



# Update on TikTok's 75-Day Extension and What's Next

Last updated April 3, 2025

## Executive Summary

As TikTok's 75-day extension comes to an end on **April 5th**, no U.S. buyer has been confirmed. Although it's unclear if ByteDance plans to sell TikTok's U.S. division, several possible bidders have come forward in the past few months. Among the potential investors are Oracle, Blackstone, and—most recently—Amazon, which [submitted a bid just yesterday](#), April 3rd.

If a sale is not finalized, the Trump administration may issue another executive order extending the deadline which would allow TikTok to continue full operations during the extension.

TikTok's future in the U.S. remains uncertain, but we now have greater clarity on what to expect in the event of a ban—especially since this isn't our first time navigating such challenges. We've gathered the latest updates from TikTok, what they could mean for your brand, and the steps we're taking to ensure continued success.

## Code3 Recommended Next Steps

While TikTok's Ads Manager will remain accessible, the overall uncertainty warrants proactive planning. Our recommendations are as follows:

- **Align on media contingency plans:** Collaborate with your social leads and legal team to develop backup media strategies for any upcoming campaigns. If you wish to continue TikTok campaigns, we recommend continuing to run with scheduled end dates and budgets, and can make budget shifts as needed on Monday based on the aligned on contingency plan.
- **Update creator contracts:** If you haven't already, ensure influencer agreements include backup plans to post on alternative platforms if TikTok becomes unavailable.

# Update on TikTok's 75-Day Extension and What's Next

Last updated April 3, 2025

## Media Commitments & Refund Policy

For **reserved media buys** (e.g., TopView, Out of Phone, Creator Packages):

- If TikTok services become unavailable **before** your campaign starts, no payment is required.
- If services go down **during** your campaign, you are responsible only for the **pro-rata portion** of the campaign that was delivered.
- You will receive a **refund or coupon credit** (valid for 90 days) for the undelivered portion.

### For Post-Pay Clients

- **No service = no billing.**
- For campaigns partially delivered, you'll be billed only for what ran, and receive ad credits for what didn't.

### For Pre-Pay Clients

- You can request a **refund** for undelivered services.
- Additionally, TikTok will issue **ad credits** for any portion not delivered, usable within 90 days.

We're here to help interpret these nuances and ensure all potential financial implications are accounted for.

## Platform Access Post-Ban (If Ban Takes Place on April 5)

TikTok has confirmed that in the event of a U.S. ban:

- **U.S. customers will retain access to TikTok Ads Manager** accounts, including campaign management and reporting features.
- **International campaigns** will still be executable from U.S.-based ad accounts.
- While the app will likely be removed from app stores, **existing users may retain access** for a limited time, but critical updates and new downloads will remain blocked.

## TikTok's Official Statement

**Code3 reached out to our partners at TikTok and received the below official statement:**

*"As you know, our leadership and legal teams are still working with the US government to finalize a deal that would satisfy the parameters set by the law. Please rest assured that our goal for meeting those requirements is to ensure a seamless operation for our brand advertisers and agency partners. The advertising side of our business should experience little to zero disruptions in how we work with you moving forward. We are optimistic about the future and what April 5 will bring. This is a fluid situation, and we're on standby to provide you with updates as soon as we know more."*