

BLACK ADS AGENCY

Senior TikTok LIVE Partner · MENA · Europe · North America

MARKET INTELLIGENCE REPORT

VOLUME 06 — FRANCE

Social Media · TikTok · TikTok LIVE

Official data · Verified sources · Market analysis

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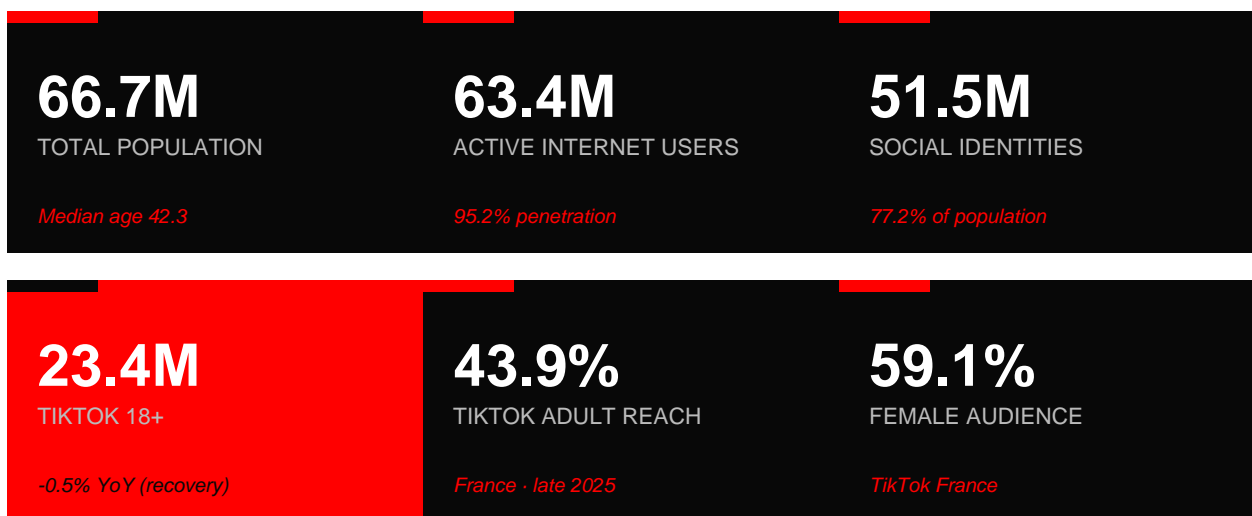
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ABOUT THIS EDITION

Volume 06 opens the Western cycle of Black Ads' Market Intelligence series — dedicated to markets where the agency operates its Europe and North America servers. It covers France (Vol. 06); Italy (Vol. 07), Germany (Vol. 08) and the USA (Vol. 09) will follow. The first cycle covered MENA markets (Tunisia, Algeria, Morocco, Egypt, Saudi Arabia — Vol. 01 to 05). Each volume applies a funnel logic — digital macro → social media → TikTok → TikTok LIVE — and draws on primary sources (DataReportal/Kepios, INSEE, Banque de France, OECD, Arcom, GSMA Intelligence, Ookla). Western-market specificity: the Creator Rewards Program (CRP) is available — a major monetization-matrix difference vs MENA.

01 Executive summary

France presents the most mature digital infrastructure profile in Western Europe: 95.2% internet penetration, median fixed speed of 308 Mbps (+37.7% YoY), 130 Mbps median mobile (+26.7%). But the TikTok trajectory here is atypical — after peaking at 25.4M in early 2024, the adult audience declined then partially recovered to 23.4M by late 2025. The market is mature, female-leaning (59.1% F on TikTok) and heavily regulated (DSA, Arcom, Influencer Law 2023). For Black Ads, the FR+ server covers France and francophone Europe (BE/CH/LU/MC), and the market plays a structural role as the destination for MENA diaspora (~4M Maghrebis in France).



MARKET READ IN 5 POINTS

- 01 The most mature digital infrastructure in Western Europe.**

France combines 95.2% internet penetration (the highest of the series), 308 Mbps median fixed speed (+37.7% YoY — FTTH near-completion) and 130 Mbps median mobile (+26.7% YoY). Multi-camera LIVE and LIVE Shopping are deployable at consumer scale without technical constraint.
- 02 Atypical TikTok trajectory — peak, decline, partial recovery.**

TikTok 18+ peaked at 25.42M in early 2024, fell to 21.5M in early 2025 (-15.4% YoY — regulatory context and ByteDance ownership uncertainty), then partially recovered to 23.4M by late 2025 (-0.5% YoY). This is the most volatile trajectory in the Black Ads series — distinct from MENA's linear curves.
- 03 Markedly female and older audience.**

TikTok France is 59.1% female (vs 41.8% in Tunisia or 37.1% in Algeria). The country's median age is 42.3 (highest of the series) and 22.5% of the population is 65+ — an underexploited premium ARPGifter niche. The strategic mix leans toward beauty/fashion/lifestyle/family rather than gaming/PK.

04 CRP available — major difference vs MENA.

The Creator Rewards Program is eligible in France (18+, public account, 10k followers, 100k views/30 days, original content 1min+). This is the key lever that differentiates the French monetization model from the MENA model: direct TikTok revenue does not depend exclusively on LIVE gifts.

05 France = MENA diaspora destination — reverse gifting corridor.

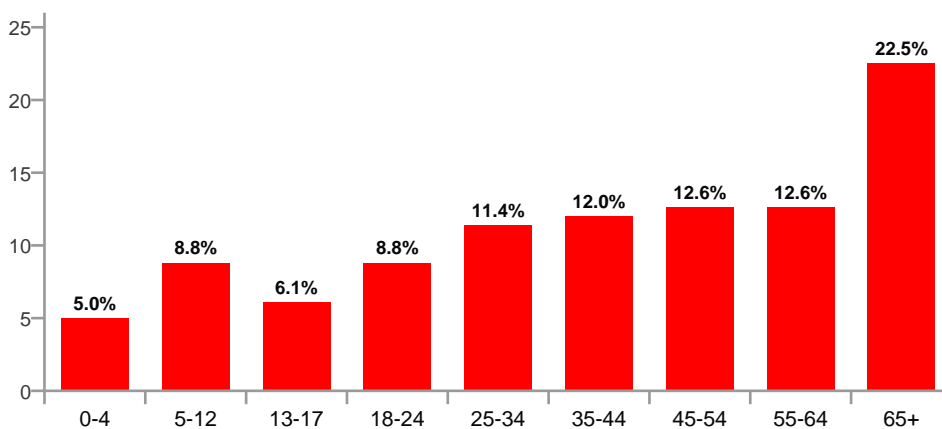
France hosts ~1.5-2M Algerians, ~1.4M Moroccans, ~700k Tunisians. The MENA countries export their creators to French viewers — complete inversion of the model. FR-Maghrebi bilingual creators (Darija/Derja-French) form a structuring niche of the FR+ market.

02 Country context

DEMOGRAPHICS & POPULATION PROFILE

France had **66.7 million inhabitants** at end-2025 with very modest population growth. The population is **82.4% urban**, concentrated around the Paris region, major regional metros (Lyon, Marseille, Toulouse, Bordeaux, Lille) and the coastline. Median age stands at **42.3** — the highest of the Black Ads series and structurally two decades above the MENA markets. The 65+ cohort represents 22.5% of the population (~15M people) — an underexploited premium ARPGifter niche. The 18-44 cohort totals 32.2% (~21.5M) and forms the demographic core of adult TikTok.

Population distribution by age bracket (%)



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

ECONOMIC CONTEXT

The French economy is in a slow-growth phase: GDP 2025 **+0.7%** (after +1.2% in 2024), with Q1 2026 stalled (0.0% QoQ after +0.2% in Q4 2025). Q1 2026 unemployment reaches **8.1%** (~2.6M people — highest level since 2021), with 15-24 youth unemployment at **21.5%**. Inflation has largely normalised: April 2026 CPI +2.2% YoY. The sectoral mix remains dominated by services (~79% of GDP), industry (~19%) — aerospace (Airbus), automotive (Renault, Stellantis), pharma (Sanofi), luxury (LVMH, Kering, Hermès) — and agriculture (#1 EU producer, ~25% of EU output).

DIGITAL STRATEGY & REGULATION

France has deployed one of Europe's most structured digital regulatory matrices: **GDPR** (EU framework), **DSA** (Digital Services Act, VLOP obligations), **Arcom** (regulator merged from CSA + Hadopi since 2022), **SREN Law 2024** and especially the **Influencer Law 2023** which strictly governs creator advertising, sponsorship and transparency. For TikTok LIVE agencies, the French environment is Europe's most demanding on compliance (mandatory disclosure, #sponso/#ad, minor protection).

03 Digital infrastructure

France's digital infrastructure is among the world's most advanced. Median fixed speed reached **308 Mbps** in August 2025 (+37.7% YoY) — above the OECD average and placing France among consumer FTTH leaders. Internet penetration plateaus at 95.2% — saturation.

<p>77.3M</p> <p>MOBILE CONNECTIONS</p> <p><i>116% of population</i></p>	<p>99.5%</p> <p>MOBILE BROADBAND</p> <p><i>3G / 4G / 5G</i></p>	<p>130 Mbps</p> <p>MOBILE MEDIAN</p> <p><i>+26.7% in one year</i></p>
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MOBILE CONNECTIVITY

GSMA Intelligence counts **77.3M active cellular connections** at end-2025 — 116% of population. Mobile broadband (3G/4G/5G) reaches **99.5%** — near-saturation. The market is structured around four operators: Orange (historical leader), Free (Iliad, low-cost disruptor), SFR and Bouygues Telecom. 5G deployment continues in major urban areas, with particular focus on tourist corridors (Paris, French Riviera, Alps).

INTERNET SPEEDS — EUROPEAN REFERENCE

Ookla measures a median mobile download speed of **130.64 Mbps** (August 2025), up **+26.7%** over 12 months. Fixed broadband progresses even more sharply to **307.96 Mbps (+37.7% YoY, +84 Mbps)** — one of the largest jumps among OECD markets in 2025. This fixed leap is critical for LIVE Shopping and consumer multi-camera LIVE.

INTERNET USAGE

63.4M French used the internet in October 2025, i.e. 95.2% of the population — saturation level. YoY growth is marginal (+96k, +0.2%); the market is definitively shifting to intensity arbitrages (time spent, frequency, engagement depth) rather than acquisition.

Indicator	France	Italy	Germany	USA
Population (M)	66.7	59.1	83.9	348
Internet users (M)	63.4	53.1	78.5	324
Internet penetration	95.2%	89.9%	93.5%	93.1%
Social identities (M)	51.5	41.2	64.7	254
TikTok 18+ (M)	23.4	22.0	23.7	153
TikTok 18+ reach	43.9%	43.5%	33.9%	~58%
Mobile speed (Mbps)	130.64	85.39	70.54	154.48

Black Ads Western market comparison · Source: DataReportal Digital 2026, October 2025

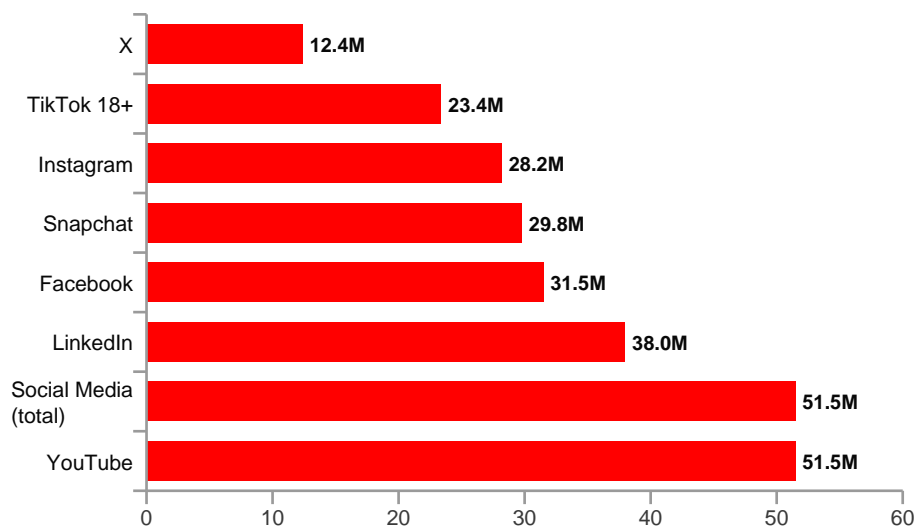
04 Social media landscape

The French social landscape is led by YouTube (51.5M = 100% of social identities), followed by a surging LinkedIn (+15.2% YoY, +5M members) and a structurally eroding Facebook (-4% YoY). French specificity: X (Twitter) collapses at -23.9% YoY (12.4M) — the steepest decline of all Black Ads markets on this platform.

VOLUME AND REACH BY PLATFORM (LATE 2025)

Kepios identifies **51.5M active social identities** in France in October 2025, i.e. **77.2% of the population** and 81.2% of internet users. YoY growth is modest (+2.2%, +1.1M identities) — sign of a mature market where inter-platform redistribution dominates overall acquisition.

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



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

PLATFORM-BY-PLATFORM READ

YOUTUBE · 51.5M

Largest ad reach (+2.2% YoY). Broad adult penetration, balanced M/F mix (48.7% M / 51.3% F). First platform for passive consumption (music, entertainment, podcasts, tutorials).

LINKEDIN · 38.0M

+15.2% YoY (+5.00M) — the strongest growth among French platforms. Reflects market professionalisation and the expansion of "corporate influencer" content. Balanced audience (51.9% M / 48.1% F).

FACEBOOK · 31.5M

Structural decline (-4.0% YoY). Still broad penetration but progressively losing <30s. Remains relevant for community groups and informal commerce.

SNAPCHAT · 29.8M

+5.1% YoY — Snapchat retains structural presence in France, particularly among young adults. To be integrated into multi-platform creator strategies.

INSTAGRAM · 28.2M

Moderate growth (+2.7% YoY). 53.2% female audience. The reference "beauty / fashion / lifestyle" platform — direct attention competitor to TikTok among under-35s.

TIKTOK 18+ · 23.4M

Slight decline (-0.5% YoY) after the 2024-2025 trough. 59.1% female audience — major asymmetry vs MENA. Adult reach 43.9%.

X (TWITTER) · 12.4M

Collapse of -23.9% YoY (-3.88M) — the steepest decline of all Black Ads platforms. Audience now heavily male (71.5% M). Marginal share capture; creator budget often reallocable toward TikTok/Instagram/LinkedIn.

ENGAGEMENT TRENDS

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

- TikTok decline then partial recovery — the most volatile trajectory of Black Ads markets. Regulatory context (DSA, Arcom), public debates on ByteDance ownership, and audience maturity explain this singularity.
- Paris 2024 Olympics legacy: creator economy durably boosted on sport, Parisian lifestyle, fashion and tourism verticals. 82M+ tourist visitors/year (#1 globally).
- Influencer Law 2023: strict disclosure obligations (#sponso, #ad), bans on certain products (high-volatility crypto, cosmetic surgery), increased liability for creators and agencies.
- Structuring MENA diaspora: ~1.5-2M Algerians, ~1.4M Moroccans, ~700k Tunisians + 2nd/3rd-generation French-Maghrebi populations = native bilingual Arabic-darija-French audience with distinctive use patterns.

GENDER SPLIT — INVERSION VS MENA

Across global social identities, France shows near-parity (51.4% F / 47.2% M). But TikTok France is **majority female (59.1% F / 40.9% M)** — complete inversion of the MENA situation (where TikTok is 58-63% male). This inversion has major strategic implications: creator positioning oriented toward beauty/fashion/lifestyle/family rather than gaming/PK, B2B campaign calibration toward female advertisers, different ARPGifter profile (lifestyle purchases rather than gaming whales).

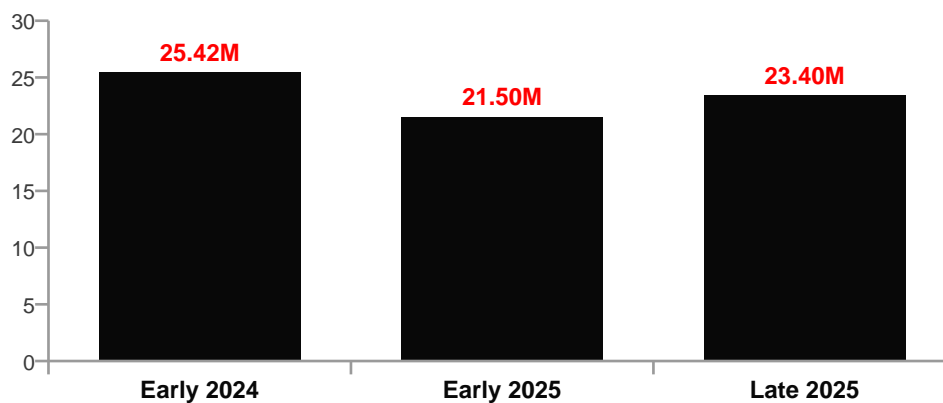
05 TikTok deep dive

TikTok France experienced the most atypical trajectory of all Black Ads markets: peak in early 2024 (25.42M), sharp decline in early 2025 (-15.4% to 21.5M), then partial recovery to 23.4M by late 2025. This dip-then-recovery profile is unique among the nine series volumes.

AUDIENCE — 23.4 MILLION ADULTS

TikTok's ad planning tools count **23.4M users aged 18+** in France at end-2025, i.e. **43.9% of adults**. Adding 13-17-year-olds (not published by TikTok but estimated by DataReportal at 4-5M), total reach approaches 28M — i.e. ~42% of the French population.

TikTok adult audience evolution in France



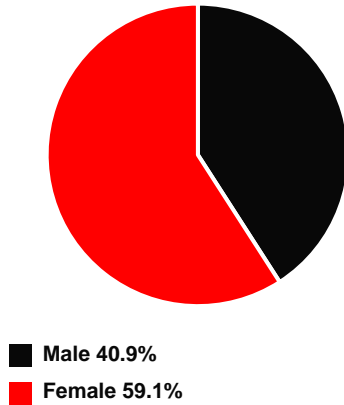
Sources: DataReportal Digital 2024, 2025 and 2026 — TikTok ad planning tools

READING THE CURVE — A UNIQUE CASE

The French trajectory is the most volatile of the nine Black Ads markets. The **peak at 25.42M in early 2024** (49.4% of adults, +21.3% vs early 2023) was followed by a decline to **21.5M in early 2025** (40.3% of adults, -15.4% YoY i.e. -3.92M) — the sharpest decline of the entire series. Several converging factors explain this: (1) public debates on ByteDance ownership and TikTok ban risk in EU and US, (2) DSA enforcement entry with VLOP obligations, (3) Influencer Law 2023 and Arcom warnings. The partial recovery to **23.4M late 2025** (-0.5% YoY) confirms post-correction stabilisation.

TIKTOK AUDIENCE PROFILE — FEMALE

A majority-female audience



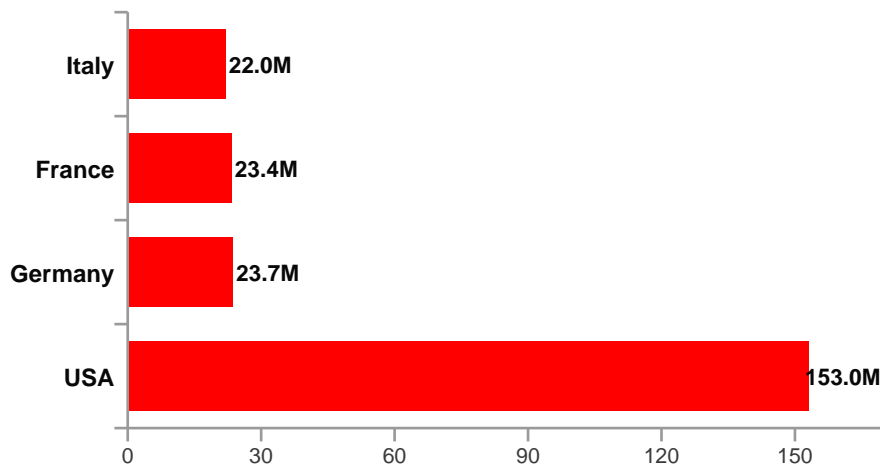
With 59.1% women and 40.9% men, TikTok France completely inverts the MENA trend. Strategic implications:

- Beauty, fashion, lifestyle, family, food categories over-represented
- Different ARPGifter profile: lifestyle, fashion, food purchases rather than gaming whales
- LIVE PK remains present but minority in airtime mix
- Priority B2B advertisers: beauty (L'Oréal, Sephora), fashion (Zalando, ASOS), food retail (Carrefour, Lidl)
- Underexploited premium 45+ and 65+ niche — high ARPU potential

POSITIONING IN THE BLACK ADS WESTERN MIX

Within the Black Ads Western cycle, France ranks 3rd by TikTok 18+ audience — ahead of Italy (22.0M) but behind Germany (23.7M) and far behind the USA (153M):

TikTok 18+ audience — Western markets comparison (millions, late 2025)



Source: DataReportal Digital 2026 · TikTok ad planning tools

Though numerically intermediate, France remains structuring for Black Ads via the FR+ server which also covers francophone Belgium, French-speaking Switzerland, Luxembourg and Monaco — a European francophone catchment of ~80-85M people. The French market also carries the MENA diaspora dimension that functionally connects it to the MENA server.

DOMINANT CONTENT CATEGORIES

Qualitative analysis of top French creators (Favikon, HypeAuditor, Heepsy rankings) reflects female inversion and market maturity:

Category	Maturity	Creator volume	LIVE density
Beauty / fashion / lifestyle	Saturated	High	Strong
Humour / sketches	Mature	High	Medium
Food / French cuisine	Mature	High	Strong (LIVE pastry)
Family / parenting	Mature	Medium	Strong (daily, Q&A)
Fitness / sport	Growing	Medium	Strong (coaching)
Football (Top 14, Ligue 1)	Mature	Medium	Strong (matches)
Diaspora FR-Maghreb	Growing	Medium	Strong
Gaming / e-sport	Mature	High	Strong (European PK)
Personal finance	Growing	Low	Medium
Tourism / Parisian lifestyle	Mature	High	Strong
Senior / silver economy	Niche	Low	Premium ARPGifter niche

Qualitative read — May 2026

TOP FRENCH CREATORS - SNAPSHOT

The French market combines a still-powerful YouTube heritage — **Squeezeie, Cyprien, Norman, McFly & Carlito** — with a new TikTok-native wave led by **dauidyrodriquez** (~8M), **tiboinsape** (~8M, fitness), **camille_la_danseuse** (~7.7M), **Just Riadh, GMK** and **Léa Elui** (Givenchy ambassador). Emerging niches include **Pitch Addict** (3M, football), **YASS OOTD** (2M, Parisian lifestyle), **cedricgrolet** (pastry) and the bilingual FR-Maghreb vertical.

LIVE competence remains concentrated within a subset of the top short-video — as in all Black Ads markets. But in France, the specificity is that **CRP offers a direct alternative to LIVE gifts**: creators can monetise via views without necessarily going through LIVE. This broadens the base but reduces transition pressure toward professional LIVE.

06 TikTok LIVE & CRP

France is, along with the other Black Ads Western markets (Italy, Germany, USA), **eligible for the Creator Rewards Program (CRP)** — a major structural difference vs MENA markets. The direct creator monetisation matrix therefore comprises two complementary levers: views-based CRP + LIVE gifts.

THE CREATOR REWARDS PROGRAM (CRP) — WESTERN SPECIFICITY

The CRP rewards creators based on qualified views of their public videos. Current eligibility conditions in France:

Criterion	Threshold
Minimum age	18 years
Account type	Public (non-private)
Minimum followers	10,000
Qualified views (last 30 days)	100,000
Minimum video duration	1 minute (original content)
Eligible countries	France, Italy, Germany, USA, UK, Brazil, Japan, Australia...

Source: TikTok Creator Academy · Conditions as of May 2026

LIVE GIFTS MECHANICS — GLOBAL MODEL

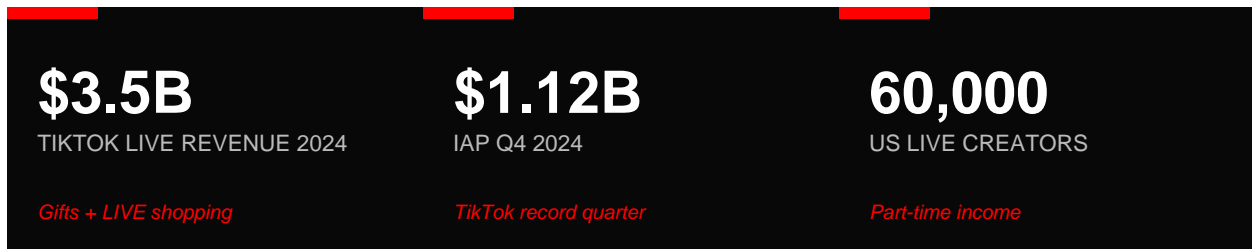
Alongside CRP, viewers buy "coins" which they convert into virtual gifts sent during LIVE. On the creator side, gifts are tallied in "diamonds", a fraction of which is converted to cash. The creator can reach **up to 53% of post-TikTok gross** via two stacking mechanisms:

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)

The **operational reference rate** used for projections is **USD 0.005 net to the creator per diamond**, before agency commission. The French particularity is that this rate can be **complemented by CRP revenue** which adds without competition — not the case in MENA markets.

GLOBAL ORDER OF MAGNITUDE



According to the Ipsos study commissioned by TikTok (June-July 2025), **more than 60,000 US-based LIVE creators** earned more than the median income of a part-time job in 2025 from gifts alone. For France, the equivalent pool is estimated at **8,000-12,000 active LIVE creators** with significant monetisation — a conservative extrapolation given the TikTok 2024-2025 decline.

FRANCE-SPECIFIC CONSTRAINTS

Strict advertising regulation — Influencer Law 2023.

The Influencer Law (June 2023) imposes strict obligations: mandatory "Advertising" or "Commercial collaboration" disclosure on all sponsored content, bans on certain products (high-risk crypto, non-medical cosmetic surgery, off-licence sports betting), civil and criminal liability for creators AND agencies. Non-negotiable operational discipline.

DSA & Arcom — active platform oversight.

The Digital Services Act and Arcom have multiplied warnings to platforms (TikTok, Meta, X) on content moderation, algorithmic transparency and minor protection. Reputational risk of a public formal notice is high for creators and their agencies.

Older audience — format adaptation.

Median 42.3 and 22.5% over 65: traditional gaming/PK LIVE is unsuited to a significant share of the addressable audience. Suitable LIVE formats for the French market include: fashion/beauty LIVE Shopping, pastry LIVE, family Q&A; LIVE, concert/cultural event LIVE.

Smooth currency convertibility.

The euro is freely convertible; PayPal, Wise and SEPA allow near-instant repatriation of TikTok earnings. Payment friction is minimal — structural difference vs Algeria/Tunisia. The French creator question shifts to tax optimisation (auto-entrepreneur status, SASU, EI on IR vs IS) rather than repatriation.

THE DIASPORA FACTOR — REVERSE OF MENA FLOW

France hosts Europe's largest Maghrebi diaspora: **~1.5-2M Algerians, ~1.4M Moroccans, ~700k Tunisians**, plus 2nd and 3rd-generation French-Maghrebi populations (estimated at several million). For Black Ads, this creates a reverse gifting corridor: French-Maghrebi viewers send gifts **in euros** to creators based in the Maghreb. Reciprocally, bilingual FR-Maghrebi creators (Darija/Derja-French) target both the hexagonal audience and the diaspora — a structuring niche of the FR+ market.

THE STRUCTURING ROLE OF AGENCIES

Official TikTok LIVE agencies (Standard and Senior Partner statuses) play a critical role in France — particularly because of regulatory complexity (Influencer Law, DSA, Arcom). They handle: (1) creator training on LIVE and CRP mechanics, (2) broadcast schedule design, (3) advertising and tax compliance, (4) access to TikTok promotional programs. The Black Ads FR+ server covers France, francophone Belgium, French-speaking Switzerland, Luxembourg and Monaco.

07 Outlook 2026 — 2027

Based on observed rates (TikTok recovery +8.8% over last 9 months 2025, fixed infrastructure +37.7%, mobile +26.7%) and the stabilised regulatory environment (DSA in full application, Influencer Law assimilated), the following trajectories appear reasonable for France:

Indicator	Late 2025	End-2026 projection	End-2027 projection
TikTok 18+ audience	23.4 M	24.5 – 26.0 M	26.5 – 28.0 M
Reach 18+ (%)	43.9%	~48%	Plateau ~52%
Female audience (%)	59.1%	~60%	Plateau ~60-62%
Active LIVE creators (est.)	~10,000	12,000 – 15,000	18,000+
Median mobile speed	131 Mbps	180+ Mbps	250+ Mbps (5G+)
TikTok Shop France launch	Not launched	Probable H2 2026	Mainstream

Projections based on observed historical trends

EXPECTED TRANSFORMATION DRIVERS

Expected TikTok Shop France launch.

TikTok Shop has launched in the UK, Spain, Germany and Italy. France is among the priority European markets for 2026 — its launch will transform the creator monetisation matrix by adding a third lever (CRP + gifts + direct commerce).

Regulatory stabilisation of DSA + Influencer Law.

After two years of regulatory uncertainty (DSA ramp-up, Influencer Law assimilation), 2026 should mark framework stabilisation. Creators and agencies can now plan on known bases.

Convergence of beauty/lifestyle/family verticals.

The majority female audience (59.1%) and structural ageing orient the creator market toward beauty/fashion/lifestyle/family verticals — with CRP+gifts+B2B sponsorship potential exceeding the European average.

Paris 2024 Olympics legacy effect.

The French creator ecosystem still carries the effects of the 2024 Olympics: lasting international visibility of Paris-lifestyle, rising sport verticals (Top 14 rugby, Ligue 1, 2030 Winter Alps), monetised tourism content.

Continued pressure on X and redistribution.

X's collapse (-23.9% YoY) opens a window of attention redistribution. TikTok, LinkedIn and Instagram will likely capture most of this lost share by 2027 — indirect benefit for multi-platform creator strategies.

08 Sources & methodology

METHODOLOGY

This report aggregates data from primary official sources (DataReportal/Kepios with Meltwater and We Are Social, INSEE, Banque de France, OECD, Arcom, GSMA Intelligence, Ookla) and from recognised secondary sources (Statista, Tubefilter, Favikon, HypeAuditor, influence rankings). Figures prefer the most recent versions — typically October 2025 for TikTok and Meta, Q1 2026 for macroeconomic indicators (INSEE). Projections are estimates based on historical trends.

METHODOLOGICAL LIMITATIONS

Several caveats apply:

- Ad reach figures published by platforms are not equivalent to MAU.
- TikTok does not publish figures for 13-17-year-olds.
- Social identities (DataReportal) are not de-duplicated across platforms.
- The TikTok 2024-2025 decline may combine real factors (Influencer Law, DSA, ByteDance debates) and ad-tool corrections (inactive/duplicated accounts).
- Economic indicators (GDP, unemployment) come from INSEE and Banque de France; 2026 projections are sensitive to energy shocks (spring 2026 Iran war context).

PRIMARY SOURCES

Organisation	Reference	URL
DataReportal / Kepios	Digital 2024, 2025, 2026 France	datareportal.com/reports/digital-2026-france
DataReportal	Digital 2026 Italy / Germany / USA (comparisons)	datareportal.com/reports
INSEE	GDP, unemployment, inflation (Q1 2026)	insee.fr/en/statistiques
Banque de France	Macroeconomic projections	banque-france.fr
OECD	Employment Outlook 2025 France	oecd.org
GSMA Intelligence	Mobile connections France	gsmaintelligence.com
Ookla	Speedtest Global Index — France	ookla.com
Arcom	Platform & influencer regulation	arcom.fr
Loi influenceurs 2023	Creator advertising framework	legifrance.gouv.fr
Tubefilter / Ipsos	TikTok LIVE Virtual Gifting Study 2025	tubefilter.com (Dec 2025)
TikTok Creator Academy	Creator Rewards Program conditions	tiktok.com/creator-academy
Black Ads Agency	TikTok LIVE Income Calculator	black-ads.agency/tools/live-income-calculator
Favikon	Top French TikTokers 2026	favikon.com/fr/blog/top-french-tiktokers
HypeAuditor / Heepsy	Influence rankings France	hypeauditor.com · heepsy.com
TikTok Newsroom	TikTok Live Creator Networks	tiktok.com/live/creator-networks
ResourcEra	TikTok Revenue (2018-2027)	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. 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.

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. The figures presented are verifiable and drawn from public sources. The publication is not commercial in nature and may be cited freely with attribution.

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