# [External] Digital Avatar API

The Digital Avatar API provided by TikTok For Business is in Alpha. If you would like access to this API, register and be approved as a developer through the developer portal and contact your TikTok representative to be allowlisted to use the Digital Avatar API endpoints. At this time, we will be enrolling a limited number of developers and will be approving more applications in a phased timeline.

This documentation is private and confidential and intended for use only by partners and advertisers who are participating in the alpha program.

Please do not circulate or reproduce this documentation without the consent of the TikTok API for Business team. If you are not the intended user, you may not disclose or use the information in this documentation in any way.

# Legal requirements for developers

This section sets forth the legal disclaimers that developers will need to implement when using TikTok's Creative GenAl API Tools. Note that failure to comply with these requirements is a violation of TikTok's Developer <u>Terms</u> and may result in temporary or permanent suspension of your access to TikTok's Developer API Tools.

#### Requirement

At any point in the user interface where an end user can upload any assets for use in Al-generation, developers must include a notice prior to uploading informing the end user of the following:

By uploading assets, you confirm that you have the necessary legal rights to these assets, the assets do not include any user generated content, and you are authorized to grant TikTok permission to scan and modify the assets. You may not upload any assets that would violate TikTok's <u>Ad Policies</u> or <u>Community Guidelines</u>.

At any point in the user interface where an end user can download any Al-generated assets offline, developers must include a notice prior to downloading informing the end user of the following:

If you choose to download and edit any output, you agree that such output can only be shared or published on TikTok-branded platforms, and that you will not intentionally remove or modify any watermarks contained therein.

# Launch updates

Date	Product Update
Dec 2023	Alpha launch of Digital Avatar API.

# **Overview**

Generative AI tools harness powerful machine learning techniques to automate and optimize creative workflows. As the first Generative AI (Artificial Intelligence) solution within TikTok API for Business, the Digital Avatar API combines cutting-edge capabilities in speech synthesis and automatic video generation.

Digital avatars are Al-powered virtual representations of humans. They offer realistic, interactive experiences by mimicking human behavior and communication.

The benefits of using digital avatars in video production include:

- Fast content creation: Scripts can be brought to life quickly without scheduling shoots or hiring talent. This eliminates the time-consuming aspects of traditional production methods.
- Consistency: Digital avatars remain consistent in appearance and performance, eliminating inconsistencies inherent in live-action production and the need for retakes or adjustments.
- Scalability: The growing digital avatar library currently includes over 80 options with a
  variety of demographics, capable of delivering your script in various languages. This
  scalability enables the generation of large volumes of video variations to cater to
  different audiences and preferences.

By integrating with Digital Avatar API, you can iterate creatives faster at scale, and streamlines video production workflows through automation while delivering realistic and engaging visual storytelling.

# **Get started**

- 1. Allowlist
- 1. This feature is currently an allowlist-only feature. If you would like to access it, please contact your TikTok representative.

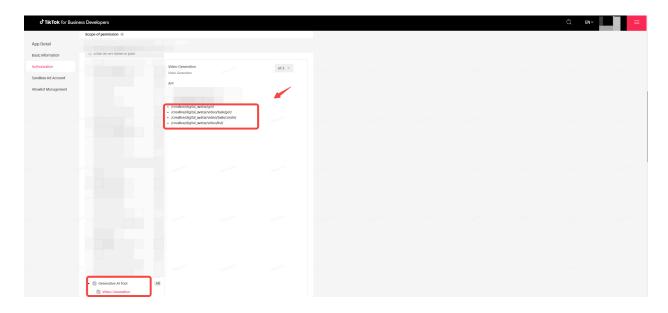
#### Step-by-step onboarding workflow

If you are new to API for Business, complete the following steps before making your first API call.

- Create a TikTok For Business account.
- 2. Register as a developer.
- 3. Create a developer app.
- 4. Authorization.
- 5. Authentication.
- Make your first API call.

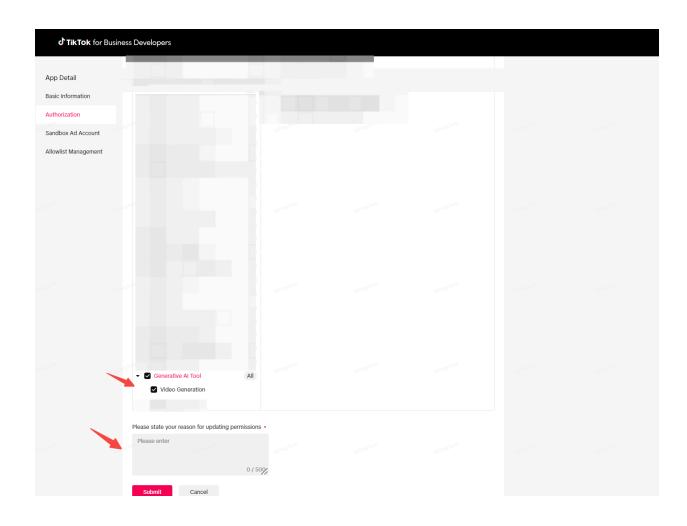
### 1. Permission

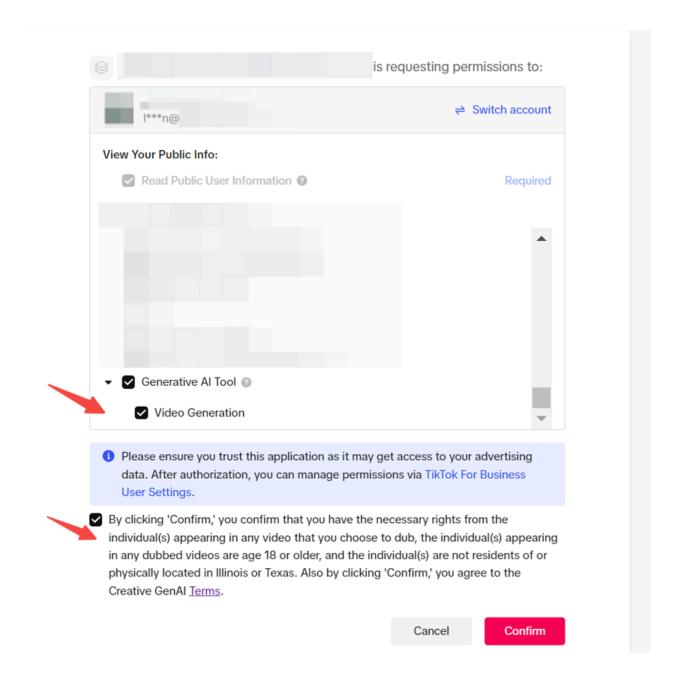
 Ensure that you have the Generative Al Tool > Video Generation permission to use the Digital Avatar API. To learn about how to update your developer app permission, see here.



#### **Note**

Starting September 6th, 2024, existing developers who have previously integrated with Digital Avatar API will need to go through the <u>authorization</u> process again. This is to request and obtain the new **Generative AI Tool** > **Video Generation** permission from advertisers.





### 1. QPS limit

Global rate limits are applicable to Digital Avatar API endpoints. To learn about the global rate limits for a developer application, refer to Rate limits - Global rate limits.

# How to generate digital avatar videos

1. Get available digital avatars using <a href="//creative/digital avatar/get/">/creative/digital avatar/get/</a>.

- 2. Create asynchronous digital avatar video tasks using <a href="https://creative/digital\_avatar/video/task/create/">/creative/digital\_avatar/video/task/create/</a>. Make sure to pass the avatar\_id obtained from Step 1 and provide a script for the video.
- Check the results of digital avatar video tasks using /creative/digital avatar/video/task/get/. Confirm the status of the tasks is SUCCESS.
- 4. Access digital avatar videos using <a href="mailto://creative/digital\_avatar/video/list/">creative/digital\_avatar/video/list/</a>. Download the digital avatar videos from the returned preview\_url.
- 5. Customize the names of digital avatar videos to suit your specific requirements.

If you want to update the name of the digital avatar videos, use <u>/file/video/ad/update/</u>. Provide the avatar\_video\_id and the desired file\_name.

# **API Reference**

A digital avatar is an Al-powered virtual representation of a human. Leveraging digital avatars for video creation allows for rapid and efficient production of high-quality video content. With the Digital Avatar API, you gain access to a range of available digital avatars and the ability to generate captivating digital avatar videos.

This group consists of the following endpoints:

- Get available digital avatars
- Create digital avatar video tasks
- Get the results of digital avatar video tasks
- Get digital avatar videos
- Update the digital avatar video name

# Get available digital avatars

Use this endpoint to retrieve a list of available digital avatars. You can select a digital avatar to create a digital avatar video task through <a href="mailto://creative/digital\_avatar/video/task/create/">/creative/digital\_avatar/video/task/create/</a>.

#### Note

Digital Avatar API is currently an allowlist-only feature. If you would like to access it, please contact your TikTok representative.

### Request

**Endpoint** https://business-api.tiktok.com/open\_api/v1.3/creative/digital\_avatar/get/ **Method** GET **Header** 

Field	Data Type	Description
Access-Token Required	string	Authorized access token. For details, see <u>Authentication</u> .

### **Parameters**

Field	Data Type	Description
page	string	Current page number. Default value: 1. Value range: ≥ 1.
page_size	string	Page size. Default value: 10. Value range: 1-100.

## Example

```
Unset
curl --location --request GET
'https://business-api.tiktok.com/open_api/v1.3/creative/digital_a
vatar/get/?page=1&page_size=100' \
--header 'Access-Token: {{Access-Token}}'
```

# Response

Field	Data Type	Description
code	number	Response code. For the complete list of response codes and descriptions, see <a href="Appendix - Return Codes">Appendix - Return Codes</a> .
message	string	Response message. For details, see Appendix - Return Codes.
request_id	string	The log ID of a request, which uniquely identifies the request.
data	object	Returned data.
list	object[]	The list of available digital avatars.

avatar_id	string	The ID of the digital avatar.  Example: "7301881390801371138".
avatar_name	string	The name of the digital avatar.  Example: "Aiduo in light blue t-shirt and headset".
avatar_thumbnail	string	The thumbnail URL of the digital avatar.  Validity period: six hours.  Example:  "https://sf16-muse-va.ibytedtos.com/obj/ad-cre ative/avatar/v09033g40000clanumfog65hm1rf0pkg_ cover".
avatar_preview_url	string	The preview URL of a short demo digital avatar video showcasing the digital avatar (avatar_id).  Validity period: six hours.  Example:  "https://sf16-muse-va.ibytedtos.com/obj/ad-cre ative/avatar/v09033g40000clanumfog65hm1rf0pkg_video".

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                "avatar_preview_url":
"https://sf16-muse-va.ibytedtos.com/obj/ad-creative/avatar/v10033
g50000ckuu677og65iph1pgbt0_video",
                "avatar_name": "Monica in pink shirt",
                "avatar_thumbnail":
"https://sf16-muse-va.ibytedtos.com/obj/ad-creative/avatar/v10033
g50000ckuu677og65iph1pgbt0_cover"
            },
                "avatar_id": "7295229773549371393",
                "avatar_preview_url":
"https://sf16-muse-va.ibytedtos.com/obj/ad-creative/avatar/v10033
g50000ckuu717og65kpkt7at8g_video",
                "avatar_name": "Vera in jacket",
                "avatar_thumbnail":
"https://sf16-muse-va.ibytedtos.com/obj/ad-creative/avatar/v10033
g50000ckuu717og65kpkt7at8g_cover"
            },
                "avatar_id": "7295229773549387777",
```

```
"avatar_preview_url":
"https://sf16-muse-va.ibytedtos.com/obj/ad-creative/avatar/v10033
g50000ckuu7ofog65oonvv8a3g_video",
                "avatar_name": "Zoey in long sleeves",
                "avatar_thumbnail":
"https://sf16-muse-va.ibytedtos.com/obj/ad-creative/avatar/v10033
q50000ckuu7ofoq65oonvv8a3q_cover"
            },
                "avatar_id": "7295229773549404161",
                "avatar_preview_url":
"https://sf16-muse-va.ibytedtos.com/obj/ad-creative/avatar/v10033
g50000ckuu8efog65h6tt8vdmg_video",
                "avatar_name": "Zoey in hoodie",
                "avatar thumbnail":
"https://sf16-muse-va.ibytedtos.com/obj/ad-creative/avatar/v10033
g50000ckuu8efog65h6tt8vdmg_cover"
            },
                "avatar_id": "7295229773549420545",
                "avatar_preview_url":
"https://sf16-muse-va.ibytedtos.com/obj/ad-creative/avatar/v10033
g50000ckuu94fog65ie78gn8ug_video",
                "avatar_name": "Zoey in t-shirt",
                "avatar thumbnail":
"https://sf16-muse-va.ibytedtos.com/obj/ad-creative/avatar/v10033
g50000ckuu94fog65ie78gn8ug_cover"
            },
                "avatar_id": "7294170518192652290",
                "avatar_preview_url":
"https://sf16-muse-va.ibytedtos.com/obj/ad-creative/avatar/v10033
g50000ckv0t0nog65nfkhc4a70_video",
                "avatar_name": "Alex in white coat",
```

# Create digital avatar video tasks

Use this endpoint to create one or more asynchronous digital avatar video tasks. A digital avatar video is an auto-generated video featuring a digital avatar that delivers the script you provide. After you create the tasks, call <a href="mailto://creative/digital\_avatar/video/task/get/">Creative/digital\_avatar/video/task/get/</a> to check the task results. The time required to process each digital video task may vary based on the script length:

- If the script length is within 400 characters, the processing time is usually less than 100 seconds.
- If the script length is within 1,000 characters, the processing time is usually less than 200 seconds.
- If the script length exceeds 1,000 characters, the processing time is usually less than 500 seconds.

### Request

### **Endpoint**

https://business-api.tiktok.com/open\_api/v1.3/creative/digital\_avatar/video/task/create/ **Method** POST

#### Header

Field	Data Type	Description
Access-Token Required	string	Authorized access token. For details, see <u>Authentication</u> .
Content-Type Required	string	Request message type. Allowed format: application/json.

#### **Parameters**

Field	Data Type	Description
	. 7 6 0	

material_packages Required	object[]	The material packages for creating digital avatar video tasks.  Each material package will be used to create one digital avatar video.  Max size: 5.
avatar_id Required	string	The ID of the digital avatar that you want to use. To get the IDs of available digital avatars, use  /creative/digital_avatar/get/.
script Required	string	The words that you want the digital avatar to say.  Length limit: 2,000 characters.  Do not use emojis or special characters because they cannot be recognized.  If you want to generate a half-minute-long digital avatar video, we recommend that you provide a script of approximately 500 characters.  Supported language: All languages. However, for non-English scripts, we recommend testing to ensure that video quality meets your requirements.
video_name	string	The name for the digital avatar video. Length limit: 50 characters. If not specified, this field will default to "project-{YYYYMMDDHHMMSS}-{three random characters}". For example, "project-20231205094238-cDc".
package_id	string	The ID for the material package. You can specify this field to distinguish between the material packages.

# Response

Field	Data Type	Description
code	number	Response code. For the complete list of response codes and descriptions, see <a href="Appendix - Return Codes">Appendix - Return Codes</a> .
message	string	Response message. For details, see Appendix - Return Codes.
request_id	string	The log ID of a request, which uniquely identifies the request.
data	object	Returned data.
list	object[]	The list of digital avatar video tasks.
task_id	string	The ID of the digital avatar video task.
package_id	string	The ID specified for the material package.  If package_id is not passed in the request, the value of this field will be null.
error_msg	string	Error message.

```
Unset
HTTPS/1.1 200 OK

{
    "code": 0,
    "message": "OK",
```

# Get the results of digital avatar video tasks

Use this endpoint to retrieve the results of one or more digital avatar video tasks.

## Request

**Endpoint** https://business-api.tiktok.com/open\_api/v1.3/creative/digital\_avatar/video/task/get/ **Method** GET

### Header

Field	Data Type	Description
Access-Token Required	string	Authorized access token. For details, see <u>Authentication</u> .

### **Parameters**

Field	Data Type	Description
task_ids Required	string[]	The ID list of digital avatar video tasks to retrieve the results for.  Max size: 5.

```
Unset
curl --location --request GET
'https://business-api.tiktok.com/open_api/v1.3/creative/digital_a
vatar/video/task/get/?task_ids=["{{task_id}}"]' \
--header 'Access-Token: {{Access-Token}}'
```

## Response

Field	Data Type	Description
code	number	Response code. For the complete list of response codes and descriptions, see <u>Appendix - Return Codes</u> .
message	string	Response message. For details, see <u>Appendix - Return</u> <u>Codes</u> .
request_id	string	The log ID of a request, which uniquely identifies the request.
data	object	Returned data.
list	object[]	Information about the list of digital avatar video tasks.
task_id	string	The ID of the digital avatar video task.
status	string	The status of the digital avatar video task. Enum values:  SUBMITTED: The task was submitted and has not been processed. PROCESSING: The task is being processed. SUCCESS: The task succeeded. FAILED: The task failed.
video_name	string	The name of the generated digital avatar video.  If you didn't specify a name for the video, this field will default to "project-{YYYYMMDDHHMMSS}-{three random characters}". For example,  "project-20231205094238-cDc".

		If you want to update the name of the digital avatar video, use <a href="file/video/ad/update/">/file/video/ad/update/</a> .
avatar_video_id	string	The ID of the generated digital avatar video.  If status is PROCESSING, this field will be empty.  Note: This value of this field cannot be passed to video_ids
		in /file/video/ad/search/ or /file/video/ad/info/ because digital avatar videos are not synced to the Asset Library of an ad account.
preview_url	string	The preview URL of the generated digital avatar video.
		Validity period: six hours.
		If status is PROCESSING, this field will be empty.

### A successful task

```
Unset
HTTPS/1.1 200 OK
{
    "code": 0,
    "message": "OK",
    "request_id": "{{request_id}}",
    "data": {
        "list": [
                "preview_url": "{{preview_url}}",
                "avatar_video_id": "{{avatar_video_id}}",
                "task_id": "{{task_id}}}",
                "status": "SUCCESS",
                "video_name": "{{video_name}}}"
        ]
    }
}
```

### A processing task

# Get digital avatar videos

Use this endpoint to retrieve the list of digital avatar videos under your TikTok For Business account.

### Request

**Endpoint** https://business-api.tiktok.com/open\_api/v1.3/creative/digital\_avatar/video/list/ **Method** GET

#### Header

Field	Data Type	Description
Access-Token Required	string	Authorized access token. For details, see <u>Authentication</u> .

### **Parameters**

Field	Data Type	Description
filtering	object	Filtering conditions.

avatar_id	string	The ID of the digital avatar.
start_date	string	Query start date (closed interval) in the format of YYYY-MM-DD (UTC time).  You can define the time range based on which you want to filter digital avatar videos by passing only start_date or end_date, or both.  If start_date and end_date are not specified, the results will include all digital avatar videos under your TikTok For Business account.
end_date	string	Query end date (closed interval) in the format of YYYY-MM-DD (UTC time). You can define the time range based on which you want to filter digital avatar videos by passing only start_date or end_date, or both.  If start_date and end_date are not specified, the results will include all digital avatar videos under your TikTok For Business account.
page	string	Current page number. Default value: 1. Value range: ≥ 1.
page_size	string	Page size. Default value: 10. Value range: 1-100.

```
Unset
curl --location --request GET
'https://business-api.tiktok.com/open_api/v1.3/creative/digital_a
vatar/video/list/?filtering={"start_date":"2023-12-03","end_date"
:"2023-12-04"}&page=1&page_size=100' \
--header 'Access-Token: {{Access-Token}}' \
```

# Response

Field Data Type	Description
-----------------	-------------

code	number	Response code. For the complete list of response codes and descriptions, see <u>Appendix - Return Codes</u> .
message	string	Response message. For details, see Appendix - Return Codes.
request_id	string	The log ID of a request, which uniquely identifies the request.
data	object	Returned data.
list	object[]	The list of digital avatar videos under the TikTok For Business account.
avatar_video_id	string	The ID of the digital avatar video.
video_name	string	The name of the digital avatar video.  If you didn't specify a name for the video, this field will default to "project-{YYYYMMDDHHMMSS}-{three random characters}". For example, "project-20231205094238-cDc".  If you want to update the name of the digital avatar video, use /file/video/ad/update/.
create_time	string	The time when the digital avatar video was created, in the format of "YYYY-MM-DD HH:MM:SS" (UTC time).  Example: "2023-12-04 11:30:44".
preview_url	string	The preview URL of the digital avatar video. Validity period: six hours.
video_cover_url	string	The URL of the digital avatar video cover.  Validity period: six hours.  The expiration time is included in the URL after the x-expires parameter, in the format of an Epoch/Unix timestamp in seconds.  Example:  "http://p16-sign-sg.tiktokcdn.com/tos-alisg-p-0051c001-sg/osbl BtUnEFIFCxuAcgwEb8eHNit4DBA5Dfbl9Q~tplv-noop.image? x-expires=1702302005&x-signature=by9auOSjgocXScCWcM EosJxeHro%3D".
avatar_id	string	The ID of the digital avatar used in the video. Example: "7298601195164139522"

page_info	object	Pagination information.
page	number	Current page number.
page_size	number	Paging size.
total_number	number	Total number of results.
total_page	number	Total pages of results.

```
Unset
HTTPS/1.1 200 OK
{
    "code": 0,
    "message": "OK",
    "request_id": "{{request_id}}",
    "data": {
        "list": [
                "preview_url": "{{preview_url}}}",
                "video_name": "project-20231204113044",
                "create_time": "2023-12-04 11:30:44",
                "avatar_video_id": "{{avatar_video_id}}",
                "avatar_id": "7298601195164139522",
                "video_cover_url":
"http://p16-sign-sg.tiktokcdn.com/tos-alisg-p-0051c001-sg/osblBtU
nEFIFCxuAcgwEb8eHNit4DBA5DfbI9Q~tplv-noop.image?x-expires=1702302
005&x-signature=by9auOSjgocXScCWcMEosJxeHro%3D"
            },
                "preview_url": "{{preview_url}}",
                "video_name": "project-20231204105508",
                "create_time": "2023-12-04 10:55:08",
                "avatar_video_id": "{{avatar_video_id}}",
                "avatar_id": "7301881390801371138",
```

# Update the digital avatar video name

Use this endpoint to update the name of a digital avatar video.

### Request

**Endpoint** https://business-api.tiktok.com/open\_api/v1.3/file/video/ad/update/ **Method** POST

#### Header

Field	Data Type	Description
Access-Token Required	string	Authorized access token. For details, see <u>Authentication</u> .
Content-Type Required	string	Request message type. Allowed value: application/json.

### **Parameters**

Field	Data Type	Description
avatar_video_id Required	string	ID of the digital avatar video.

file_name Required	string	The new name for the the digital avatar video. Length limit: 1-100 characters. Duplicate names are allowed.
--------------------	--------	---

```
Unset
curl --location --request POST
'https://business-api.tiktok.com/open_api/v1.3/file/video/ad/upda
te/' \
--header 'Access-Token: {{Access-Token}}' \
--header 'Content-Type: application/json' \
--data '{
    "avatar_video_id": "{{avatar_video_id}}",
    "file_name":"{{file_name}}"
}'
```

### Response

Field	Data Type	Description
code	number	Response code. For the complete list of response codes and descriptions, see <a href="Appendix - Return Codes">Appendix - Return Codes</a> .
message	string	Response message. For details, see <u>Appendix - Return</u> <u>Codes</u> .
request_id	string	The log ID of a request, which uniquely identifies the request.
data	object	Returned data.

```
Unset
HTTPS/1.1 200 OK

{
    "message": "OK",
    "code": 0,
```

```
"data": {},
   "request_id": "{{request_id}}"
}
```