

They saved TikTok

But what exactly did they save?

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WHAT'S HAPPENING?

Ending years of drama, TikTok has been “saved,” an announcement made by the Trump administration with the fanfare usually reserved for a major peace accord. U.S. investors are in control, Oracle holds the data keys, and the Chinese threat is supposedly neutralized. The question now isn't *if* TikTok will survive... it's *which* version of TikTok will survive the deal. Did we destroy the platform in order to save it?

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WHAT'S IT MEAN?

TikTok's algorithm was always the main reason for anyone to buy TikTok. The algorithm survives, sort of. Unofficially, China's export laws mean the real secret recipe can't legally be transferred. What its new owners get instead is a licensed or retrained facsimile: a lookalike model, built on U.S. data, supervised by American lawyers and stripped of its global feedback loop. Call it domestic TikTok: the bottle's the same, but the contents came from a different vineyard.

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HOW WILL THIS AFFECT ADVERTISERS?

Think about what made people want to advertise on TikTok in the first place. The raw mix that made it so addictive, the million micro-trends, niche obsessions, and weird cultural mashups, are likely to flatten as the new algorithm will be starting out with a much smaller data pool. This can turn the algorithm into an echo chamber of its top-performing creators. More consistency, less flavor: we've been there before.

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WHAT'S THE BIGGER PICTURE?

Whenever ownership shifts to a major consortium, there's always a push to reduce volatility. A predictable, accountable, controllable TikTok is more profitable than one that's forever stoking controversy. Good for its new owners? In the short term, definitely. Good for advertisers? That's a little more complicated. Less chaos = less creativity. Brands will still get impressions, but they could lose the spark. The ability to ride trends, attach to authentic voices, and reach audiences in the wild is what made TikTok exciting territory for advertisers in the first place.

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WHAT'S OUR READ?

Sources:

[BBC](#)

[Techcrunch](#)

Expect more of a slow fade than a sudden makeover. Over the months to come, expect to see fewer strange breakouts, more recycled trends, more creators chasing proven formulas. Advertisers who are looking for a little more brand safety and compliance will rightfully welcome this. But keep in mind people came to TikTok because it was the *escape* from safer platforms. If it turns into everything its audience tried to leave behind, they'll move on to the next wild frontier.



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On a scale from 1 (just wait) to 10 (too late), how fast should you move on this?