

|                                       |                         |                              |                            |
|---------------------------------------|-------------------------|------------------------------|----------------------------|
| 296.7M<br>VIDEO VIEWS<br>IN 12 MONTHS | 13.9M<br>LIKES          | 723K<br>SHARES               | 9.1M<br>PROFILE VISITS     |
| 1.8M<br>TIKTOK FOLLOWERS              | 5.0%<br>ENGAGEMENT RATE | 77.7%<br>AUDIENCE AGED 18-34 | 82.3%<br>VIEWS VIA FOR YOU |

Source: TikTok Analytics @airablack, 12 months 14 Jul 2025 – 13 Jul 2026 · followers: public profile, Oct 2026 · engagement rate = (likes + comments + shares) ÷ views



WHO IS AİRA?

Aİra is a **virtual artist**: a fictional character created and directed by a human creative team. Deep skin, platinum blonde hair, black as a signature colour. Fashion, luxury and music in three languages; she sings as **Aİra Black**.

MOMENTUM

+307%

new viewers in the week of 10–16 Oct 2026 vs the previous week: 549.9K unique viewers that week, 190K on 16 Oct alone.

Source: TikTok Analytics, week of 10–16 Oct 2026

TOP POSTS (VIEWS)

34M · 30.3M · 11.3M

Short formats (13–18 s) perform best.

AUDIENCE AGE

|       |  |       |
|-------|--|-------|
| 18–24 |  | 47.2% |
| 25–34 |  | 30.5% |
| 35–44 |  | 12.5% |
| 45–54 |  | 7.1%  |
| 55+   |  | 2.7%  |

TikTok Analytics, latest snapshot, Oct 2026

GLOBAL AUDIENCE · LATEST WEEK

**DACH region (Germany, Austria, Switzerland): 30.2% of viewers.**

|             |       |               |      |
|-------------|-------|---------------|------|
| Germany     | 24.0% | DR Congo      | 3.2% |
| Italy       | 6.1%  | Austria       | 2.9% |
| France      | 3.9%  | United States | 2.4% |
| Senegal     | 3.7%  | Sweden        | 2.1% |
| Switzerland | 3.3%  | Vietnam       | 2.1% |

Top 10 countries = 53.7%; 46.3% spread across other markets · TikTok Analytics, 10–16 Oct 2026

LAST 60 DAYS · 18 AUG – 16 OCT 2026

|                      |               |                         |
|----------------------|---------------|-------------------------|
| 10.2M<br>VIDEO VIEWS | 631K<br>LIKES | 6.4%<br>ENGAGEMENT RATE |
|----------------------|---------------|-------------------------|

WHY AİRA

- **Algorithm-driven reach:** 82.3% of views come from the For You feed, beyond the follower base.
- **Global reach:** viewers in 10+ countries across Europe, Africa, North America and Asia.
- **Instant recognition:** a signature look remembered in half a second.
- **Total control:** no shooting risks, always on brief, fast delivery.

BEST FIT

Hair (wigs, styling tools) · Beauty for deep skin tones · Fashion & premium streetwear · AI tools · Music labels  
Not accepted: cosmetic surgery, nicotine, gambling, risky financial products, crypto.

FORMATS

|                        |                    |
|------------------------|--------------------|
| Dedicated TikTok video |                    |
| Series (3+ videos)     | Spark Ads codes    |
| Sound promotion        |                    |
| UGC for your channels  |                    |
| Image licensing        | Monthly ambassador |

Rates on request: scope, usage rights, exclusivity.

CONTACT · AİRA MANAGEMENT

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airablack.com · TikTok @airablack · Aİra is represented by **Aria S.r.l.**  
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Figures: TikTok Analytics and public profile @airablack, periods as stated. Aİra is a virtual artist; visuals are AI-generated.