**TikTok And Douyin Will Account For More Than 5% Of Global Digital Ad Spend This Year**

Ad revenues for short-video-sharing app TikTok and Chinese sister app Douyin will hit $31.66 billion this year to account for 5.3% of the global digital ad market.

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[*https://www.emarketer.com/content/tiktok-douyin-digital-ad-spend?ecid=NL1001&utm\_campaign=eDaily+Weekender+4.24.2022&utm\_medium=email&utm\_source=Triggermail&utm\_term=eMarketer+Daily+Week+in+Review+CORE%2fEMEA*](https://www.emarketer.com/content/tiktok-douyin-digital-ad-spend?ecid=NL1001&utm_campaign=eDaily+Weekender+4.24.2022&utm_medium=email&utm_source=Triggermail&utm_term=eMarketer+Daily+Week+in+Review+CORE%2fEMEA)