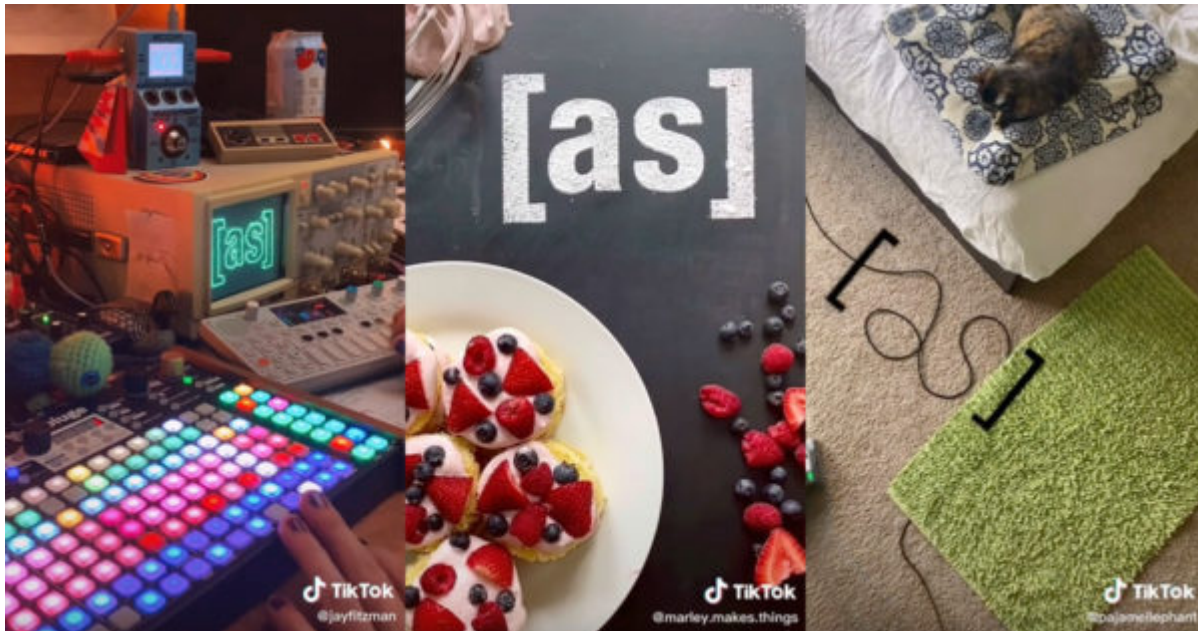


Adult Swim Didn't Start Its TikTok Trend, but the Network Is Running With It



Adult Swim president Michael Ouweleen didn't know the cable brand he oversees was taking over TikTok until his college-aged kids tipped him off last weekend. Upon opening the app himself, the longtime television executive found himself in the middle of an ode to the nighttime programming block he first helped champion two decades ago.

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