

TIKTOK BAN: NAVIGATING THE UNCERTAIN FUTURE

The future of TikTok in the US is uncertain, with a potential ban looming.

BM by Brandon Monceaux



WHY IS THIS HAPPENING?



NEW LAW

President Joe Biden signed a new law in April 2024 that requires TikTok to divest from its Chinese ownership and sell to a U.S. company or it will be shut down.



SECURITY CONCERNS

The Department of Justice cites security concerns over China accessing US data, but TikTok claims its data is stored securely and doesn't share it with the Chinese government.



FREE SPEECH VIOLATION

TikTok argues the ban violates free speech rights and points out that other Chinese apps haven't faced similar scrutiny.



POTENTIAL DELAY

However, no decisions have been made yet. On Tuesday, 1/15 Democratic senators proposed to extend the delay by 200+ days.





THE TIKTOK BAN: WHAT TO KNOW

SUPREME COURT DECISION

The Supreme Court will hear arguments on January 10th about whether ByteDance must sell TikTok's US operations. If ByteDance fails to comply by January 19th, a nationwide ban could take effect...**and they still have NOT made a ruling yet.**

POTENTIAL IMPACT ON TIKTOK

If the ban goes through, new downloads could be blocked starting January 19th. Existing users could temporarily retain access, but the app's functionality might degrade over time due to the lack of updates since it will be removed from the app stores. However, there are reports that the app could 'go dark' on the 19th.

TikTok plans to give users the option to download all of their data so they can take a record of their personal information with them.

POTENTIAL OUTCOMES

BAN ENACTED

TikTok faces significant restrictions, possibly leading to a decline in user engagement and app functionality over time.

BAN DELAYED OR BLOCKED

TikTok could continue operating as usual. However, the legal battles and uncertainty may impact user confidence and future growth.

BYTEDANCE SELLS TIKTOK

The ban could be averted, potentially resulting in a new owner for TikTok's US operations. The impact on the platform and its user experience remains to be seen.



POSSIBLE TIKTOK PURCHASERS



1

MR. WONDERFUL, FRANK MCCOURT AND PROJECT LIBERTY

Project Liberty goal is to create a new digital infrastructure for the internet, with the goal of giving individuals more control over their data

2

MR. BEAST AND OTHER BILLIONAIRE INVESTORS

YouTube millionaire who doesn't lose money because TikTok going away.

3

ELON MUSK

Chinese officials are evaluating a potential option that involves Musk acquiring the US operations of TikTok. The plan involves X taking control of the platform and running the businesses together. ByteDance isn't a huge fan of this option, but could be pressured the Chinese government.



NAVIGATING THE UNKNOWNNS

1

MAINTAIN A MULTI-CHANNEL APPROACH

Diversifying across platforms like Instagram Reels, YouTube Shorts, and Snapchat offers a safety net for reaching your target audience.

2

CONTINUE STRONG TIKTOK CAMPAIGNS

Keep leveraging TikTok's massive reach while we monitor developments, and adjust strategies based on the evolving landscape.