

Studiolive Productions Launches as Official TikTok Partner for TikTok Shop Livestreams

New collaboration between Allard Bouman and Lars Tibben unites studio, production, creativity and conversion

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Studiolive Productions has officially launched as a collaboration between Allard Bouman and Lars Tibben. The new initiative combines the studio and production expertise of Allard Studios & Equipment with the brand, content and marketing expertise of SEC Agency.

As an official TikTok partner for TikTok Shop livestreams, Studiolive Productions helps brands develop and produce professional livestreams. The initiative responds to the growing need of brands to use live content not only for visibility, but also for interaction, brand preference and direct conversion.

With Studiolive Productions, Allard Bouman and Lars Tibben bring together two worlds that are becoming increasingly important for modern brands: high-quality studio facilities and professional production technology on one side, and creative brand strategy and marketing expertise on the other. The result is an integrated approach to live productions that not only look and sound great, but also make brands genuinely resonate with their target audience.

"A live production needs to look good and sound good, but that's just the beginning," says Allard Bouman. "With Studiolive Productions, we ensure that technology, location and execution are fully aligned with the story a brand wants to tell."

Lars Tibben adds: "Brands want more than reach. They want to hold attention, create interaction and achieve results. By bringing strategy, creativity and production together from the very first idea, we help brands move from concept to conversion. All live content is also stored, so new edits can be made afterwards for social media. That content feels authentic, because everything is recorded live and therefore contains real moments, reactions and energy."

Studiolive Productions supports brands across the full journey around TikTok Shop livestreams and other live formats. From studio concept, set design and camera crew to pre-live campaigns, live strategy, hosting, production and translation into marketing impact. Technology, location and creativity are not treated as separate elements, but as one integrated whole in which idea, execution and results come together.

With this collaboration, Allard Bouman and Lars Tibben respond to the development in which live shopping, social commerce and brand experience are increasingly converging. Studiolive Productions focuses on live productions that make brands visible, build trust and activate viewers.



About Studiolive Productions

Studiolive Productions is a collaboration between Allard Bouman and Lars Tibben. The initiative combines the studio and production expertise of Allard Studios & Equipment with the creative brand and marketing expertise of SEC Agency. As an official TikTok partner for TikTok Shop livestreams, Studiolive Productions develops and produces live content for brands, from strategy and concept to execution and conversion.

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