

From: s 47F
To: s 47F
Cc: s 47F
Subject: RE: For advice - Tik Tok - referendum campaign [SEC=OFFICIAL]
Date: Tuesday, 4 April 2023 2:03:39 PM
Attachments: s 22

s 22

Hi s 47F

Great question! We at UM can only advise from a media buy perspective which remains that it is a brand safe environment for advertising and has the scale and time with media that make it a great environment to reach the hard-to-reach youth audiences.

However, it appears from today's media that the rhetoric around TikTok has extended to a Minister level rather than anything we are privy to or engaging with.

Our recommendation stands from our area of expertise but all we can do is wait and see from our perspective.

s 47F

s 22

s 22

s 22

From: s 47F
Sent: Tuesday, 4 April 2023 11:35 AM
To: s 47F
Cc: s 47F
Subject: For advice - Tik Tok - referendum campaign [SEC=OFFICIAL]
Importance: High

Hi s 47F

Wanted to touch base with you in light of this morning's announcement by the govt that Tik Tok will be banned on departmental devices.

I understand most recent advice (until today!) is that TT had met UM's brand safety guidelines, but that it was up to individual agencies and departments to weigh up the risks and decide on its inclusion or otherwise.

Is there anything I should know from a whole-of-government media planning perspective i.e., if this will be changing?

My sense is it will need to come out...but I'd like to put this to our Executive before we change the media plans (again).

Have sent an email to CAB also.

Cheers,

s 47F

s 47F

Australian Electoral Commission

s 47F

s 22