TikTok

Show Up Where the Show Is

The platform of the cultural moment video

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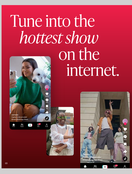
Tune into the *hottest show* on the internet.



TikTok has become a *central force* in modern video.

Audiences increasingly view TikTok as a place to watch, learn and be inspired. It's given its creativity expertise to their own platforms, and it's driving cultural conversations. The platform's influence is visible not only in viewer behavior, but in how other platforms have leaned into short-form video and creator-led formats.

That influence is being reinforced by measurement and commitment across groups TikTok. Premium publishers continue to scale their presence on the platform, and brands are increasingly putting advertising and creative dollars behind TikTok. TikTok is a fully mature video platform.

Now it's time to take your seats... the show is about to start!

Center of *Attention*

An audience gathering daily for the world's most dynamic show.

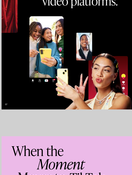
More than 200 million Americans

+29% in the last 12 months for users 50+

+76% in the last 12 months for users posted 1x+

Source: TikTok Internal Data, US, January 2025 to February 2026

TikTok reaches *audiences* you won't find on other video platforms.



TikTok adds double-digit exclusive reach to both linear and CTV platforms for 35-44 year olds

Source: Nielsen Measurement, Fall Release, 2025 (Ad Ratings Research & Cable Research on exclusive reach, L+SD & D+SD, P35-P45 in Total)

When the *Moment* Moves to TikTok

Moments used to belong to broadcast. A championship game, a reality, a cultural moment. Now they're happening on TikTok, driven through a decentralized system, and the moment passed on the program ended.

Today the center of gravity has shifted

The energy now belongs to TikTok, where audiences gather to experience the action from a personalized, creator-led perspective. Sports, music, and culture move through algorithms, conversations, reactions, and different perspectives that shape how people watch and what they pay attention to. The moment is engaging and closer to the cultural conversation unfolding around the moment.

For advertisers, this changes the role they can play. Instead of appearing alongside moments they didn't create, they can now deliver brand messages by participating in the conversations that define those moments. Timing, TikTok, joining the moment as it forms, and being part of how the moment is experienced.

The Big Game's Other Arena

During the most recent Big Game, viewer behaviors reflected clear second screen usage, engagement in sport conversations, following the halftime show and, in some cases, following the game itself, as viewers shifted their focus, digging into pieces in live gameplay.

In other words, when the action on the main screen ceased, attention shifted to TikTok. Instead of waiting for play to resume, audiences turned to the platform to watch highlights, follow conversations, and stay connected to the game, creating a second stream of engagement alongside the broadcast itself.

TikTok activity during The Big Game

Key viewers during Sunday's game TikTok is their go-to second screen. Engagement spikes during the game, with peak activity in the second quarter and halftime, when viewers shift their focus to TikTok to watch highlights, follow conversations, and stay connected to the game.

Source: TikTok Internal Data, February 2026, US Adults 18+

Inside TikTok *Clubhouse*

TikTok's presence extends beyond the broadcast. Leading up to the 2026 Big Game, TikTok's Clubhouse brought together creators, athletes, and cultural figures for a week of sports and entertainment programming, including a pre-game celebration and a post-game watch party.

For sponsoring brands, this means tracking beyond traditional placements or post-game qualitativeness. The same spot of the conversation audiences were already engaged in, as momentum around the game continued to build across TikTok.

Spotlight

As the host company, SHAQTOP based on TikTok as a main part of its Super Bowl week programming, including a celebrity-studded pre-game celebration.

Ciara Beauty joined TikTok Clubhouse with a game-day pop-up with Ciara herself, offering fans a chance to meet her and get ready for the moment while discovering Curated Ciara Beauty products.

TikTok

FIFA World Cup 2026™

TikTok and FIFA reach five-of-its-kind Premium Platform agreement to become the Official Partner of the FIFA World Cup 2026™

The much-anticipated match-winner, TikTok and FIFA have reached a groundbreaking partnership, which will ensure fans worldwide have a front-row seat to the world's biggest sporting event, as TikTok becomes the Official Partner of the FIFA World Cup 2026™.

TikTok will become FIFA's first and only commercial partner in the short-form entertainment category, allowing TikTok to offer brands a premium platform to connect with fans in a culturally relevant environment, while FIFA gains a dedicated partnership that fans and creators recognize as the home of short-form video.

The Partnership Platform partnership will see TikTok become the Official Partner of the FIFA World Cup 2026 across five-of-its-kind pillars, including a TikTok-specially for-all campaign, a dedicated TikTok Hub, a TikTok-specially for-all Creator Program, a TikTok-specially for-all Fan Experience, and a TikTok-specially for-all Partnership Platform, which will be jointly developed, implemented, as well as co-owned by TikTok and FIFA.

For the first time, TikTok will partner with FIFA to create a dedicated TikTok-specially for-all Creator Program, bringing creators from around the globe, including an exclusive cohort of creators from the host nations, together to create, connect, and celebrate the world's biggest sporting event. The program will include a dedicated TikTok Hub, which will be a destination for fans and creators to watch, connect, and celebrate the tournament, including exclusive content, live moments, and community-led experiences.

"TikTok's goal is to place the celebration of the FIFA World Cup 2026 with, about, for & powerfully, and we can't think of a better way than to do it with the biggest sporting event in the world, which is why we're thrilled that we have TikTok as the Official Sponsor & Partner of Platform."

FIFA Secretary General Mathias Grafström

Source: TikTok Internal Data, February 2026, US Adults 18+

Where Marketers Are Investing Next

The Partner Middle Reaches 2026, which ranked TikTok the top platform marketers are most likely to increase spend on in 2026, underscores the broader commitment driving momentum across the platform. The ranking, which combined a Prime Decisions, Inflection, and Reach Extension lens, reflects sustained investment and brand presence.

TikTok is the #1 platform where marketers plan to increase their ad spend in 2026.

Source: Prime Decisions, 2026

Logo Takeover

When users open TikTok, your brand takes center stage. Logo takeover transforms the TikTok logo with custom animation and branded creative, turning the first moment in the app into a brand signal of partnership and cultural relevance.

Make an immediate impact by being the first thing people see when opening TikTok

Introduce your brand as a central part of a cultural moment happening with TikTok

Guide users to your TrayView ad to deepen engagement and amplify your presence

Prime Time

Prime Time is a commitment to ensure that advertising is delivered at the moments people are most open and ready for it. This format spans a 15-minute time window.

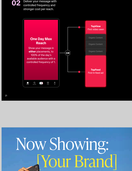
01 TikTok unlocks Prime Time opportunities by identifying when users are most open and ready for an ad, such as when they are scrolling.

02 Each ad appears between user sessions, when the app is already open.

03 Choices when the sessions are ending, TikTok presents a Prime Time Logo Takeover for the big screen.

Pulse Suite

Pulse is the ad suite that ensures your brand shows up where people are most open and ready for it, across TikTok's three Pulse formats.



New Innovations to Pulse:

Pulse Takeovers

Some creators hold people's attention the second they open the feed. Pulse Takeovers allows you to own light alongside them. The result is a premium, full-screen moment that feels more like a broadcast than a feed ad, and it's only available through Pulse.

Pulse Mentions

Sometimes the conversation is happening around a creator, but the people who are there to watch it aren't always the people who follow the creator. Pulse Mentions allows your brand to show up in the feed of a creator to show up in the feed of people who are not following, but are paying attention.

Pulse Core Views

Each pulse view covers the same audience, but the way it lands changes depending on creator mass fanbase. Pulse Core Views allows you to reach a broad audience across different creators, maintaining the reach Pulse is built to deliver, while adjusting the creative to fit the type of fan.

TopReach

Maximize your reach across six highest-visibility placements — Topfeed and Pulse across Feed, Search, and Profile — with the scale and precision of TikTok's two-layered ad delivery system through a single purchasing experience.

01 Reach the daily activities, audiences are most likely to be in highest visibility placements.

02 Deliver your message with controlled frequency and stronger pull per view.

03 Optimize for unique audiences across the most cost-efficient path to audience scaling.

A leading TMT (Technology, Media, and Telecommunications) advertiser used TopReach to drive nationwide awareness for a holiday campaign, maximizing the impact of their TV creative. TopReach helped the campaign reach more than 66 million people, alongside strong brand lift and significant incremental audience gains beyond linear TV.

66million unique reach

+30% incremental reach vs. linear TV

-57% decrease in average cost per reach

+6.1% brand association lift

+6.5% ad recall lift

Source: TikTok Internal Data, February 2026

Now Showing: [Your Brand]

The stage for creative entertainment and sales is happening on TikTok.

Some creators, every lifestyle moment, every piece of entertainment is live. This is where audiences gather and where culture plays out in real time.

For brands, that means showing up in the moments people are already watching, in the ways that are measurable and will to have clients is actually responsible today.

The stage has been set for you.

Now it's time to show up where the show is.