

**From:** s 22 (SYD-UMW)  
**To:** s 22 Government Advertising Management  
**Cc:** s 22 (CAN-UMW); s 22 (SYD-UMW)  
**Subject:** UM Brand Safety Appraisal  
**Date:** Thursday, 7 July 2022 4:11:26 PM  
**Attachments:** [image001.jpg](#)  
[UM and Australian Government Brand Safety v11.pdf](#)

Hi s 22,

Please find attached the 2022 Brand Safety Appraisal.

This updated version includes several new platforms and placements:

s 22  
 [Redacted]

3. TikTok

s 22  
 [Redacted]

Several customers have expressed interest in the likes of Pinterest and TikTok over the past few months and we feel this is the right time to review our current advice. We had multiple meetings with each partner, did extensive research into their brand safety protocols, and with TikTok in particular, worked collaboratively to feed into the development of their IAS brand safety integration.

Our intent is not to have each of these platforms in every single media plan upon approval, but rather to include where it adds a strategic benefit, providing more opportunities to reach audiences cost-efficiently or with greater message cut-through with strong contextual alignment. We want to select the right campaigns with your alignment in order to trial these platforms and validate performance before considering broader applications to ultimately minimise reliance on any single partner.

There is a lot of information to digest in this appraisal, so please let us know if you would like to schedule a time to discuss UM’s recommendations in further detail and cover any questions you may have.

Thanks

s 22  
**AUSTRALIAN GOVERNMENT**  
 100 CHALMERS STREET, SURRY HILLS, NSW, 2010  
 M s 22 E s 22 @umww.com  
 Follow us on [LinkedIn](#) and [Facebook](#)



*UM operates on Gadigal country. We acknowledge the Gadigal people as the Traditional Owners of the Sydney land we work on. We pay our respects to Gadigal Eora Elders past, present and future. We are committed to a positive future for the Aboriginal and Torres Strait Islander community.*

Signature artwork by Jasmine Sarin, and purchased by IPG as part of our [Reconciliation Action Plan](#)

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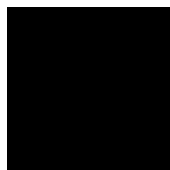
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7/07/2022



**Australian Government**

# Brand Safety Appraisal



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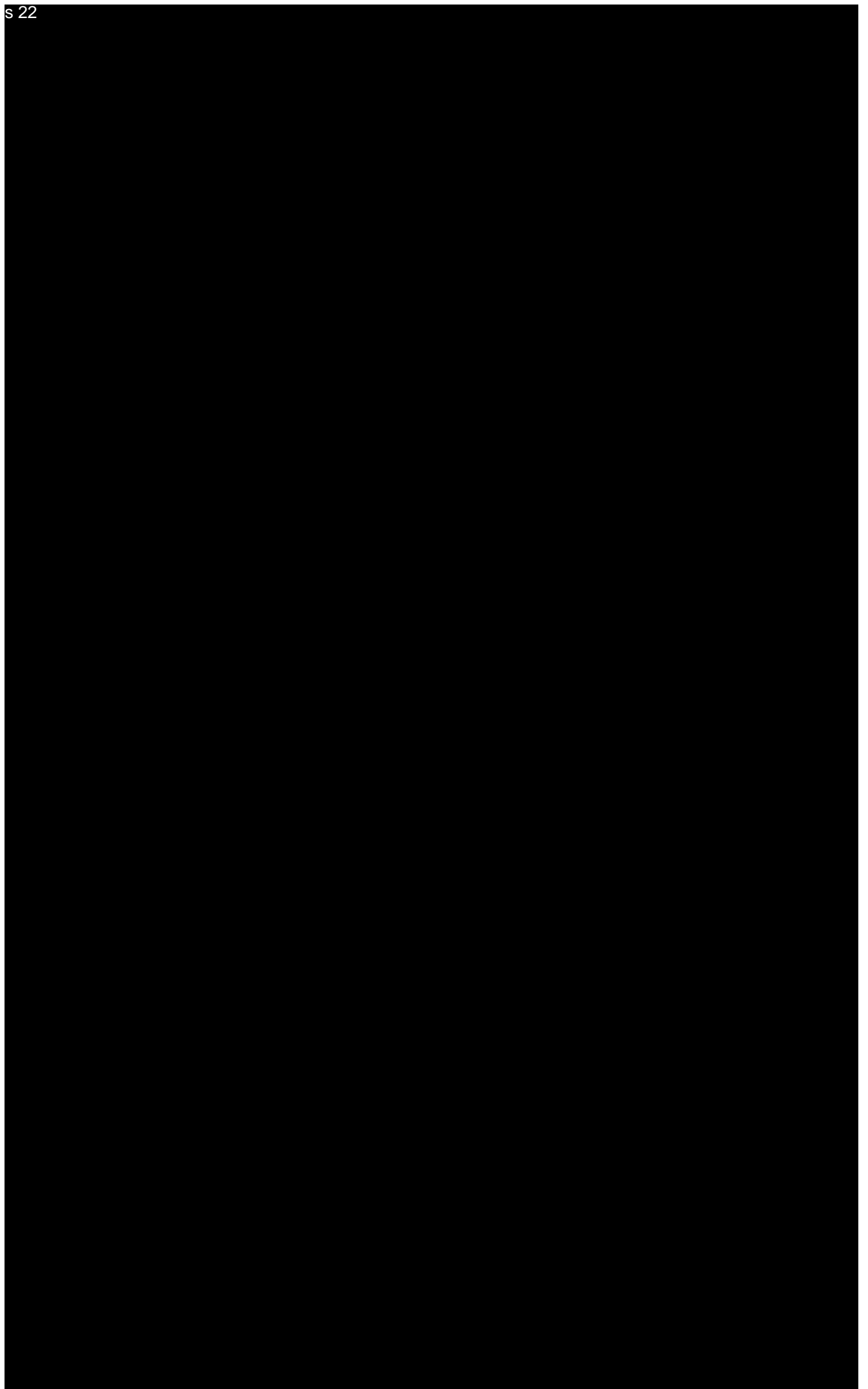
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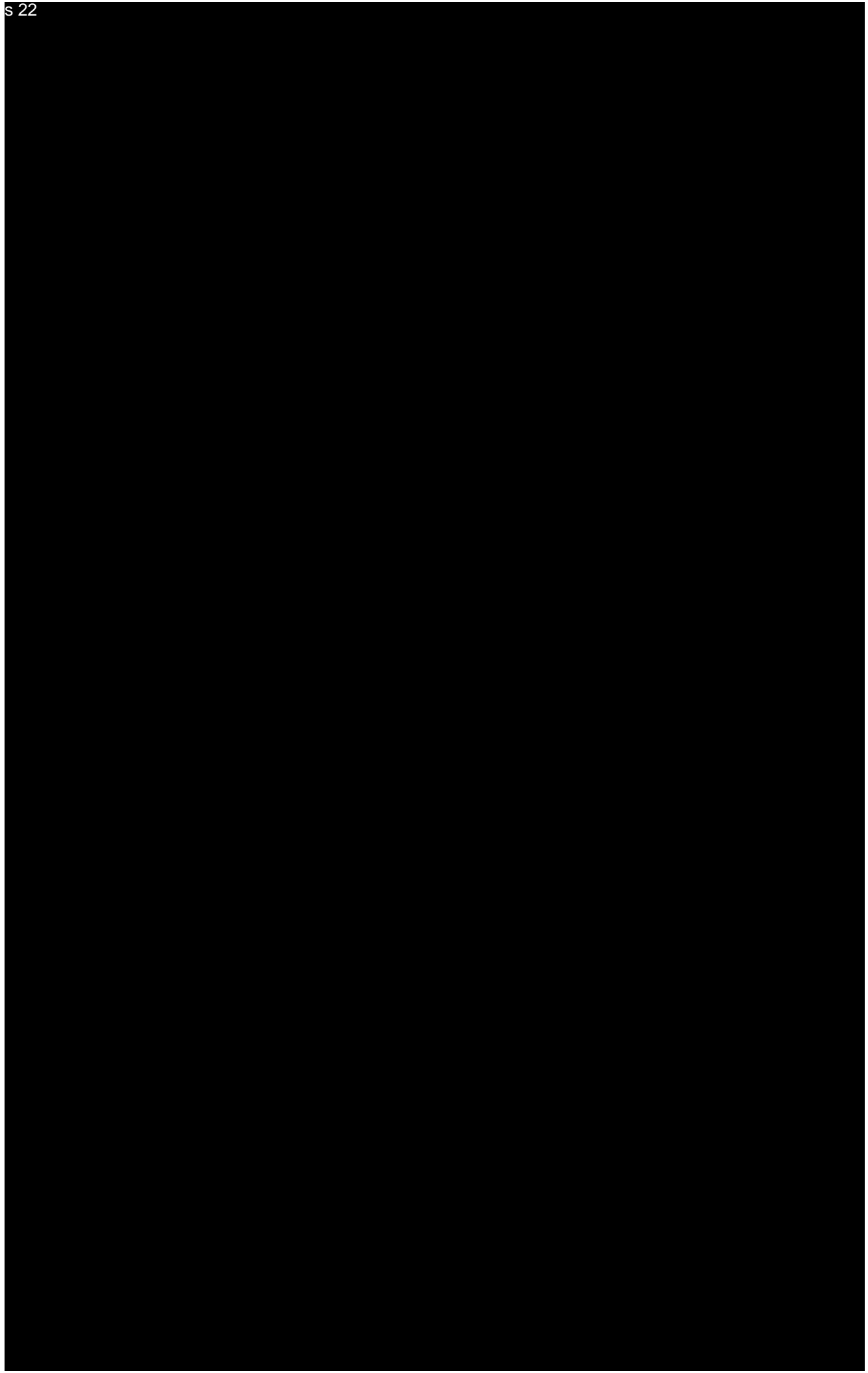


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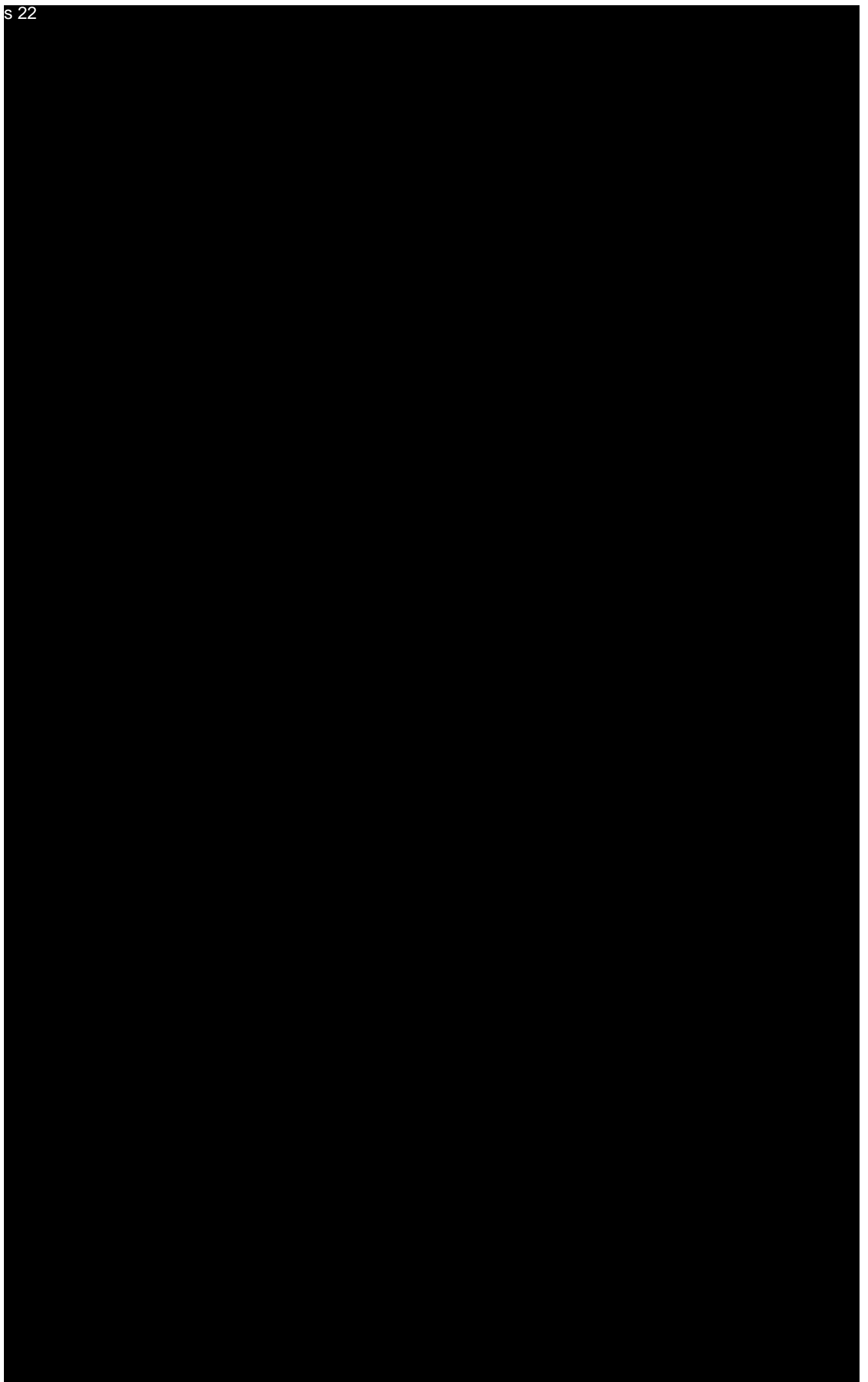
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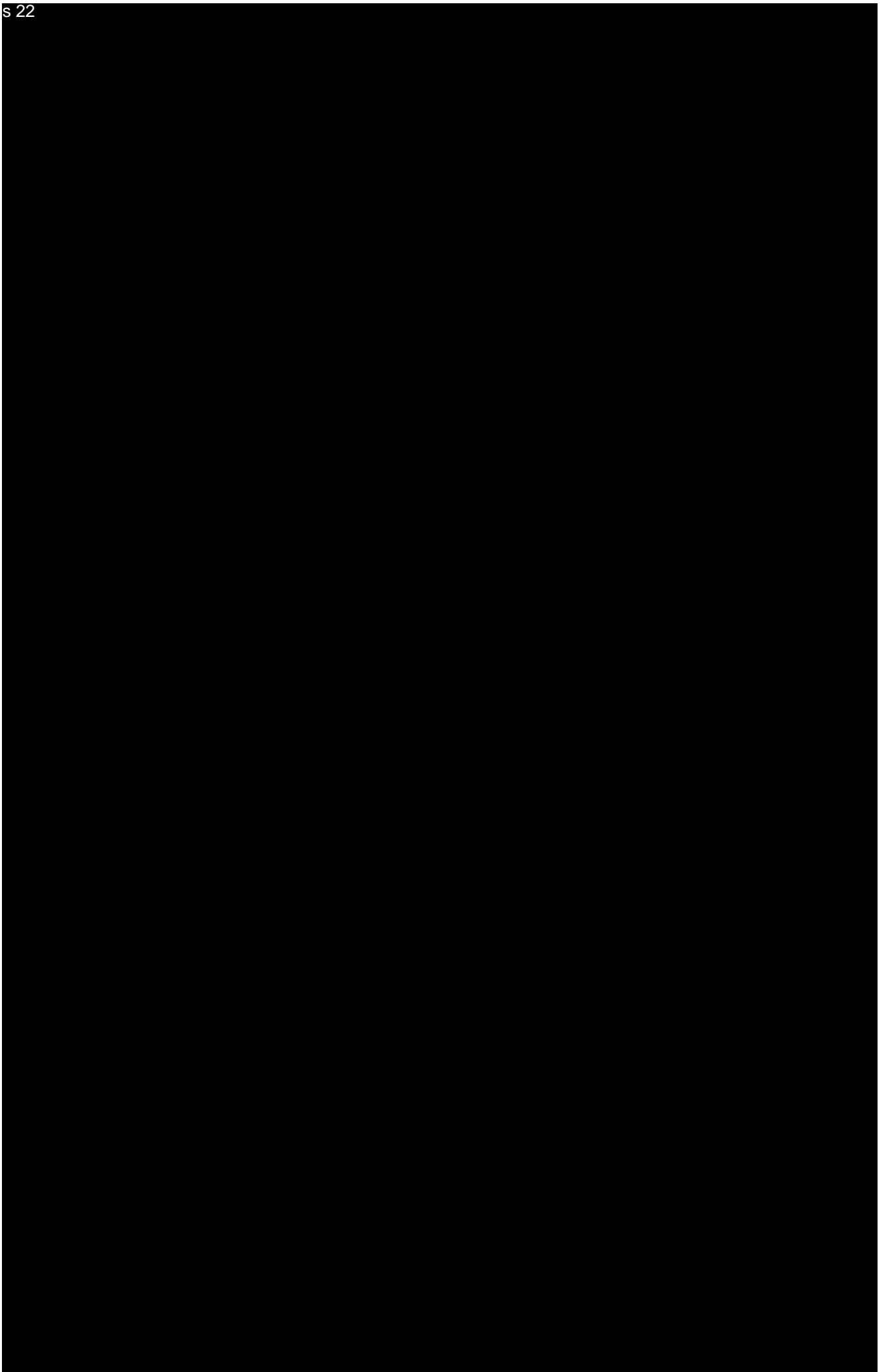






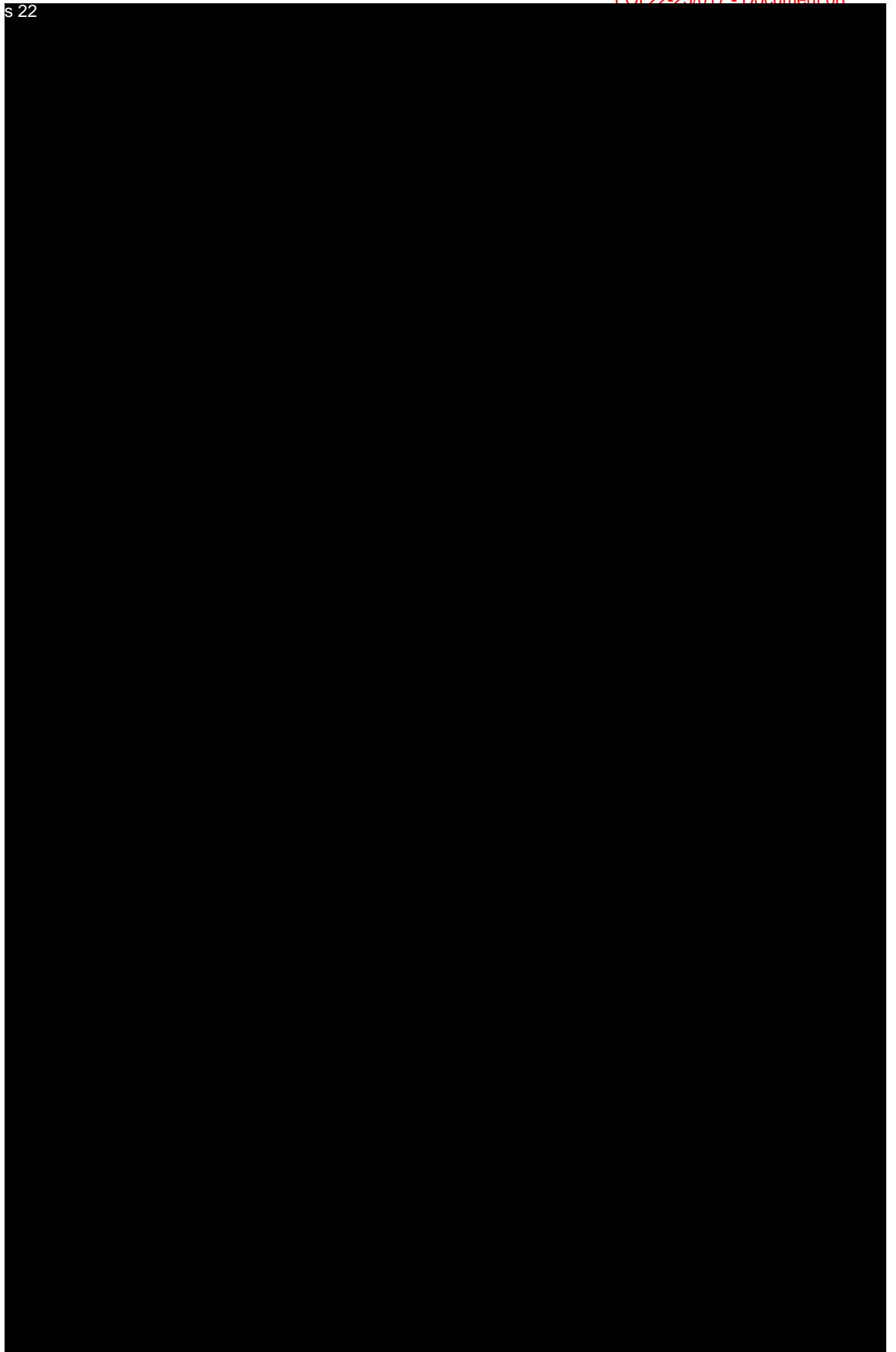




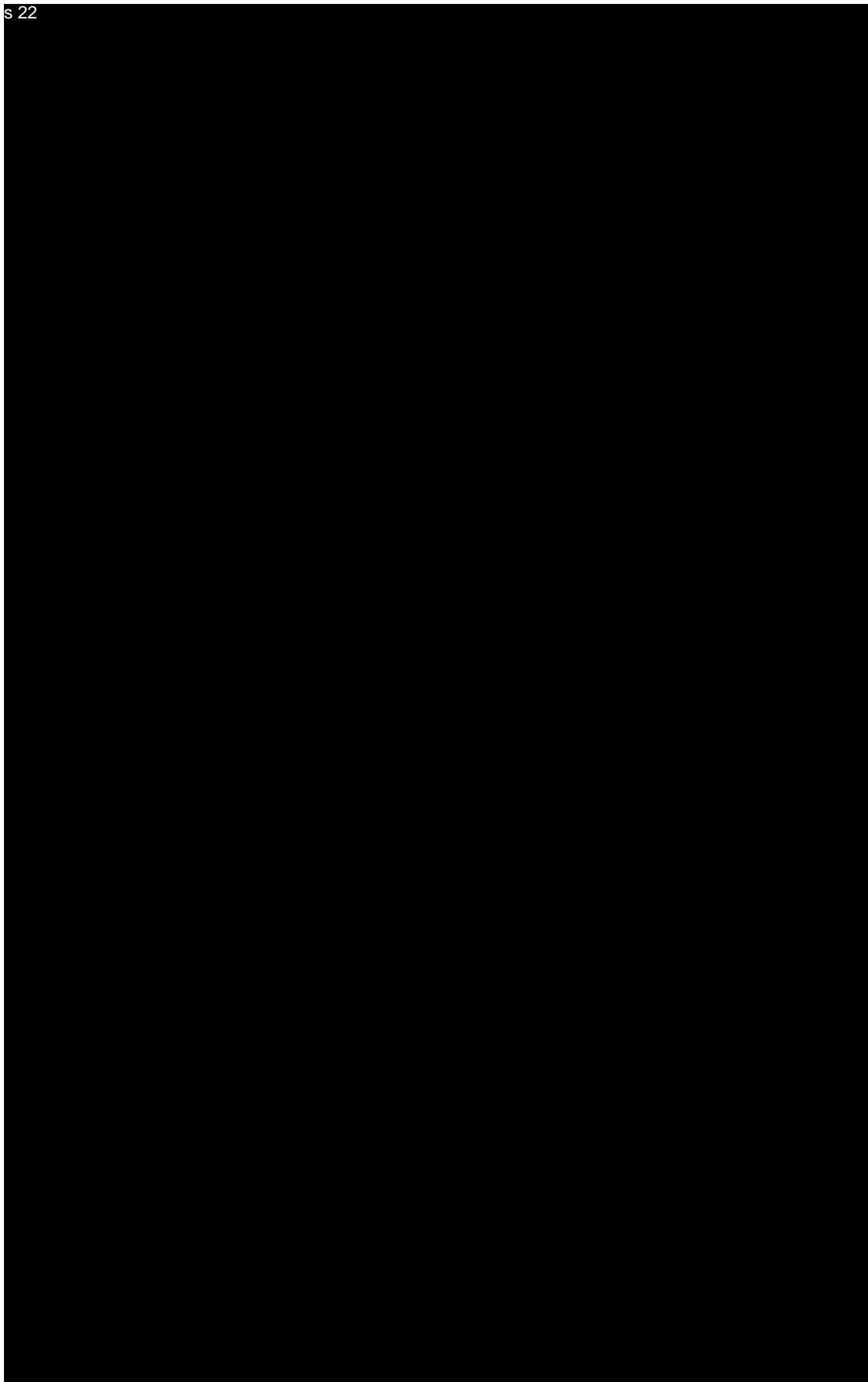


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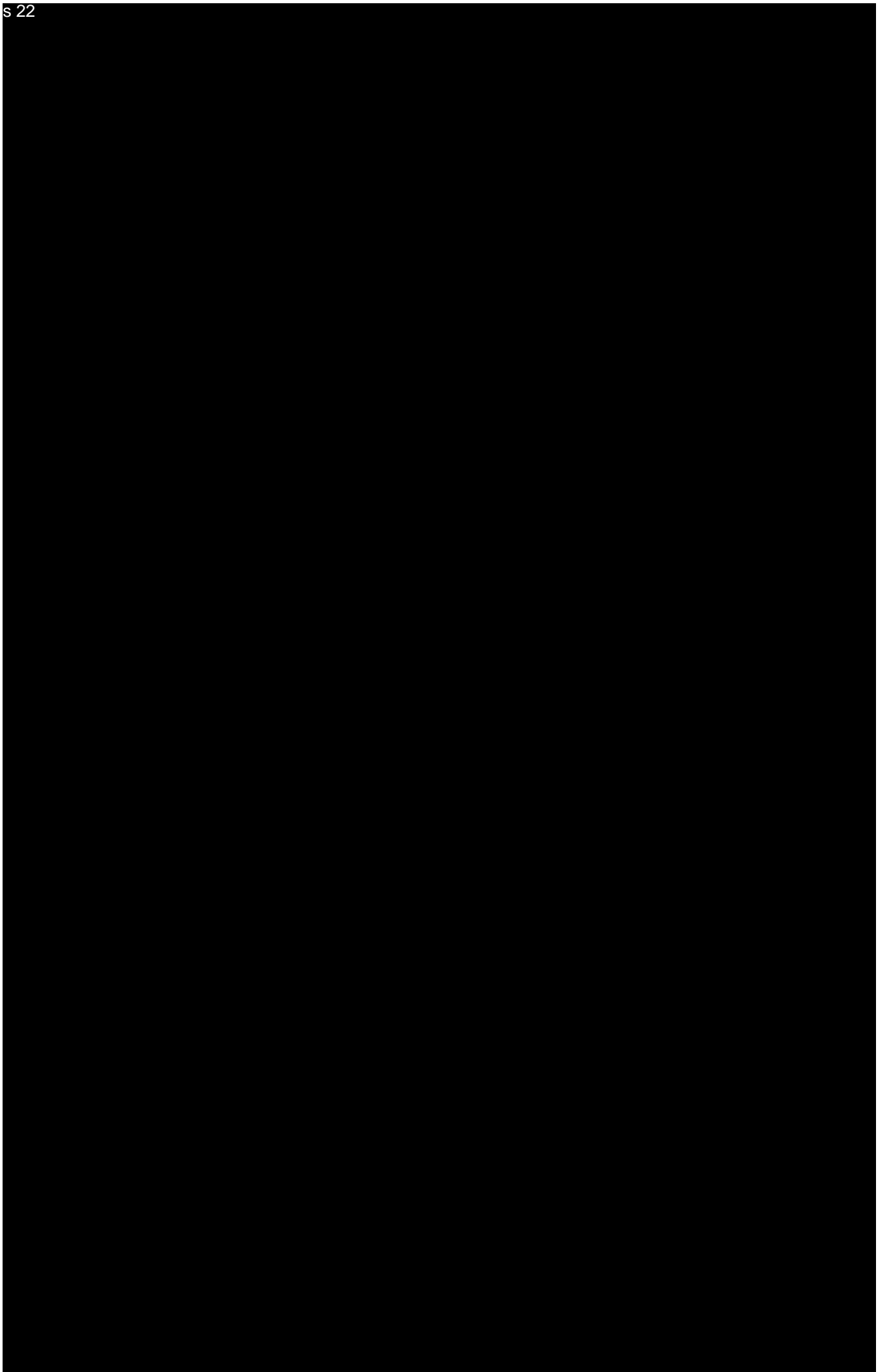


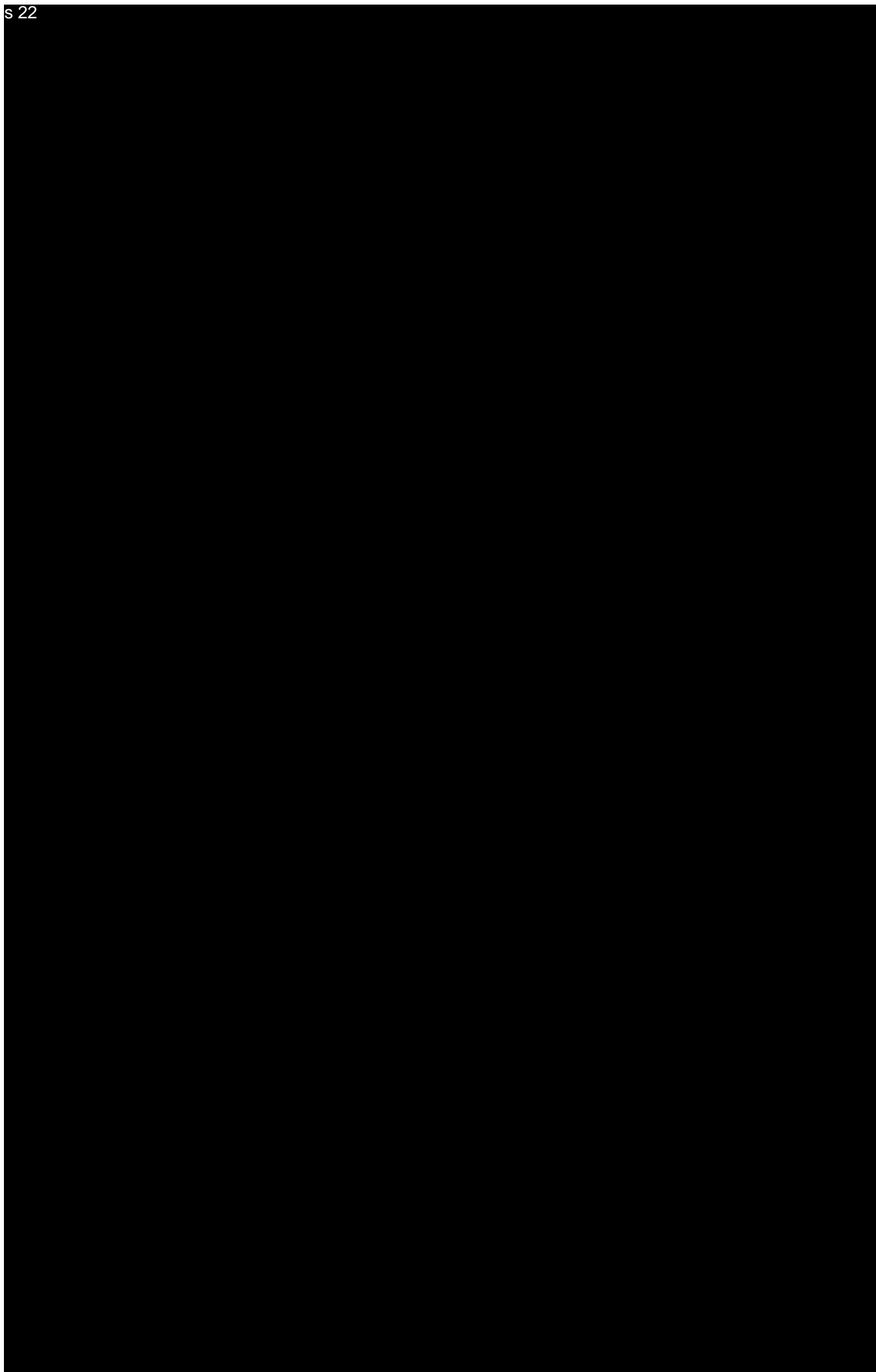














## 8. Brand Safety for TikTok

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### Overview

TikTok was founded in 2016 by the Chinese start-up company ByteDance. Its large user growth began in late 2017, when it acquired a rival app, Musical.ly, and ported over its 200 million account list to TikTok. It launched overseas in 2018.

TikTok, the “destination for short-form mobile videos” is a highly engaging video platform that allows users to create, watch and share videos. Filters, music, and special effects can be overlaid on videos and further engagement can be achieved with other users’ videos through participating in ‘duets’.

The platform connects people through shared humour, interests, and passions. Built for discovery and creation, TikTok is a home for creative self-expression. It has a powerful recommendation system which learns what content users like to see quickly, personalising feeds with quirky short videos set to music and sound effects.

When a user opens TikTok they are presented with a ‘For You’ feed, with a stream of videos curated to the users’ interests, making it easy to find content and creators that the user loves. This feed is powered by a recommendation system that delivers content to each user that is likely to be of interest. The ‘For You’ feed is one of the defining features of the TikTok platform.

In Q4 of 2019, TikTok launched paid ads in Australia.

### TikTok Usage

As of January 2022, TikTok has reported over one billion daily active users. In Q1 2022, globally, it was the second most downloaded app with the fifth highest active monthly users.

In Australia, TikTok has a reported 8.9 million monthly users<sup>10</sup>. Over 52.9 billion videos are viewed on the platform monthly. 42% of audiences are aged between 18 – 24, 34% between 25-34 and 14% are 35-44, 10% are 45+. The platform skews towards females with 61% of users being female<sup>11</sup>.

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<sup>10</sup> Nielsen Media Ratings, January 2022

<sup>11</sup> TikTok Internal Data, January 2022

64% of Australian TikTok users (P16-34) are not on Twitter, 31% are not on Snapchat, 8% are not on YouTube, 6% are not on Instagram and 5% are not on Facebook<sup>12</sup>.

TikTok's audience is smaller in comparison to Facebook's 17.6 million or Instagram's 13.5 million. However, according to TikTok internal data, users spend more time on TikTok compared to all other social media platforms. Users spend on average 90+ minutes daily on TikTok compared to 68 mins daily on YouTube or 57 minutes daily on Facebook<sup>13</sup>. TikTok's average session duration is also higher than all other social media platforms at 7:20 mins<sup>14</sup>. Engagement is what makes the platform unique and valuable to advertisers.

### Advertising on TikTok

TikTok offers multiple advertising opportunities in Australia:

1. In-feed ad - a native video-based ad format that fits seamlessly in to the 'For You' feed, along with all organic videos posted by TikTok users. In-feed can be bought using an auction or a reach and frequency (R&F) buy. This format allows demographic, interest, behaviour, language, hashtag, location and first party data targeting.
2. TopView ad - a premium placement with 100% share of view before the in-feed experience shown when the user launches the app. The content shown immediately after TopView is the most popular content vetted by the TikTok moderation team using machine learning and multiple rounds of human review. This format can be bought based on a CPM with a minimum spend associated and 18+ age targeting, gender targeting, and interest targeting can be applied.
3. Top Feed - a premium placement that guarantees advertisers the first In-feed ad slot in a user's For You Feed when they open the app. The Top Feed format is the guaranteed first In Feed Ad compared to TopView which is a full screen experience when user launches the TikTok app.
4. Hashtag Challenge - a unique engaging format to generate mass exposure and attraction, by inviting users to generate content within a branded theme. This format allows advertisers to co-create with TikTok users. An example of a [Hashtag Challenge](#) is the Singaporean Government's, Ministry of Communication, and Information (MCI) to encourage their younger audience to get vaccinated. Citizens were invited to create content with a gamified effect to fight COVID with the vaccine.
5. Branded Effects - a collection of augmented reality enhancements or visual features applied to the users' face or screen to enhance their TikTok video content. Branded Effects let users play with a brand's logo, character, or product through video content creation to create memorable brand messages.

In Australia, most state and territory governments have advertised on the TikTok platform including NSW Department of Health, WA Road Safety Commission, WA Police, NSW Department of Education, DPC QLD, NSW Electoral Commission.

### Brand Safety protocols

TikTok approach Brand Safety using a layered moderation structure that combines user safety (organic) and brand safety (paid).

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<sup>12</sup> Roy Morgan single source Australia: Jan 2017 - Dec 2021

<sup>13</sup> AppAnnie, iOS & Android TikTok AU App users, Feb 2022

<sup>14</sup> AppAnnie, iOS & Android TikTok AU App users, Feb 2022

- TikTok use a mix of technology and human moderation to ensure users on TikTok abide by the [platform's community guidelines](#). TikTok's AI reviews all content uploaded to TikTok analysing both visual and audio queues. Trained human moderators will review flagged videos, user-reported videos and videos that have hit various viewership thresholds. Content will continue to be reviewed as long as it is live.
- TikTok aim to enforce their policy before people report potentially violative content to them. They also encourage their community members to use their [tools](#) to report any content or account that they believe violates the Community Guidelines. TikTok will remove any content including video, audio, livestream, images, comments, links, or other text – that violates their Community Guidelines.
- The minimum age to have a TikTok account is 13 year of age and older and TikTok actively remove accounts of people they suspect are under this age.
- TikTok regularly publishes Transparency Reports, hosted on the TikTok Transparency Centre [here](#), to provide visibility into how Community Guidelines are upheld and respond to law enforcement requests for information, government requests for content removals, and intellectual property removal requests.

Advertising specific guidelines and advertiser controls:

As of June 2022, TikTok has partnered with Integral Ad Science (IAS) to bolster their brand safety offering. This is powered by machine learning which reviews three layers of content (eg video, audio, and text) and allows IAS to filter videos and give advertisers granular control over where their content appears. This solution is available for in-feed ads.

TikTok sends IAS a curated pool of videos to analyse against their brand safety categories. IAS sends verified brand-safe videos back to TikTok to add to the campaign before launch. During the campaign, verified videos are refreshed by IAS multiple times a week.

The TikTok brand safety solution by IAS screens against the following Global Alliance for Responsible Media (GARM) brand safety and suitability categories:

- Adult & Explicit Sexual Content
- Arms & Ammunition
- Crime & Harmful Acts to
- Individuals and Society and
- Human Right Violations
- Death Injury, or Military Conflict
- Online Piracy
- Hate Speech & Acts of Aggression
- Obscenity and Profanity
- Illegal
- Drugs/Tobacco/E-Cigarettes/
- Vaping/Alcohol
- Spam or Harmful Content
- Terrorism
- Sensitive Social Issues

This limited inventory may affect the CPM. TikTok cap the potential increase at 5%.

Brand safety reports are sent weekly from IAS with the total measured ad impressions, verified ad impressions and the percentage of impressions served adjacent to brand safe IAS inventory. This report will also include the percentage of impressions served outside of this brand safe inventory as well as links to the top 15 video failed (by impression volume) and the categories they failed in.



UM s recommendation for the Australian Government with regards to TikTok

TikTok uses three layers of brand safety: technology, human moderation, and third-party brand safety verification through IAS.

The new IAS brand safety solution helps alleviate previous brand safety concerns held by UM. In a recent case study undertaken by a global FMCG company, 99.6% of TikTok ads were served adjacent to brand safe ad impressions using the IAS inventory filter<sup>15</sup>.

UM recommend trialling TikTok's in-feed ads using IAS brand safety solution for campaigns targeting younger audiences, for example graduate hiring campaigns and Defence Force Recruiting. It is recommended to trial TikTok on a suitable campaign of this nature before considering broader applications.

IAS reports will be available weekly. These reports will show the 15 videos that generated the highest volume of impressions and the top videos and categories that did not meet brand safety standards.

