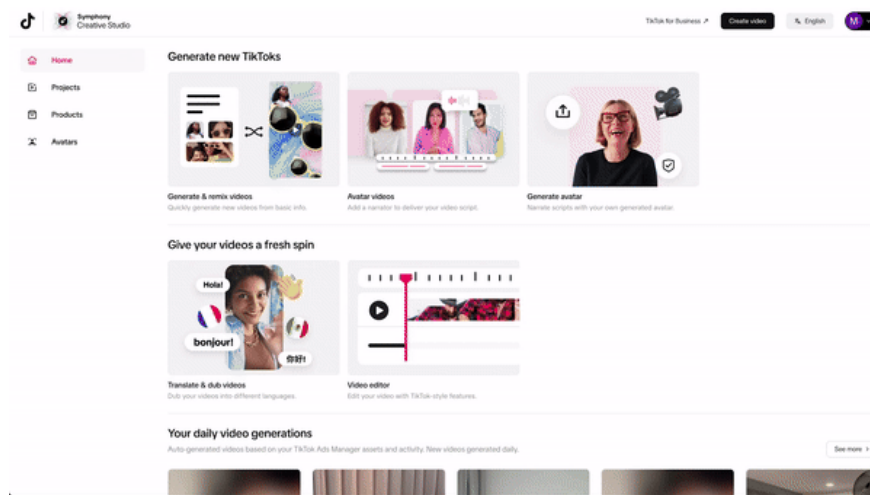


TikTok brings Getty Images to ads and AI-generated avatars

TikTok will allow advertisers to pull content from Getty Images when using the platform's AI ad creation tool.

TikTok will allow advertisers to pull content from Getty Images when using the platform's AI ad creation tool. With the integration, advertisers can use Getty's licensed photos and videos to create ads that feature AI-generated content, including AI avatars that look like real people.

The integration will be available through TikTok's Symphony Creative Studio — an AI-powered video creation tool that's rolling out to all advertisers today. The tool can create videos based on product descriptions, add AI avatars to 'talk' about the product, and even incorporate AI-powered voiceovers in multiple languages. Advertisers can also use the tool to create multiple versions of an ad, as well as 'remix' an existing ad.



Since launching its own AI image generator last year, Getty Images has struck a number of deals across the AI industry, providing companies like Nvidia and Picsart access to its library of licensed content that is safe for commercial use.

"This partnership provides a seamless integration into TikTok's Symphony Creative Studio, giving brands and businesses direct access to our massive library of millions of premium images and videos, ensuring they can easily create powerful and engaging content first on TikTok , ' said Peter Orłowski, *senior vice president of global strategic partnerships at Getty Images, in the announcement* .

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