**Sports Ads On TikTok Increase As Possible US Ban Looms**

TikTok is attracting billions in advertising revenue from brands seeking to reach younger audiences or bypass the high prices of television ad spots during popular sports events, and the platform's ad revenue is expected to climb to $6.83 billion this year. US lawmakers have threatened to ban TikTok use in the country if ByteDance doesn't give up its stake in the platform.

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<https://www.cnbc.com/2023/03/23/tiktok-live-event-ad-business-possible-ban.html>