

Press release

TikTok joins forces with CTS EVENTIM to share festival experience of Rock am Ring and Deichbrand with its global community

Munich/Berlin. 23 May 2022. TikTok, the leading destination for short-form mobile video, has partnered with CTS EVENTIM, a major international provider of ticketing services and live entertainment, to bring the Rock am Ring and Deichbrand festivals to its global community. Artists and creators will take fans backstage and share the unique festival experience via the smartphones of the global TikTok community.

The partnership will include hashtag campaigns and an official playlist for Rock am Ring and Deichbrand. In addition, a total of six hours of live footage of the various acts will be available on TikTok directly from the stages of both festivals. Popular creators will also share backstage experiences from the exclusive TikTok lounge with their communities.

“TikTok already plays an important role in connecting musicians with their fans in an authentic and unique way”, says Michael Kümmerle, Head of Music Operations at TikTok. “We are particularly excited by the opportunity to combine our strength in this area with great live experiences to bring music to life as never before on our platform. The all-round package of engaging live experiences, festival footage beyond the stage and bespoke content from artists provides the foundation for a new entertainment experience on TikTok.”

“We look forward to finally bringing together the latest digital innovations in the music industry from the past two years with outstanding festivals and concerts. By partnering with TikTok, we are adding a global community to the festival audience so that even more people can enjoy the return of live music,” adds Dr Frithjof Pils, Managing Director of EVENTIM LIVE. “Our partnership with TikTok represents another milestone for EVENTIM Brand Connect, which is responsible for brand partnerships, media marketing and sponsorships at CTS EVENTIM. We aim to massively grow this business segment in the near future.”

After a two-year hiatus due to the pandemic, the Rock am Ring festival at the Nürburgring in the Eifel region will thrill fans with headliners such as Green Day, Muse and Volbeat from 3–5 June. A total of 70 acts are lined up, including Placebo, Måneskin, Marteria, Beatsteaks, Jan Delay & Disko No. 1, The Offspring, Korn, Deftones and Scooter.

The Deichbrand festival, which takes place from 21–24 July at Sea-Airport Cuxhaven/Nordhol, is expected to feature Kraftklub, Steve Aoki and Trettmann as the headliners. Also taking to the stage will be Apache 207, Bausa, Bilderbuch, Capital Bra, Clueso, Dropkick Murphys, H-Blockx, Mavi Phoenix, Milky Chance, Nightwish, Provinz and Sido. More than 90 acts are booked to play at the festival, which like Rock am Ring was cancelled over the last two years due to the pandemic.

About CTS EVENTIM

CTS EVENTIM is one of the leading international providers of ticketing services and live entertainment. Before the outbreak of the coronavirus pandemic, around 250 million tickets per annum were marketed using the Company's systems – be it through physical box offices, online, or from mobile terminals. Its online portals operate under brands such as eventim.de, oeticket.com, ticketcorner.ch, ticketone.it, and entradas.com. The EVENTIM Group also includes many concert, tour, and festival promoter companies for events like Rock am Ring, Rock im Park, Hurricane, Southside, and Lucca Summer. In addition, CTS EVENTIM operates some of Europe's most renowned venues, for example the LANXESS Arena in Cologne, the K.B. Hallen in Copenhagen, the Waldbühne in Berlin, and the EVENTIM Apollo in London. CTS Eventim AG & Co. KGaA (ISIN DE 0005470306) has been listed on the stock exchange since 2000 and is currently a member of the MDAX segment. In 2021, against a backdrop of forced closures, cancellations, and restrictions on events as a result of the coronavirus pandemic, the Group generated revenue totalling €407.8 million in more than 20 countries. In 2019, the year before the outbreak of the pandemic, revenue was in excess of €1.4 billion.

Head of Corporate Communications:

Frank Brandmaier

Tel.: +49.40.380788.7299

frank.brandmaier@eventim.de

Investor Relations:

Marco Haeckermann

Vice President Corporate Development & Strategy

Tel.: +49.421.3666.270

marco.haeckermann@eventim.de



About TikTok

TikTok is the leading destination for short-form mobile video. Its mission is to inspire creativity and bring joy by providing people with a platform for creative expression that offers an authentic, entertaining and positive experience. TikTok has offices in Los Angeles, New York, London, Paris, Berlin, Dubai, Mumbai, Singapore, Jakarta, Seoul and Tokyo. www.tiktok.com.

TikTok press office for the German-speaking countries

FAKTOR 3 AG

Kattunbleiche 35 | 22041 Hamburg | Germany

tiktok@faktor3.de