

QVC Launches First 24/7 Live Shopping Streams on TikTok

The live shopping experience is moving from linear to streaming, as QVC Group is launching a 24/7 live shopping stream on TikTok beginning Wednesday.

Despite TikTok's uncertain future in the U.S., the platform has become a social media force, and brands are eager to be part of its ecosystem.

By integrating with TikTok Shop, known for its vast audience and shopping discovery, this new live 24/7 shopping stream will feature QVC Group's brands (including QVC and HSN), products, and talent on the social media platform, creating an always on-shopping experience.

"We are uniquely suited to bring our large-scale, high-volume, live social shopping experience to TikTok, an extremely popular platform with over 170 million users," said David Rawlinson II, president and CEO of QVC Group, in a statement.

The 24/7 live social shopping experience will also feature original QVC and HSN content created just for TikTok.

"We are excited to share our powerhouse lineup of celebrities, hosts, brands, and products in this interactive format," Rawlinson added. "Our agreement will be a catalyst to transform shopping and discovery not only for QVC Group and TikTok Shop, but also for social shopping at large."

"QVC and HSN hosts have mastered live shopping moments for decades, and we're thrilled to bring this entertaining shopping experience to TikTok's community," said Nico Le Bourgeois, head of U.S. operations for TikTok Shop, in a

statement.

QVC has been on TikTok Shop since August 2024, and over 74,000 creators have featured QVC items in their shoppable videos and livestreams on the application.

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