BLACK ADS AGENCY

Senior TikTok LIVE Partner · MENA · Europe · North America

MARKET INTELLIGENCE REPORT

VOLUME 09 — UNITED STATES

Social Media · TikTok · TikTok LIVE

Official data · Verified sources · Market analysis

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ABOUT THIS EDITION

Volume 09 closes the Black Ads Market Intelligence series. It covers the United States — the world's #1 TikTok market and the only economy where TikTok Shop and the Creator Rewards Program coexist at full scale. Volumes 06-08 covered France, Italy and Germany (Western Europe cycle); Volumes 01-05 covered Tunisia, Algeria, Morocco, Egypt and Saudi Arabia (MENA cycle). The US Black Ads server covers **United States + Canada** operationally. Major 2026 specificity: TikTok US has operated since January 22, 2026 under a divestiture JV (Oracle, Silver Lake, MGX) with ByteDance retaining ~20%.

01 Executive summary

The United States is the #1 global TikTok market: 153M adult users at end-2025 (~58% of adults 18+), 60,000+ LIVE creators earning more than the median part-time job income via gifts (Ipsos 2025 study), and TikTok Shop generated **USD 15.1 billion in GMV** in 2025 (+68% YoY) — 23% of global TikTok Shop GMV. The divestiture finalised January 22, 2026 (Oracle / Silver Lake / MGX JV, ByteDance ~20%) secures the legal framework for the US creator ecosystem. For Black Ads, the US server covers the United States and Canada (40.2M, TikTok 16.6M) — the largest ARPGifter capacity in the global portfolio.

348M TOTAL POPULATION *Median age 38.5*	**324M** ACTIVE INTERNET USERS *93.1% penetration*	**254M** SOCIAL IDENTITIES *73.0% of population*
153M TIKTOK 18+ *+11.0% YoY (recovery)*	**~58%** TIKTOK ADULT REACH *USA · late 2025*	**$15.1B** TIKTOK SHOP GMV 2025 *+68% YoY*

MARKET READ IN 5 POINTS

01 **#1 global TikTok market — 153M adults.**
With 153M users 18+ (+11.0% YoY after recovery from the 2024-2025 dip), the USA dominates the global TikTok ecosystem. Adult reach ~58%. The country concentrates the largest audience mass, the highest ARPGifter and the most mature B2B ecosystem.

02 **TikTok Shop: $15.1B GMV 2025 (+68% YoY).**
The USA is the **#1 global TikTok Shop market**: $15.1B GMV in 2025 (vs $9.0B in 2024, +68%), 23% of global GMV. BFCM 2025 window generated $500M+ in 4 days. Monthly trajectory went from $15M (July 2023, launch) to $1.1B (July 2025) — 73× multiplication in 24 months.

03 **60,000+ LIVE creators — Ipsos 2025 study.**
Per the Ipsos study commissioned by TikTok (June-July 2025), **more than 60,000 US-based LIVE creators** earned more than the median part-time job income from gifts alone. 85% of users are aware of LIVE gifting, 1 creator in 5 receives a gift on their very first LIVE.

04 **Divestiture finalised — Oracle / Silver Lake / MGX JV (Jan 2026).**

On January 22, 2026, TikTok USDS Joint Venture LLC was created: ~80% held by a US consortium (Oracle - lead security partner, Silver Lake, MGX UAE tech fund), ByteDance retains ~19.9-20%. Oracle handles data security + algorithm retraining under US jurisdiction. Platform, For You, LIVE, Shop and CRP continue normal operations. ~170M US users unaffected UX-wise.

05 **Canada included in the US server — 40.2M + 16.6M TikTok.**

The US Black Ads server operationally covers United States AND Canada (40.2M inhabitants, 16.6M TikTok 18+). Canadian creators register via the US URL. The US multicultural creator diaspora (~3.5M Arab-Americans, ~70M Hispanic, ~50M African-American, ~22M Asian-American) forms the world's largest multicultural pool — natural bridge to all Black Ads servers.

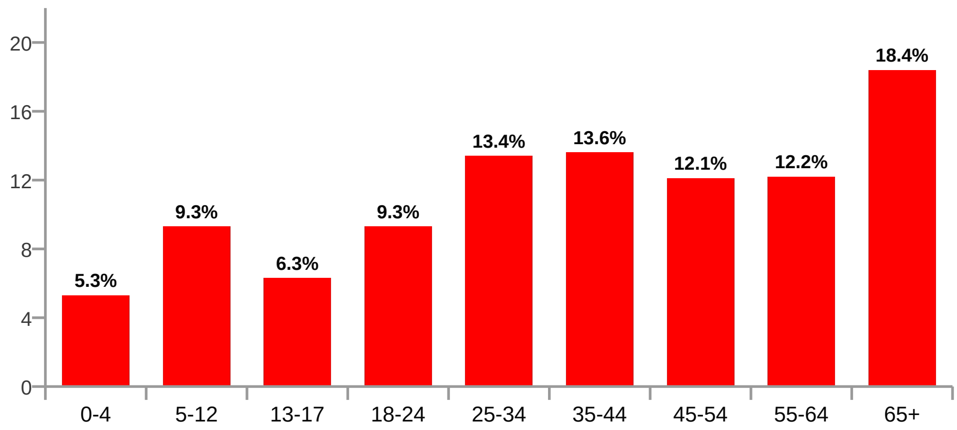
02

Country context

DEMOGRAPHICS & POPULATION PROFILE

The United States had **348 million inhabitants** at end-2025 — the largest population among Black Ads markets, ~3× Germany and ~30× Tunisia. The population is **83.8% urban**, concentrated along both coasts (NY-NJ Metro, Bay Area, LA-OC, Pacific NW) and around inland hubs (Chicago, Texas Triangle, Atlanta, Denver, Miami). Median age reaches **38.5** — youngest of the Black Ads Western markets (vs France 42.3, Germany 45.5, Italy 48.2). Multicultural diversity is unique: ~70M Hispanic-Americans, ~50M African-Americans, ~22M Asian-Americans, ~3.5M Arab-Americans, ~4.5M Muslim-Americans.

Population distribution by age bracket (%)



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

ECONOMIC CONTEXT

The US economy posted **GDP 2025 of +2.1%** (BEA 2nd estimate March 2026) — quarterly trajectory Q1 -0.6%, Q2 +3.8%, Q3 +4.3%, Q4 +0.5% (federal shutdown Oct-Nov 2025 shaved ~1pp off Q4). Unemployment **BLS April 2026: 4.3%** (stable), youth unemployment 16-24 at 10.8% (July 2025, +1pp YoY). 2025 CPI inflation stabilised at +2.7% YoY. The economy is led by mega-cap tech (Apple, Microsoft, Alphabet, Amazon, Meta, NVIDIA) anchoring the global AI investment cycle. World's largest consumer economy.

REGULATION — FEDERAL/STATE FRAGMENTATION

The US 2026 framework combines: (1) **finalised TikTok divestiture** January 2026 (Oracle/Silver Lake/MGX JV); (2) **KOSA** (Kids Online Safety Act, S.1748, 119th Congress) + **KIDS Act** (H.R.7757) advancing in House Committee — floor vote expected 2026; (3) **state-level age verification**: Utah, Florida, Texas, Arkansas, Louisiana, Ohio, California, New York, Tennessee have active laws; (4) Section 230 in permanent debate without major 2025-2026 amendment. US TikTok LIVE agencies must navigate a state-by-state patchwork — particularly on minor protection.

03 Digital infrastructure

US mobile infrastructure took a major leap in 2025 (+48.9% YoY) thanks to maturity of 5G mid-band/C-band rollout. Mobile broadband penetration is 100% — the only Black Ads market to reach full saturation on this criterion.

417M	100%	154 Mbps
MOBILE CONNECTIONS	MOBILE BROADBAND	MOBILE MEDIAN
120% of population	*3G / 4G / 5G*	*+48.9% in one year*

MOBILE CONNECTIVITY

GSMA Intelligence counts **417M active cellular connections** at end-2025 — 120% of population, standard multi-device. Broadband (3G/4G/5G) reaches **100%** — full saturation, unique to USA in the series. Three major operators dominate: **T-Mobile** (post-Sprint acquisition leader), **Verizon** and **AT&T**, complemented by **US Cellular**, **Spectrum Mobile** (cable MVNO) and **Xfinity Mobile**. C-band 5G mid-band rollout at full 2025 maturity.

INTERNET SPEEDS — GLOBAL REFERENCE

Ookla measures a median mobile download speed of **154.48 Mbps** (August 2025), up **+48.9%** YoY (+72 Mbps) — one of the largest mobile jumps in OECD markets in 2025, reflecting mature C-band 5G. Fixed broadband progresses to **285.59 Mbps** (+17.9% YoY) — residential FTTH deployment (Google Fiber, AT&T Fiber, Verizon Fios) and DOCSIS 3.1 cable (Comcast Xfinity, Spectrum) accelerating.

INTERNET USAGE

324M Americans used the internet in October 2025, i.e. 93.1% of the population. YoY growth: +1.7M (+0.5%). Penetration is at saturation — growth shifts toward intensity of use and attention capture between platforms.

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

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

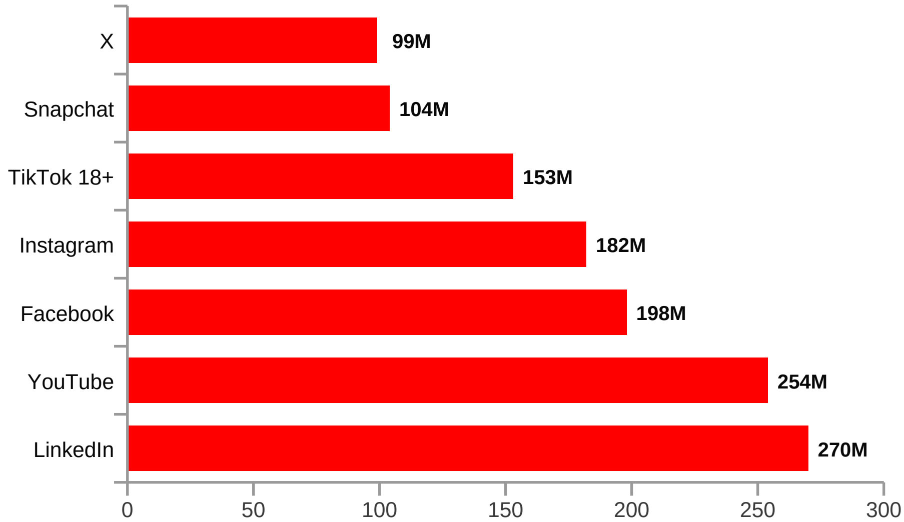
04 Social media landscape

The US social landscape is exceptional in its depth and diversity: LinkedIn (270M) is the #1 network (USA is LinkedIn's #1 global market), followed by YouTube (254M), Facebook (198M), Instagram (182M) and TikTok (153M). Snapchat (104M), X (99M), Reddit (#1 globally), Pinterest (female-majority) complete an ecosystem unmatched in size.

VOLUME AND REACH BY PLATFORM (LATE 2025)

Kepios identifies **254M active social identities** in the USA in October 2025, i.e. **73.0% of the population**. Marginal growth (+0.4% YoY) reflecting saturation. The platform audience hierarchy is **unique in the Black Ads series**: LinkedIn (270M, #1) > YouTube (254M) > Facebook (198M) > Instagram (182M) > TikTok (153M).

Advertising audience by platform USA (millions, late 2025)



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

PLATFORM-BY-PLATFORM READ

LINKEDIN · 270M

+12.5% YoY (+30M members) — USA is LinkedIn's #1 global market. M/F parity (50/50). Structural platform for "Corporate Influencer" and the US B2B creator economy.

YOUTUBE · 254M

Marginal growth (+0.4% YoY). 50.9% F. Reference platform for long-form passive consumption (MrBeast = #1 global YouTube, ZackHonarvar, etc.).

FACEBOOK · 198M

+2.5% YoY (+4.9M). 53.0% F. Still very broad penetration but Gen-Z migrating to TikTok/Instagram/Snapchat. Remains relevant for local communities and marketplace.

INSTAGRAM · 182M

+9.7% YoY (+16M) — one of the strongest absolute growths in the US market. 54.5% F. Reels in direct competition with TikTok for short-form attention.

TIKTOK 18+ · 153M

+11.0% YoY (+15.2M) — recovery post-dip 2024-2025. ~58% of US adults. M/F 52.3% / 47.7% (near-parity, distinctive vs feminised Europe). World's #1 TikTok market.

SNAPCHAT · 104M

Decline -2.6% YoY (-2.78M). 54.7% F. Strong presence among <30s. Remains structural for Gen-Z private communications.

X (TWITTER) · 99.0M

Decline -3.7% YoY (-3.79M). 65.6% M. Still central to US public discourse (politics, tech, media) despite Threads/Bluesky pressure.

MESSENGER · 6.2M (low)

Very low penetration (+19.2% YoY but narrow base). iMessage/SMS dominate US messaging — major difference vs Europe and MENA.

REDDIT · USA = #1 global market

~50% of Reddit global is US. Structural platform for niche and community creator ecosystem — to integrate into multi-platform strategies.

ENGAGEMENT TRENDS

- TikTok Shop $15.1B GMV 2025 (+68%) = USA #1 globally for TikTok Shop. Monthly trajectory ×73 since July 2023 launch.
- 60,000+ LIVE creators earning >median part-time (Ipsos study June-July 2025) — global sector benchmark.
- TikTok divestiture finalised January 2026: Oracle/Silver Lake/MGX JV, ByteDance ~20%. Platform, FYP, LIVE, Shop, CRP operate normally.
- iMessage/SMS dominate messaging: Messenger weak (6.2M), WhatsApp less central than in Europe — structural difference.
- US multicultural diaspora: ~70M Hispanic, ~50M African-American, ~22M Asian, ~3.5M Arab-American — world's largest multicultural pool.

GENDER SPLIT — NEAR PARITY

TikTok USA is at **52.3% M / 47.7% F** — near parity, distinctive vs Europe (France 41/59 F, Italy 40/60 F, Germany 40/60 F) and MENA (Algeria 63/37 M, Egypt 64/36 M). This parity opens the widest creator mix matrix in the Black Ads portfolio — all verticals exploitable without structural bias.

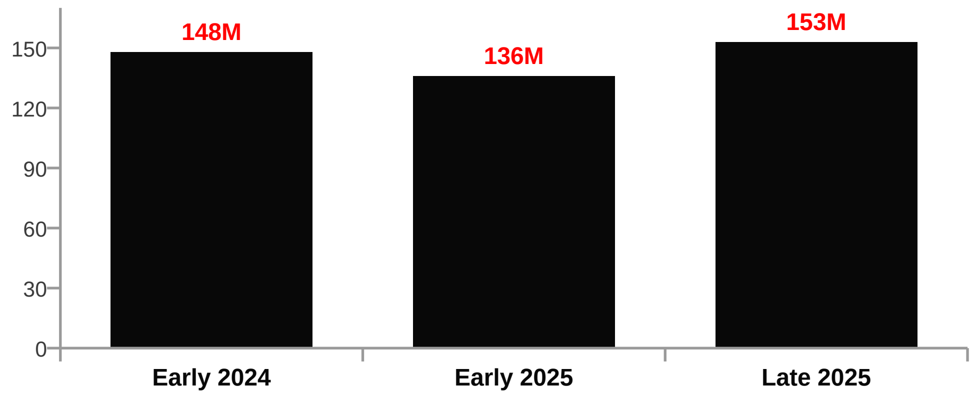
05 TikTok deep dive

TikTok USA is the #1 global market with 153M adult users at end-2025. The 2024-2025 trajectory experienced a dip-recovery (148M → 136M → 153M) tied to ByteDance ownership/divestiture uncertainty, now resolved by the January 2026 agreement.

AUDIENCE — 153 MILLION ADULTS

TikTok's ad planning tools count **153M users aged 18+** in the USA at end-2025 (~58% of adults 18+, +15.2M YoY i.e. +11.0%). Adding 13-17 (not published but estimated 20-25M), total reach approaches 170-178M, ~50% of the population. The USA remains the most voluminous TikTok market in the world — over 6× the 2nd Black Ads market (Egypt, 48.8M).

TikTok adult audience evolution in the USA



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

READING THE CURVE — DIP-RECOVERY POST-DIVESTITURE

The US trajectory shows a **peak at 148M early 2024** (55.3% of adults), a **decline to 136M early 2025** (49.6% of adults, -8.3% YoY — DataReportal flagged this as "ad-tool correction / inauthentic account purge" rather than real attrition), then a **rebound to 153M late 2025** (~58% of adults, +11.0% YoY i.e. +15.2M). The 2024-2025 context was marked by ByteDance divestiture uncertainty; the **January 2026 resolution** (Oracle/Silver Lake/MGX JV) now secures the 2026-2027 trajectory.

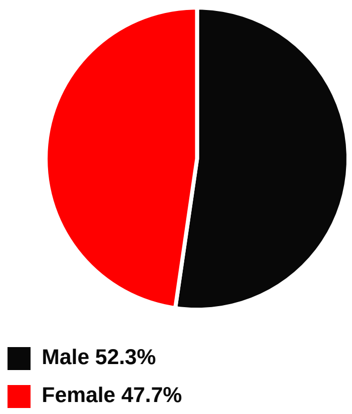
TIKTOK USA DIVESTITURE — STATUS MAY 2026

Element	Status
Agreement signed	January 22, 2026
New entity	TikTok USDS Joint Venture LLC
Acquiring consortium	Oracle (lead security), Silver Lake, MGX (UAE)
ByteDance retained share	~19.9-20%
Oracle role	Data audits + algorithm retraining under US jurisdiction
Impact on users (~170M US)	No immediate UX disruption

LIVE / Shop / CRP status	Normal, continuous operations

Source: TechCrunch (Dec 2025 + Jan 2026), The Hill, Forrester — May 2026

TIKTOK AUDIENCE PROFILE — NEAR PARITY



A near-parity gender audience

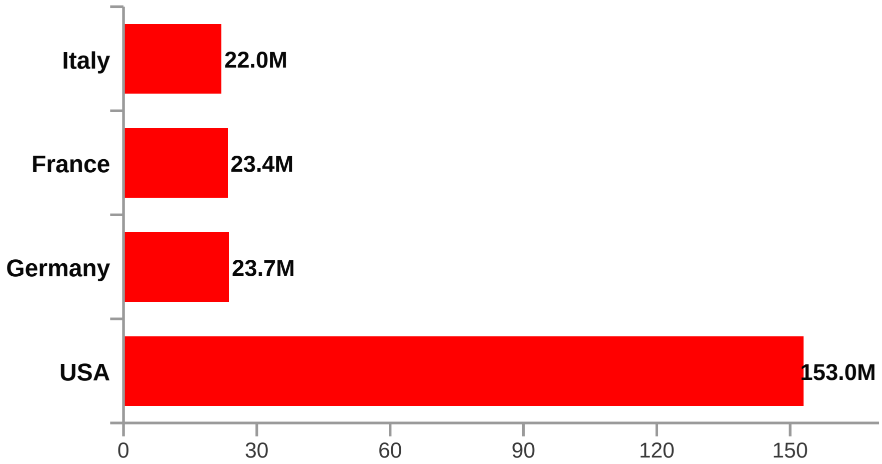
With 52.3% M and 47.7% F, TikTok USA is **near parity** — distinctive vs feminised Europe (40/60 F) and male MENA (60/40 M). Strategic implications:

- No-bias creator mix — all verticals exploitable
- The US market hosts top global creators: Charli D'Amelio, Bella Poarch, MrBeast (cross-platform), Addison Rae, MrBallen, Zach King, ZackHonarvar
- Highest global ARPGifter — most developed "whale" pattern
- B2B advertisers: all US mega-cap tech + major retail (Walmart, Target, Amazon Brand) + DTC brands
- TikTok Shop as structural B2C lever — $15.1B GMV 2025

POSITIONING IN THE BLACK ADS WESTERN MIX

In the Western cycle, the USA dominates by a factor of 6.5× vs the 2nd:

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



Source: DataReportal Digital 2026 · TikTok ad planning tools

153M (USA) vs 23.7M (Germany), 23.4M (France), 22.0M (Italy) — the USA represents 70% of Black Ads Western TikTok audience. Combined with TikTok Shop leadership, the 60,000+ professionalised LIVE creator base, and high purchasing power, it is **the world's most valuable TikTok creator market**. The Black Ads US server operates here and extends its reach to Canada (40.2M, 16.6M TikTok 18+).

DOMINANT CONTENT CATEGORIES

Top US creators (Favikon, HypeAuditor, Heepsy) cover an unmatched vertical range. Gender parity allows all verticals:

Category	Maturity	Creator volume	LIVE density
Comedy / sketches	Saturated	Very high	Strong
Beauty / fashion / lifestyle	Saturated	Very high	Very strong (Shop)
Gaming / e-sport	Saturated	Very high	Very strong (PK whales)
Food / cooking	Saturated	Very high	Very strong (LIVE)
Music / dance / pop	Mature	Very high	Strong (LIVE concerts)
Sport (NFL, NBA, MLB, NCAA)	Mature	High	Very strong
Educational / how-to	Mature	High	Strong
Faith / religious	Mature	High	Strong
Multicultural diaspora	Mature	High	Strong (Arab/Hispanic/Asian)
LIVE Shopping vertical	Growing	High	Very strong (Shop $15.1B)
Senior / silver economy	Growing	Medium	Premium ARPGifter niche

Qualitative read — May 2026

TOP US CREATORS · SNAPSHOT

The US creator ecosystem is the world's deepest and most professionalised. Favikon/HypeAuditor/Heepsy rankings feature: **Charli D'Amelio** (TikTok legacy), **Bella Poarch**, **Addison Rae**, **MrBeast** (cross-platform, #1 global YouTube with TikTok extension), **MrBallen**, **Zach King**, **ZackHonarvar**. **Khaby Lame** (Italy-based) captures ~80M+ of his US audience. Arab-American creator hubs: Dearborn MI, Chicago, Brooklyn, LA, Houston. The world's deepest multicultural creator diaspora — particularly rich for Black Ads (bridges to all MENA, FR+, IT+, DE+ servers).

CANADA — INCLUDED IN THE US SERVER

The US Black Ads server **operationally covers United States AND Canada**. Canada data (DataReportal Digital 2026): population 40.2M, internet penetration 95.1%, social identities 33.0M, **TikTok 18+ = 16.6M**. **Imane Anys (Pokimane)**, Moroccan-Canadian streamer (~9M Twitch), is a natural Canada-Maghreb cultural bridge. Significant Maghrebi communities in Montréal and Toronto. Bilingual French-English Quebec creators serve both the US and FR+ servers.

06 TikTok LIVE & Shop

The USA is the world's most monetised TikTok market, the only one where **CRP + LIVE gifts + TikTok Shop** coexist at full scale. The triple direct creator monetisation lever is here at its maximum.

TIKTOK SHOP USA — $15.1B GMV 2025

TikTok Shop launched in the USA in July 2023. The trajectory is exceptional:

Indicator	Value	Context
GMV 2024	**$9.0B**	First full year
GMV 2025	**$15.1B**	+68% YoY
Share of global GMV	**23%**	Global TikTok Shop = $64.3B (+94% YoY)
Monthly trajectory	**$15M → $1.1B**	July 2023 → July 2025 (×73)
BFCM 2025 (4 days)	**$500M+**	Black Friday-Cyber Monday majority-US
H1 2025 vs H1 2024	**+120%**	Continued acceleration

Source: Momentum Works (Dec 2025) · Retail TouchPoints (2025)

IPSOS LIVE GIFTING STUDY — 60,000+ US CREATORS

Per the Ipsos study commissioned by TikTok (published December 2025):

- **60,000+ US LIVE creators** earned more than median part-time job income via virtual gifts in 2025.
- **85% of US social media users** are aware of LIVE gifting.
- **1 in 5 creators** receives a gift on their **very first LIVE stream**.
- Top gifter motivation: "appreciation for creator content" (35%).
- Top streamer band: **USD 1,500-40,000+/month** in gifts (Tubefilter / Ipsos / industry triangulation).

LIVE GIFTS MECHANICS — GLOBAL MODEL

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 live-income-calculator

Operational reference rate: **USD 0.005 net creator per diamond**, before agency commission. In the USA, this rate is complemented by (1) CRP (views revenue), (2) TikTok Shop commissions ($15.1B GMV 2025), (3) B2B sponsorship from mega-cap tech and major brands. **The US market realises the quadruple monetisation lever at its maximum**.

USA-SPECIFIC CONSTRAINTS

Federal/state regulatory patchwork.

The 2026 US framework combines finalised TikTok divestiture (Oracle JV), KOSA + KIDS Act advancing in Congress, and state-level age verification laws (Utah, Florida, Texas, Arkansas, Louisiana, Ohio, California, New York, Tennessee). US TikTok LIVE agencies must navigate a state-by-state patchwork, particularly on minor protection.

Intense multi-platform competition.

The USA is the only market where LinkedIn (270M) > YouTube (254M) > Facebook (198M) > Instagram (182M) > TikTok (153M). Creator attention is fragmented across 5+ major platforms, requiring multi-platform strategies to maximise ROI.

Mature but acquisition-saturated.

Internet penetration 93.1%, social 73.0%, TikTok ~58% of adults. The market definitively shifts to intensity arbitrages (time spent, LIVE frequency, ARPGifter) rather than new-user acquisition.

High creator acquisition cost.

The US creator ecosystem is the world's most professionalised — talents already contracted with MCNs (Multi-Channel Networks), strong agency competition. The Black Ads US recruitment funnel must rely on differentiation (Black OS, performance, transparency) rather than signing bonuses.

MULTICULTURAL DIASPORA — BRIDGE TO ALL SERVERS

The USA hosts the **world's largest multicultural creator diaspora**: ~70M Hispanic-Americans, ~50M African-Americans, ~22M Asian-Americans, ~3.5M Arab-Americans, ~4.5M Muslim-Americans. Arab-American hubs: Dearborn MI, Chicago, Brooklyn, LA, Houston. This multicultural richness opens natural bridges between the US Black Ads server and all other servers (MENA, FR+, IT+, DE+). Bilingual USA-Maghreb, USA-Egypt, USA-Lebanon creators represent an underexploited structural niche.

THE STRUCTURING ROLE OF US AGENCIES

Official TikTok LIVE agencies (Standard and Senior Partner) play a critical role in the USA on three axes: (1) federal-state compliance (divestiture, KOSA, state laws), (2) access to premium TikTok programs (CRP, Shop, Spark Ads, Vision 2030 global partnerships), (3) connection to major brands (mega-cap tech, retail majors, DTC). The US Black Ads server covers USA + Canada and exploits multicultural diversity as a gateway to other servers.

07 Outlook 2026 — 2027

Based on the divestiture resolution (January 2026), the TikTok Shop trajectory ($15.1B +68% YoY), mature 5G infrastructure (+48.9% YoY), the following trajectories appear reasonable for the USA:

Indicator	Late 2025	End-2026 projection	End-2027 projection
TikTok 18+ audience	153 M	160 – 168 M	168 – 178 M
Reach 18+ (%)	~58%	~60%	Plateau ~63%
TikTok Shop GMV USA	$15.1B	$22-26B	$30-35B
Active LIVE creators	60,000+	80,000 – 100,000	120,000+
Median mobile speed	154 Mbps	200+ Mbps	260+ Mbps
CRP enrollment USA	High	Very high	Mainstream pro creators

Projections based on observed historical trends

EXPECTED TRANSFORMATION DRIVERS

Post-divestiture stabilisation.

The January 2026 resolution (Oracle/Silver Lake/MGX JV) lifts the structural uncertainty that constrained the market in 2024-2025. The 2026-2027 trajectory should be significantly more stable for creators, advertisers and agencies.

Continued TikTok Shop USA scaling.

$15.1B → projection $22-26B in 2026 then $30-35B in 2027. Direct commerce via LIVE becomes mainstream for creators — particularly on fashion, beauty, lifestyle, consumer electronics. TikTok LIVE agencies must integrate TikTok Shop into their standard offer.

KOSA / KIDS Act — minor protection.

The KIDS Act (H.R.7757) passed House Energy & Commerce 28-24 in March 2026 and is advancing to floor vote. Likely 2026-2027 adoption with OS-level age verification mandates, restricted default settings <17, algorithm transparency. Agencies must prepare.

Multi-platform mainstream.

2026-2027 US creator strategy will be structurally multi-platform: TikTok + YouTube + Instagram + LinkedIn + Reddit per niche. Agencies must broaden expertise beyond pure TikTok.

Multicultural diaspora as global lever.

US creator diversity (Hispanic, African-American, Arab, Asian, Muslim, etc.) is a unique strategic lever. For Black Ads, it opens natural bridges between the US server and all other servers (MENA via Arab-Americans, FR+ via Maghrebi-Americans, etc.).

08 Sources & methodology

METHODOLOGY

This report aggregates data from primary official sources (DataReportal/Kepios, BEA, BLS, FRED, GSMA Intelligence, Ookla) and TikTok-specialised sources (Momentum Works for TikTok Shop GMV, Ipsos+Tubefilter for the LIVE Gifting study, TikTok Newsroom). Divestiture resolution documented via TechCrunch (Dec 2025, Jan 2026), The Hill and Forrester. Projections are estimates based on historical trends.

METHODOLOGICAL LIMITATIONS

Several caveats:
· Ad reach not equivalent to MAU.
· TikTok doesn't publish 13-17 figures; KOSA in progress may modify availability.
· Social identities not de-duplicated.
· TikTok Shop figures (Momentum Works) are market estimates; TikTok doesn't officially disclose country GMV.
· The Ipsos 60,000 US LIVE creators study is TikTok-commissioned — methodological interest noted but remains the sector reference data.
· The TikTok 2024-2025 dip combines methodology effects (inauthentic account ad-tool purge) and pre-divestiture ownership uncertainty.

PRIMARY SOURCES

Organisation	Reference	URL
DataReportal / Kepios	Digital 2024, 2025, 2026 USA	*datareportal.com/reports/digital-2026-united-states-of-america*
DataReportal	Digital 2026 Canada (US server context)	*datareportal.com/reports/digital-2026-canada*
BEA	GDP 2nd Estimate Q4 & Year 2025	*bea.gov/news/2026*
BLS	Employment Situation April 2026	*bls.gov/news.release/empsit.nr0.htm*
BLS	Youth Unemployment July 2025	*bls.gov/opub/ted/2025*
BLS	CPI 2025 in review	*bls.gov/opub/ted/2026*
FRED	Unemployment Rate UNRATE	*fred.stlouisfed.org/series/UNRATE*
GSMA Intelligence	Mobile connections USA	*gsmaintelligence.com*
Ookla	Speedtest Global Index — USA	*ookla.com*
Momentum Works	TikTok Shop US GMV $15.1B 2025	*thelowdown.momentum.asia*
Tubefilter / Ipsos	TikTok LIVE Virtual Gifting Study 2025 — 60k creators	*tubefilter.com (Dec 2025)*
Ipsos	Creator Economy Redefined	*ipsos.com/en-us/creator-economy-redefined*
Retail TouchPoints	TikTok Shop USA two-year analysis	*retailtouchpoints.com*
TechCrunch	TikTok US divestiture deal (Dec 2025, Jan 2026)	*techcrunch.com/2026/01/23*
The Hill	Oracle / Silver Lake / MGX divestiture	*thehill.com/policy/technology*
Forrester	US TikTok divest 2026 analysis	*forrester.com/blogs*
Congress.gov	KOSA S.1748 + KIDS Act H.R.7757	*congress.gov/bill/119th-congress*
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 / HypeAuditor	Top US TikTokers 2026	*favikon.com · hypeauditor.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.

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