

From: s 22
To: s 22
Cc: s 22; s 22; s 22
Subject: Fwd: Brand Safety Appraisal: TikTok [SEC=UNOFFICIAL]
Date: Friday, 10 December 2021 7:05:41 PM
Attachments: [image001.jpg](#)
[image002.png](#)
[image003.png](#)

FYI.

Regards

s 22
Director
Communications Advice Branch
t: s 22
e: s 22 @finance.gov.au
a: One Canberra Avenue FORREST ACT

From: s 22 (SYD-UMW) s 22 @umww.com>
Date: 10 December 2021 at 5:07:36 pm AEDT
To: s 22 @finance.gov.au>, s 22
@finance.gov.au>
Cc: s 22 (SYD-UMW) <s 22 @umww.com>, s 22 (SYD-UMW) <s 22 @umww.com>
Subject: RE: Brand Safety Appraisal: TikTok [SEC=UNOFFICIAL]

Hi s 22,

Please find some examples below:

An article showing how engagement-based algorithms can push users down rabbit holes of content dominated by one specific theme, and as a result serve dozens of unsuitable videos in succession to minors (including content promoting drug use, pornography and eating disorders) September 2021: <https://www.wsj.com/articles/tiktok-algorithm-sex-drugs-minors-11631052944?st=xh2v6lh543ct4gt&mod=pc>

On harmful viral challenges, that can be dangerous but also potentially deadly. The second article discusses TikTok's limited and inadequate response to this issue despite publicly releasing findings from commissioned research.

June 2021: <https://www.newsweek.com/21-dangerous-tiktok-trends-that-have-gone-viral-1573734>

November 2021: <https://techcrunch.com/2021/11/17/tiktok-updates-safety-center-resources-following-internal-research-on-harmful-challenges/>

This trade press article touches on a range of issues from the perspective of Australian advertisers, and brings to light disturbing trends such as a 'hoax' that promoted rape culture in the US.

May 2021: <https://www.mi-3.com.au/05-05-2021/new-wild-west-socials-tiktok-comes-under-microscope-brands-and-agencies-raise-concerns#:~:text=are%20still%20live,-Adult%20nudity%20and%20sexual%20activities%20and%20minor%20safety%20remain%20the>

[needs%20to%20fix%20these%20problems.](#)

Thanks

s 22

M: s 22 | E: s 22 @umww.com

From: s 22 @finance.gov.au>

Sent: Friday, 10 December 2021 1:58 PM

To: s 22 (SYD-UMW) s 22 @umww.com>; s 22 @finance.gov.au>

Cc: s 22 (CAN-UMW) s 22 @umww.com>; s 22 (SYD-UMW) <s 22 @umww.com>

Subject: [EXTERNAL] RE: Brand Safety Appraisal: TikTok [SEC=UNOFFICIAL]

SEC=UNOFFICIAL

Thanks s 22

Could I also ask that some links to some well publicised TikTok brand safety issues are sent through to convey the type of risks that we may encounter as an advertiser on the platform.

Regards



s 22 | Director
Communications Advice Branch
Department of Finance
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SEC=UNOFFICIAL

From: s 22 (SYD-UMW) <s 22 @umww.com>

Sent: Friday, 10 December 2021 10:05 AM

To: s 22 @finance.gov.au>; s 22 @finance.gov.au>

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Subject: Brand Safety Appraisal: TikTok

Hi s 22,

Please see below more detail around UM's current recommendation regarding advertising on TikTok.

Benefits

- Successfully capitalized on initial 'hype' to grow user base and now garners 6.5M users in Australia, with an average time spent of 10h per month for P18-24
- TikTok's creative team can edit existing brand assets to deliver an ad experience that fits more natively within the platform and drive user engagement

Limitations

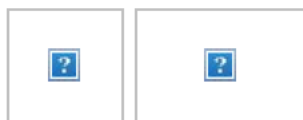
- Targeting capabilities continue to improve, however restrictions still apply between auction and reservation buys.
 - Top View, which is considered 'the most brand safe' format only allows 18+ targeting.
- The majority of Australian Government investment into social goes towards video amplification. On TikTok, video views can only be optimised towards a 2" view, when the standard is 15" across other social platforms
- No integration with IAS for brand safety – this is planned for late Q1 2022
- Current brand safety inventory filter solution with OpenSlate lacks transparency with no direct access to reporting, and is only available for reach/ video view objective (not traffic)
- Frequent incidents related to minors being exposed to unsuitable content, with no age gate on who is able to search hashtags for example

Current recommendation

While there are no adjacency concerns (all ads are full screen), TikTok poses concerns in terms of brand suitability and does not currently meet the standards offered by other social media platforms to mitigate risk, particularly in regards to policy and enforcement. UM does not recommend advertising on the platform at this point in time, but will be re-evaluating this advice once the IAS integration is completed and effectiveness of the Beta is proven.

For the time being we are confident we can more efficiently and effectively target youth audiences across other platforms such as Youtube and Facebook that have as much as 89% duplication with TikTok.

Thanks



s 22

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