

TikRok Media's Social Radio Movement Goes Live January 1st, Redefining the Future of Audio and Advertising

The future of media is human.



Sioux Falls, South Dakota Dec 5, 2025 ([Issuewire.com](https://www.issuewire.com)) - That's the message from TikRok Media, the digital pioneer set to launch its flagship brand, TikRok Radio, on January 1, 2026. The 24/7/365 social radio network, powered by nearly 200 TikTok livestream hosts, is not just a new platform; it's the culmination of a new philosophy in how media is created, consumed, and monetized.

TikRok Media is at the forefront of a paradigm shift, moving away from impersonal, algorithm-driven content and toward authentic, community-centric experiences. By combining the vibrant, niche communities of TikTok with the scale of a national radio network, the company has created a powerful "social amplification" system that benefits listeners, hosts, and brands alike.

"For too long, media has been a one-way street," said Matthew Hearn, co-founder of TikRok Media. "We're creating a two-way conversation. Our listeners are part of the show. Our hosts are part of the community. And our brand partners are part of the movement. It's a symbiotic ecosystem that is more engaging, more authentic, and far more effective."

The launch of TikRok Radio on New Year's Day will be the first large-scale demonstration of this model. The commercial-free broadcast will be supported by a select group of sponsors who have been carefully chosen to align with the network's "good vibes only" mission. These brands will be integrated seamlessly into the audio experience, creating a new blueprint for non-disruptive marketing.

This innovative approach is particularly relevant in the current digital landscape. With the stabilization of TikTok's US operations, the platform has become a cornerstone of American digital culture. TikRok Media is leveraging this by building a media ecosystem that is both deeply rooted in TikTok's community-driven ethos and expansive in its national reach.

"We are not just building a radio station; we are building a new way for people to connect over the things they love," added founder Kevin Hansen. "Music is the starting point, but the destination is a more human, more connected, and more positive media experience for everyone."

As TikRok Radio prepares for its January 1st launch, TikRok Media is inviting forward-thinking brands to join its social radio movement and be part of the future of advertising.

Brands interested in sponsorship opportunities can apply at partnerships@tikrokmedia.com or call 844-4TIKROK (844-484-5765) to apply.

About TikRok Media: TikRok Media is a digital media company pioneering a new model of social amplification. By creating authentic, community-driven media properties like its flagship brand, TikRok Radio, the company offers a new way for brands to connect with audiences in a meaningful and effective way. TikRok Media is building the future of media, one good vibe at a time. www.tikrokmedia.com



Media Contact

Tik Rok Media LLC

*****@tikrokmedia.com

844-484-5765

108 1/2 S CHARLES AVE

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