

**BLACK ADS AGENCY**

Senior TikTok LIVE Partner · MENA · Europe · North America

# MARKET INTELLIGENCE REPORT

**VOLUME 08 — GERMANY**

Social Media · TikTok · TikTok LIVE

*Official data · Verified sources · Market analysis*

May 2026 edition · Published by Black Ads Agency

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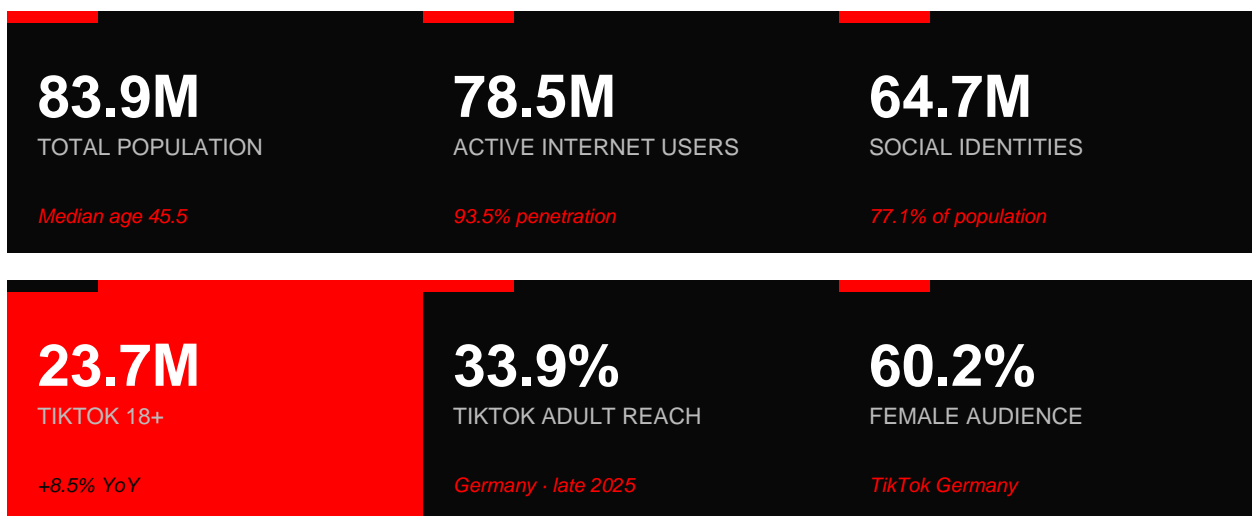
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## ABOUT THIS EDITION

Volume 08 extends the Western cycle after France (Vol. 06) and Italy (Vol. 07). It covers Germany; the cycle closes with the USA (Vol. 09). The first cycle covered MENA markets (Vol. 01-05). German specificity: the DE+ Black Ads server covers Germany, Austria and German-speaking Switzerland (DACH) — ~98M addressable German speakers. The German regulatory framework is Europe's strictest (DSA + NetzDG).

# 01 Executive summary

Germany is Europe's largest economy and the Western cycle's most populous market outside the USA (83.9M). TikTok 18+ reaches 23.7M at end-2025 (+8.5% YoY, 33.9% adult reach) — the lowest relative coverage of the cycle, consequence of older demographics (median 45.5) and structural competition with LinkedIn (+20% YoY) and X (+20.7%). The TikTok audience is **massively female (60.2% F, +10pp in 24 months)**. For Black Ads, the DE+ server covers extended German-speaking space (Austria, German-speaking Switzerland) and operates in Europe's most demanding regulatory framework (DSA + NetzDG).



## MARKET READ IN 5 POINTS

- 01 Largest European market by population but lowest TikTok reach of the cycle.**

83.9M inhabitants and 23.7M TikTokers 18+ = only 33.9% adult reach — lowest of the Black Ads cycle (vs France 43.9%, Italy 43.5%, USA 58%). Older demographics (median 45.5, 23.7% 65+) + LinkedIn and X competition explain this ceiling.
- 02 TikTok dip-recovery trajectory like Italy.**

23.56M (early 2024) → 21.8M (early 2025, -7.5% YoY, likely Apple ATT methodology) → 23.7M (late 2025, +8.7% rebound). The market has recovered its 2024 level — but with a transformed gender mix.
- 03 Massively female audience — +10pp shift in 24 months.**

TikTok DE went from 49.9% F (early 2024) to 60.2% F (late 2025) — the fastest female shift in Europe. Male audience absolutely declining (~11.8M → ~9.4M); LinkedIn (+20% YoY) and X (+20.7%) absorbing male attention.
- 04 DACH server = ~98M addressable German speakers.**

The DE+ Black Ads server covers Germany, Austria (~9.1M) and German-speaking Switzerland (~5.4M of CH's 8.8M) + Liechtenstein. Total German-speaking pool: ~98M. Turkish-German diaspora (~3M) opens a specific bilingual sub-market.

**05 Europe's strictest regulation — DSA + NetzDG.**

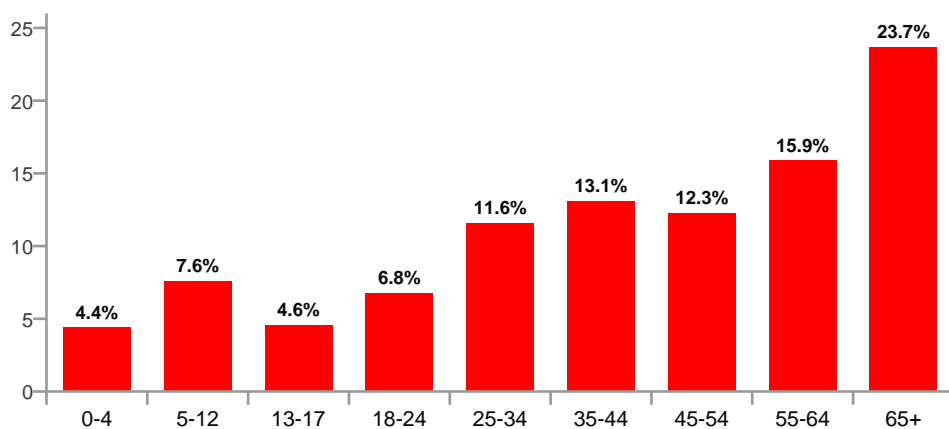
Germany combines the European DSA with the NetzDG (Network Enforcement Act, since 2017, oldest European strict-moderation law) with 24h takedown obligation for "manifestly illegal" content. Non-negotiable operational compliance for creators and agencies.

# 02 Country context

## DEMOGRAPHICS & POPULATION PROFILE

Germany had **83.9 million inhabitants** at end-2025, with demographic stagnation partly offset by immigration. The population is **78.1% urban**, concentrated in the Ruhr (Cologne, Düsseldorf, Essen), Berlin, Hamburg, Munich, Frankfurt. Median age reaches **45.5** and 65+ represents 23.7% (~19.8M). The country hosts ~3M Turkish-Germans (largest non-native community), plus a significant Maghrebi diaspora and post-2022 Eurasian immigration (Ukrainians, Romanians, Poles).

Population distribution by age bracket (%)



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

## ECONOMIC CONTEXT

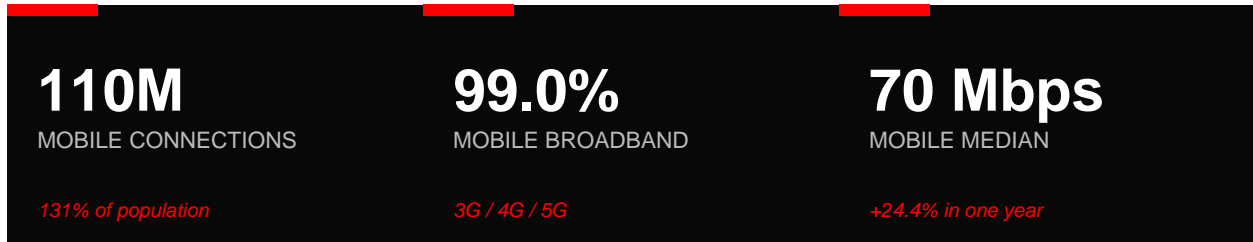
Germany is barely exiting a stagnation period: **GDP 2024 -0.2%** (2nd consecutive contraction year after -0.3% in 2023), **GDP 2025 +0.3%** — technical exit from recession. Unemployment 2025: **6.3%** (national definition, 3.7% per ILO World Bank). Youth unemployment contained at **6.86%**. Inflation stabilised at 2.3% in 2025. The 3rd global economy (~\$4,800B nominal) faces a structural challenge: post-Russia energy transition, partial deindustrialisation, export dependency, declining demographics.

## REGULATION — EUROPE'S STRICTEST

Germany applies a triple matrix: **GDPR**, **DSA** and **NetzDG** (Network Enforcement Act, since 2017) — Europe's oldest strict-moderation law with 24h takedown obligation for "manifestly illegal" content. For TikTok LIVE agencies, the German environment demands operational discipline on hate speech, financial promotion and minor protection. Fine risk (up to €50M per non-removed content within NetzDG deadlines) is concrete.

# 03 Digital infrastructure

German mobile infrastructure accelerated in 2025 (+24.4% YoY on median speed) with 5G rollout ramping up. But median fixed speed (98 Mbps) remains structurally low for a G7 economy — vs France's 308 Mbps or USA's 286 Mbps.



## MOBILE CONNECTIVITY

GSMA Intelligence counts **110M active cellular connections** at end-2025 — 131% of population. Broadband (3G/4G/5G) reaches **99.0%**. The market is structured around four operators: **Deutsche Telekom** (T-Mobile/Magenta, incumbent leader), **Vodafone Deutschland**, **O2 (Telefónica Deutschland)** and **1&1** — which obtained a 5G licence in 2019 and is deploying since 2024.

## INTERNET SPEEDS — MOBILE CATCHING UP, FIXED STRUCTURALLY LOW

Ookla measures a median mobile download speed of **70.54 Mbps** (August 2025), up **+24.4%** YoY (+13.85 Mbps) — solid 5G catch-up. But median fixed speed remains at **98.33 Mbps** (+8.5% YoY) — G7 anomaly and the least favourable infrastructure determinant of the Black Ads Western cycle. This singularity limits HD LIVE Shopping and consumer multi-camera.

## INTERNET USAGE

**78.5M Germans used the internet in October 2025**, i.e. 93.5% of the population. Penetration slightly declined (-0.7% YoY, -537k) — explained by declining demographics. The 'volume' reserve is exhausted; arbitrages are on intensity of use and attention capture between platforms.

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

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

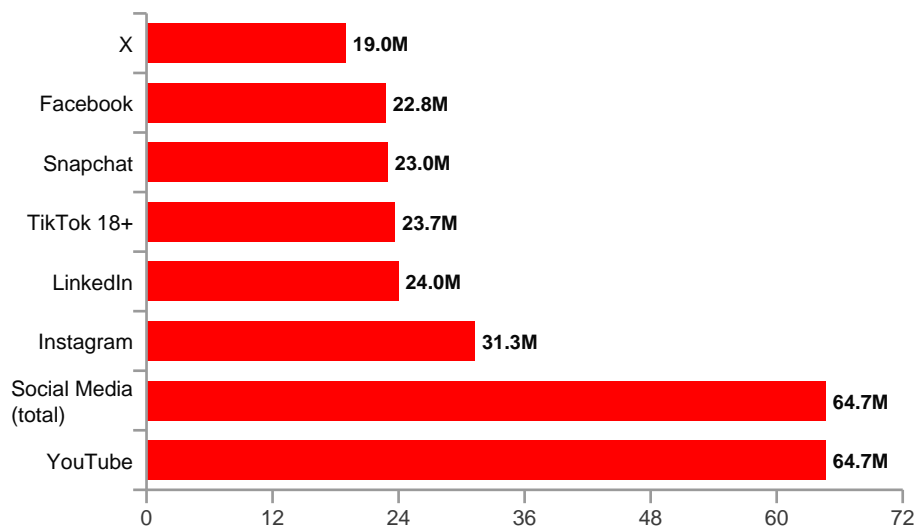
# 04 Social media landscape

The German social landscape is unique in Europe by its structure: YouTube dominates (64.7M), Instagram in 2nd (31.3M), followed by a tight quartet LinkedIn (24M, +20%), TikTok (23.7M, +8.5%), Snapchat (23M, +3.2%) and Facebook (22.8M, -11.5%). X is exceptionally strong (19M, +20.7%) — complete inversion of France and Italy where X collapses. Reddit explodes at +179% YoY (29.3M) — the most spectacular growth across all Black Ads markets and platforms.

## VOLUME AND REACH BY PLATFORM (LATE 2025)

Kepios identifies **64.7M active social identities** in Germany in October 2025, i.e. **77.1% of the population**. Slight decline (-1.2% YoY) tied to demographics. The **LinkedIn growth (+20% YoY, +4M)** and X (+20.7%, +3.24M) is the most distinctive German market dynamic — revealing a structural male-attention shift toward these two platforms at Facebook's expense (-11.5%) and male TikTok.

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



Source: DataReportal Digital 2026 · Native ad-tool data — October 2025

## PLATFORM-BY-PLATFORM READ

### YOUTUBE · 64.7M

Largest platform. Slight decline (-1.2% YoY) tied to demographics. Near-perfect M/F parity (49.9% F).

### INSTAGRAM · 31.3M

Slight decline (-2.3% YoY, -750k) — Reels vs TikTok pressure and historical cohort ageing. 51.0% female audience.

### LINKEDIN · 24.0M

**+20.0% YoY (+4.00M)** — strongest growth among major German platforms. Reflects massive German "Corporate Influencer" expansion — B2B and thought leadership vertical booming. Historically very strong on LinkedIn in DACH.

### TIKTOK 18+ · 23.7M

Rebound +8.5% YoY (+1.85M) after the 2024-2025 trough. 60.2% female audience (vs 49.9% in early 2024 — +10pp in 24 months). Adult reach 33.9% — lowest in the Black Ads cycle.

**SNAPCHAT · 23.0M**

+3.2% YoY. Young-adult urban platform, significant and stable presence. 51.6% F.

**FACEBOOK · 22.8M**

**Collapse of -11.5% YoY (-2.95M)** — sharpest decline among German platforms. Accelerated migration to LinkedIn, X and TikTok.

**X (TWITTER) · 19.0M**

**+20.7% YoY (+3.24M)** — absolute German singularity: while X collapses in France (-23.9%) and Italy (-29.9%), it grows strongly in Germany. Male audience 66.4% — news, politics, tech vertical.

**REDDIT · 29.3M**

**+179% YoY (+18.8M)** — the most spectacular growth across all Black Ads markets and platforms combined. Reflects post-reorganisation Reddit migration + accelerating adoption among young German adults.

**MESSENGER · 9.90M**

Significant decline (-18.2% YoY, -2.2M). WhatsApp dominates German messaging, Messenger in structural erosion.

**ENGAGEMENT TRENDS**

- TikTok dip-then-rebound trajectory: -7.5% in 2024-2025 then +8.7% — similar to Italy but at a lower ceiling (33.9% vs 43.5% adult reach).
- Accelerated TikTok feminisation: +10pp female share in 24 months (49.9% → 60.2%) — fastest in Europe.
- Male migration toward LinkedIn and X: German X grows +20.7% while collapsing elsewhere — revealing persistent political-informational use.
- Reddit exploding (+179%): specific German phenomenon, to integrate into multi-platform creator strategies.
- Turkish-German diaspora (~3M) + Maghrebi: underexploited bilingual creator niche, potential bridge to MENA server.

**GENDER SPLIT — ACCELERATING FEMALE**

TikTok Germany went from 49.9% F (early 2024) to **60.2% F (late 2025)** — fastest female shift in Europe (+10pp in 24 months). In absolute terms, male audience declined ~2.4M (~11.8M → ~9.4M) while female grew. LinkedIn (+20% male) and X (+20.7% male) absorbed this attention. Implications: creator mix oriented toward beauty/fashion/lifestyle/family, "women-empowering" B2B sponsorship priority.

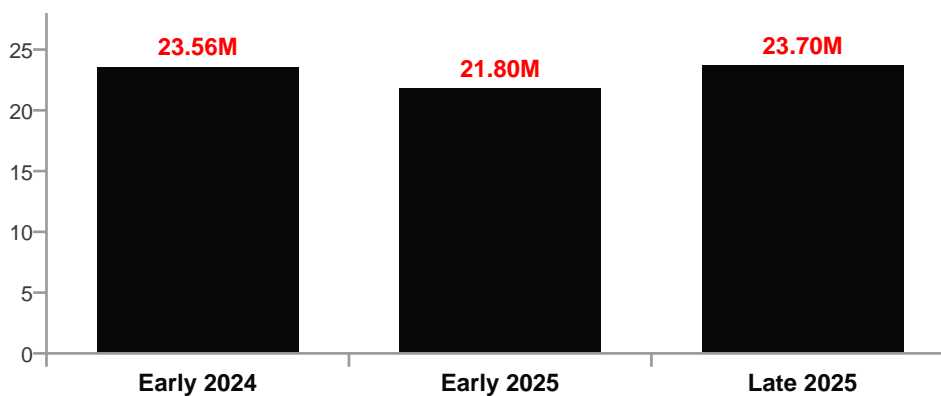
# 05 TikTok deep dive

TikTok Germany follows the dip-then-rebound pattern observed in Italy and France: peak in early 2024 (23.56M), decline in early 2025 (21.8M, -7.5%), rebound to 23.7M end-2025. But adult reach plateaus at 33.9% — lowest in the Western cycle, consequence of older demographics and strong competition from LinkedIn, X and Reddit.

## AUDIENCE — 23.7 MILLION ADULTS

TikTok's ad planning tools count **23.7M users aged 18+** in Germany at end-2025, i.e. **33.9% of adults** — lowest coverage in the Black Ads cycle. Adding 13-17 (not published, estimated 3-4M), total reach approaches 27M, ~32% of German population.

TikTok adult audience evolution in Germany



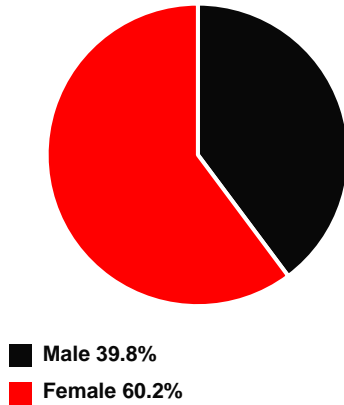
Sources: DataReportal Digital 2024, 2025 and 2026 — TikTok ad planning tools

## READING THE CURVE — DIP-RECOVERY AT LOW CEILING

The German trajectory shows a **peak at 23.56M early 2024** (34.0% of adults), **decline to 21.8M early 2025** (31.1% of adults, -7.5% YoY — likely Apple ATT methodology effect), then **rebound to 23.7M late 2025** (33.9% of adults, +8.7% from the trough). The market has recovered its 2024 level — but the 33.9% reach remains structurally capped by demographics and by attentional fragmentation (LinkedIn, X, Reddit capture significant adult audience share that could have shifted to TikTok).

## TIKTOK AUDIENCE PROFILE — ACCELERATING FEMALE

### An accelerating female audience



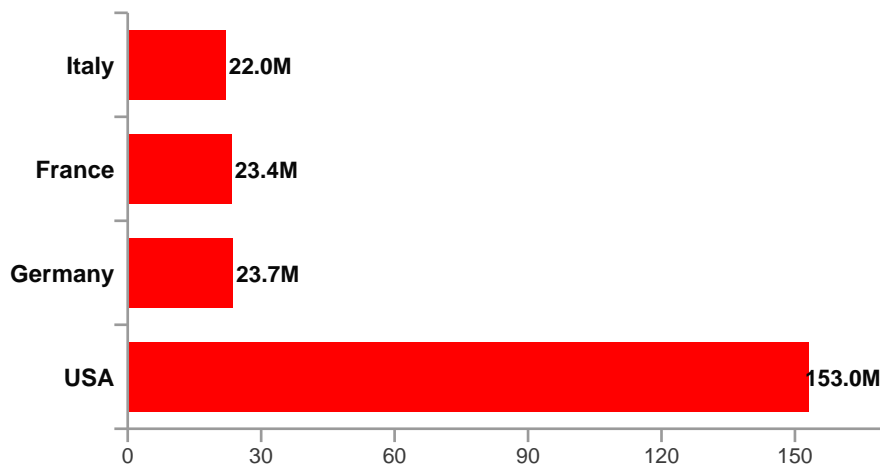
With 60.2% F and 39.8% M, TikTok Germany experienced the **fastest female shift in Europe**: 49.9% F in early 2024 → 60.2% F late 2025 (+10pp in 24 months). Male audience absolutely declining ~2.4M over the period. Implications:

- Creator mix oriented beauty/fashion/lifestyle/family/wellness
- Gaming/PK verticals declining in airtime mix
- Male audience recaptured by LinkedIn (+20%) and X (+20.7%)
- Priority B2B advertisers: beauty (DM, Rossmann, Douglas), fashion (Zalando, About You), DACH premium wellness
- Premium 45+ and 65+ niche (23.7% of pop!) underexploited

### POSITIONING IN THE BLACK ADS WESTERN MIX

In the Western cycle, Germany ranks **2nd by absolute volume** (23.7M) — ahead of France (23.4M) and Italy (22.0M), but far behind USA (153M):

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



Source: DataReportal Digital 2026 · TikTok ad planning tools

While 2nd by volume, Germany carries the lowest relative coverage of the cycle (33.9% of adults vs 43.5-58% elsewhere). The Black Ads DE+ server compensates for this singularity by covering the **extended German-speaking space (DACH)** — Germany + Austria (9.1M) + German-speaking Switzerland (5.4M) + Liechtenstein, i.e. ~98M addressable German speakers. DACH purchasing power is among the highest in Europe — potential premium ARPGifter.

### DOMINANT CONTENT CATEGORIES

Qualitative analysis of top German creators (Favikon, HypeAuditor, Heepsy) reflects feminisation and the LinkedIn-Corporate B2B singularity:

Category	Maturity	Creator volume	LIVE density
Beauty / fashion / lifestyle	Saturated	High	Strong
Humour / DE sketches	Mature	High	Medium
Food / German cuisine	Mature	Medium	Medium
Family / parenting	Mature	High	Strong
Fitness / wellness	Mature	High	Strong (DACH premium)
Diaspora TR-DE bilingual	Growing	Medium	Strong (~3M Turkish-Germans)
Corporate Influencer / B2B	Growing	Medium	Low (on LinkedIn)
Bundesliga / sport	Mature	Medium	Strong (matches)
Gaming / e-sport	Mature	High	Strong (DACH PK)
Lifestyle DACH (Munich, Berlin)	Mature	High	Strong
Senior / silver economy	Niche	Low	Premium ARPGifter niche

Qualitative read — May 2026

### TOP GERMAN CREATORS - SNAPSHOT

The German creator ecosystem is anchored by **Younes Zarou** (German-Egyptian, ~50M+ followers globally, one of Germany's most-followed and natural bridge to the MENA server via his Egyptian heritage). Beyond Younes, Favikon/HypeAuditor rankings feature **Twenty4Tim** (Gen-Z lifestyle, queer pop authority), **Falco Punch, Lia und Lasse, Younes Jones** — comedy, lifestyle, dance. The Corporate Influencer vertical (LinkedIn-first but present in TikTok LIVE) is unique in DACH and forms a B2B premium niche.

**LIVE competence** remains concentrated — as in all Black Ads markets. In Germany, the additional challenge is NetzDG + DSA double regulation imposing reinforced pre-publication discipline. Official agencies bring particularly high value to this market.

# 06 TikTok LIVE & CRP

Germany is eligible for the Creator Rewards Program (CRP) — like France, Italy and USA. The direct monetisation matrix combines CRP + LIVE gifts + B2B sponsorship + TikTok Shop perspective (launched in Germany 2024). For Black Ads, the DE+ server covers extended German space with potential premium ARPGifter (high DACH purchasing power).

## LIVE GIFTS MECHANICS

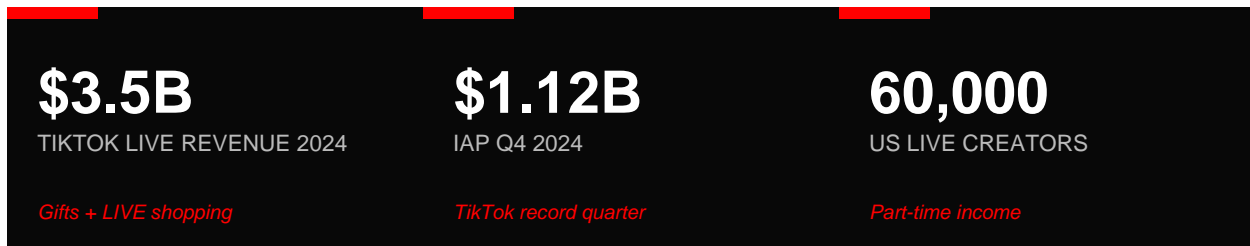
Viewers buy "coins" they convert into virtual gifts during LIVE. Creator side, gifts tallied as "diamonds", converted to cash. The creator can reach **up to 53% of post-TikTok gross** via two stacking mechanisms:

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

Source: TikTok Creator Rewards Model — Black Ads Agency operational data

**Operational reference rate: USD 0.005 net creator per diamond**, before agency commission. In Germany, high purchasing power tends to translate to higher average gift basket — but partly offset by competition from alternative platforms (LinkedIn, X, Reddit) capturing attention budgets.

## GLOBAL ORDER OF MAGNITUDE



Per the Ipsos study (June-July 2025), **more than 60,000 US-based LIVE creators** earned more than median part-time income via gifts. For Germany, the equivalent pool is estimated at **7,500-11,000 active LIVE creators** with significant monetisation — conservative extrapolation given 33.9% reach and multi-platform competition (LinkedIn, X).

## GERMANY-SPECIFIC CONSTRAINTS

### NetzDG + DSA — Europe's strictest regulation.

Germany combines NetzDG (since 2017, 24h takedown for "manifestly illegal" content) and the European DSA. Fine risk up to €50M per non-removed content. TikTok LIVE agencies must ensure pre-publication discipline on hate speech, financial promotion and minor protection.

### Reach ceiling — demographics & multi-platform competition.

33.9% adult reach = lowest ceiling in the cycle. Older demographics (23.7% of 65+, median 45.5) and attention fragmentation (LinkedIn +20%, X +20.7%, Reddit +179%) limit volume growth — challenge shifts to intensity of use.

### Structurally low fixed broadband.

98 Mbps median fixed vs 308 Mbps France or 286 Mbps USA — G7 anomaly limiting HD LIVE Shopping and consumer multi-camera. Catch-up underway but slow.

### Smooth euro convertibility.

Euro freely convertible; PayPal, SEPA, Wise frictionless. German creator question shifts to tax optimisation (Kleinunternehmer regime ≤€22k, Freiberufler, GmbH above) rather than repatriation.

## DACH SERVER & TURCO-MAGHREBI DIASPORA

The DE+ Black Ads server covers **extended German-speaking space DACH**: Germany (83.9M) + Austria (~9.1M) + German-speaking Switzerland (~5.4M of Swiss 8.8M) + Liechtenstein — **~98M German speakers** addressable. DACH purchasing power is among Europe's highest — potential premium ARPGifter. The **Turkish-German diaspora (~3M)** forms the natural bridge to the MENA market (adjacent Turkey); **Younes Zarou (German-Egyptian)** is the archetype of this bridge dimension. Underexploited bilingual niche (German-Turkish, German-Arabic).

## THE STRUCTURING ROLE OF AGENCIES

Official TikTok LIVE agencies play a particularly critical role in Germany: (1) NetzDG/DSA compliance, (2) tax optimisation (complex DE regimes), (3) DACH coverage (trinational territory, shared language), (4) access to TikTok programs (CRP, Shop, Spark Ads). The Black Ads DE+ server operates on this extended perimeter.

# 07 Outlook 2026 — 2027

Based on the observed TikTok rebound (+8.7% from the trough), mobile acceleration (+24.4% YoY) and post-stagnation economic stabilisation, the following trajectories appear reasonable for Germany:

Indicator	Late 2025	End-2026 projection	End-2027 projection
TikTok 18+ audience	23.7 M	25.0 – 26.5 M	27.0 – 28.5 M
Reach 18+ (%)	33.9%	~37%	Plateau ~40%
Female audience (%)	60.2%	~62%	Plateau ~63-65%
Active LIVE creators (est.)	~8,000	11,000 – 14,000	17,000+
Median mobile speed	70 Mbps	100+ Mbps	150+ Mbps (5G+)
TikTok Shop Germany	Launched 2024	Mature 2026	Mainstream

Projections based on observed historical trends

## EXPECTED TRANSFORMATION DRIVERS

### TikTok Shop Germany scaling up.

TikTok Shop launched in Germany in 2024. 2026-2027 maturity will add direct commerce (fashion, beauty, lifestyle) — CRP + gifts + Shop = quadruple lever.

### Progressive economic recovery.

After two years of stagnation (-0.3% / -0.2%) and a technical rebound in 2025 (+0.3%), German growth should accelerate to +1.0-1.5% in 2026-2027. Domestic purchasing power reconstitutes — favourable to LIVE gifting.

### Corporate Influencer / LinkedIn B2B exploding.

LinkedIn +20% YoY in Germany reflects massive German "Corporate Influencer" expansion. For creator agencies, a complementary channel (B2B/thought leadership) articulating with TikTok LIVE (B2C/entertainment).

### Post-NetzDG + DSA stabilisation.

German regulatory framework now stabilised. Creators and agencies plan on known bases. Pre-publication discipline = now operational standard.

### Continued audience feminisation.

TikTok female share (60.2%) should continue growing toward ~62-65% by 2027 — mix orientation toward beauty/fashion/lifestyle/family/wellness.

# 08 Sources & methodology

## METHODOLOGY

This report aggregates data from primary official sources (DataReportal/Kepios, Deutsche Bundesbank, European Commission, BMW, Trading Economics, GSMA Intelligence, Ookla) and recognised secondary sources (Statista, Tubefilter, Favikon, HypeAuditor). Figures prefer most recent versions — typically October 2025 for TikTok and Meta data.

## METHODOLOGICAL LIMITATIONS

Several caveats:

- Ad reach not equivalent to MAU.
- TikTok doesn't publish 13-17 figures.
- Social identities not de-duplicated.
- TikTok 2024-2025 decline combines methodology effects (Apple ATT transparency, ad-tool corrections) and real audience changes.
- DACH coverage (Austria + German-speaking Switzerland) relies on linguistic extrapolation and is not measured as such by DataReportal.

## PRIMARY SOURCES

Organisation	Reference	URL
DataReportal / Kepios	Digital 2024, 2025, 2026 Germany	<a href="https://datareportal.com/reports/digital-2026-germany">datareportal.com/reports/digital-2026-germany</a>
DataReportal	Digital 2026 France / Italy / USA	<a href="https://datareportal.com/reports">datareportal.com/reports</a>
Deutsche Bundesbank	German economy 2025 closure report	<a href="https://bundesbank.de/en">bundesbank.de/en</a>
European Commission	Economic forecast Germany	<a href="https://economy-finance.ec.europa.eu">economy-finance.ec.europa.eu</a>
BMW	Economic Situation Germany Nov 2025	<a href="https://bundeswirtschaftsministerium.de">bundeswirtschaftsministerium.de</a>
Trading Economics	Germany Unemployment Youth Rate	<a href="https://tradingeconomics.com/germany">tradingeconomics.com/germany</a>
World Bank	Germany country profile	<a href="https://data.worldbank.org/country/germany">data.worldbank.org/country/germany</a>
GSMA Intelligence	Mobile connections Germany	<a href="https://gsmaintelligence.com">gsmaintelligence.com</a>
Ookla	Speedtest Global Index — Germany	<a href="https://ookla.com">ookla.com</a>
Tubefilter / Ipsos	TikTok LIVE Virtual Gifting Study 2025	<a href="https://tubefilter.com">tubefilter.com</a> (Dec 2025)
TikTok Creator Academy	Creator Rewards Program conditions	<a href="https://tiktok.com/creator-academy">tiktok.com/creator-academy</a>
NetzDG	Network Enforcement Act Germany	<a href="https://bmj.de">bmj.de</a>
Black Ads Agency	TikTok LIVE Income Calculator	<a href="https://black-ads.agency/tools/live-income-calculator">black-ads.agency/tools/live-income-calculator</a>
Favikon	Top German TikTokers 2026	<a href="https://favikon.com/blog/top-german-tiktokers">favikon.com/blog/top-german-tiktokers</a>
HypeAuditor / Heepsy	Influence rankings Germany	<a href="https://hypeauditor.com">hypeauditor.com</a> · <a href="https://heepsy.com">heepsy.com</a>
TikTok Newsroom	TikTok Live Creator Networks	<a href="https://tiktok.com/live/creator-networks">tiktok.com/live/creator-networks</a>
ResourcEra	TikTok Revenue (2018-2027)	<a href="https://resourcera.com/data/social/tiktok-revenue">resourcera.com/data/social/tiktok-revenue</a>

# ABOUT

## BLACK ADS AGENCY

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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.

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

This report series is published by Black Ads Agency as a contribution to the understanding of TikTok markets. The figures presented are verifiable and drawn from public sources.

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