, +59.1% on mobile speed) and the progressive widening of TikTok LIVE features (LIVE shopping, subscriptions, AR effects), the following trajectories appear reasonable for Saudi Arabia:

Indicator	Late 2025	End-2026 projection	End-2027 projection
TikTok 18+ audience	38.6 M	40.0 – 44.0 M	45.0 – 48.0 M
Reach 18+ (%)	154.3%*	Plateau ~160%	Plateau ~165%
LIVE usage rate	High	Mainstream	Saturated
Active LIVE creators (est.)	~10,000	15,000 – 20,000	25,000+
Median mobile speed	194 Mbps	260+ Mbps	350+ Mbps (5G+)

Projections based on observed historical trends · *KSA exceeds 100% due to duplicated accounts and expatriate audience.

EXPECTED TRANSFORMATION DRIVERS

Continued infrastructure leadership.

Median mobile speeds are projected to exceed 260 Mbps in 2026 and 350+ Mbps by 2027 — keeping Saudi Arabia as the global infrastructure benchmark. 6G research may begin transitioning to deployment by 2027-2028.

Vision 2030 milestone events.

Riyadh Season 2027 edition, MDLBEAST Soundstorm continued scaling, NEOM construction milestones, AIUla annual concert calendar, Diriyah preservation openings — all milestones in 2026-2027 generate creator B2B sponsorship opportunities at increasing scale.

Expected arrival of TikTok Shop in MENA.

TikTok Shop is not yet officially launched in Saudi Arabia, but regional expansion is anticipated. KSA's combination of high purchasing power, e-commerce maturity, and Vision 2030 retail modernisation makes it a priority candidate for the regional rollout.

Saudi Pro League and football monetisation.

The continued investment in the Saudi Pro League (Cristiano Ronaldo, Karim Benzema, Neymar transfers) drives sustained football-content audience engagement, and creator opportunities around match coverage, fan communities and sponsorship.

ARPGifter premium consolidation.

As MENA TikTok LIVE matures and creators from Egypt, the Maghreb and the Levant increasingly target KSA viewers for cross-border gifting, the Khaleeji ARPGifter premium consolidates as the structural value anchor of the regional creator economy. Saudi-based agencies and creators capture the premium tier.

08 Sources & methodology

METHODOLOGY

This report aggregates data from primary official sources (DataReportal/Kepios reports produced with Meltwater and We Are Social, World Bank, Saudi Vision 2030, 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. They represent the addressable ad target.
- TikTok does not publish figures for 13-17-year-olds. Total audience is therefore underestimated.
- Social identities (DataReportal) are not de-duplicated. KSA's 111% social media penetration and 154% TikTok adult reach are inflated by duplicate accounts and expatriate workforce — actual unique-individual penetration is estimated near 95-100% of native adult population.
- Year-on-year comparisons must account for ad-tool "corrections".
- Vision 2030 mega-project data is published officially by Saudi government channels; this report draws on publicly available references and does not endorse or evaluate project execution.

PRIMARY SOURCES

Organisation	Reference	URL
DataReportal / Kepios	Digital 2024, 2025, 2026 Saudi Arabia	datareportal.com/reports/digital-2026-saudi-arabia
DataReportal	Digital 2026 Tunisia / Algeria / Morocco / Egypt (comparison)	datareportal.com/reports
World Bank	Saudi Arabia Overview, Country Economic Outlook 2025	worldbank.org/en/country/saudi-arabia
Saudi Vision 2030	Strategic Framework, Mega-Projects	vision2030.gov.sa
GSMA Intelligence	Mobile connections Saudi Arabia	gsmaintelligence.com
Ookla	Speedtest Global Index — Saudi Arabia	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 Saudi Arabia 2025/2026	favikon.com/blog/top-tiktokers-saudi-arabia
StarNgage	Top 1000 TikTok Influencers in Saudi Arabia	starngage.com/plus/en-us/influencer/ranking/tiktok/saudi-arabia/
Heepsy / Modash	TikTok Influencers Saudi Arabia 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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