Protecting Kids from Stealth Advertising in Digital Media
An FTC Event · October 19, 2022

9:00 am

Welcome and Opening Remarks

Lina M. Khan
Chair, Federal Trade Commission

9:15 am

Presentation: Children's Advertising Show and Tell

This presentation will set the scene for the event by discussing the range of digital spaces children, including teens, frequent and the types of advertising and marketing techniques used to advertise to them. The presenter will provide visual examples of ads children encounter in digital media, such as kid influencer videos and in-game ads. The presenter also will discuss the current legal and self-regulatory landscape in this space. Afterward, the presenter will answer questions from the moderator.

Presenter:
Mamie Kresses
Vice President, Children's Advertising Review Unit, BBB National Programs

Moderator:
Tawana Davis
Assistant Director, Division of Advertising Practices, Federal Trade Commission

10:00 am

Panel 1: Children's Cognitive Abilities – What do they know and when?

This panel will discuss children's cognitive abilities at different ages and developmental stages to recognize and understand advertising content and to distinguish it from other content. Panelists will discuss relevant research, as well as any impacts or potential remedies.

Moderator:
Elizabeth Nach
Attorney, Division of Advertising Practices, Federal Trade Commission

Panelists:
Sun Joo (Grace) Ahn
Director, Games and Virtual Environments Lab
Associate Professor, Grady College of Journalism & Mass Communication, University of Georgia

Liselot Hudders
Associate Professor, Ghent University

Sonia Livingstone
Professor of Social Psychology, London School of Economics

Jenny Radesky
Division Director, Developmental Behavioral Pediatrics
Associate Professor of Pediatrics, University of Michigan Medical School

Eva A. van Reijmersdal
Associate Professor of Persuasive Communication,
Amsterdam School of Communication Research ASCoR, University of Amsterdam

11:15 am	**Break**

12:30 pm   **Panel 2: The Current Advertising Landscape and its Impact on Kids**

This panel will discuss the impacts on children of the current advertising landscape, including any harms stemming from children's inability to distinguish advertising from other content. Panelists will discuss factors at different ages and developmental stages that could mitigate potential harms. The panel will set the stage for the following panel by exploring how best to address any harms.

Moderator:
Michelle Rosenthal
Attorney, Division of Advertising Practices, Federal Trade Commission

Panelists:
James C. Cooper
Professor of Law and Director, Program on Economics & Privacy,
Antonin Scalia Law School, George Mason University

Josh Golin
Executive Director, Fairplay

Jennifer L. Harris
Senior Research Advisor, UConn Rudd Center for Food Policy & Health

Girard Kelly
Senior Counsel & Director, Privacy Program, Common Sense Media

Sheila A. Millar
Partner, Keller and Heckman LLP

1:45 pm	**Break**

2:00 pm	**Panel 3: Looking Forward and Considering Solutions**

This panel will discuss the current legal regime and challenges, and potential regulatory, self-regulatory, educational, and technological tools to protect children from blurred content in digital marketing and to mitigate any harmful effects of advertising on children.

Moderator:
Michael Ostheimer
Attorney, Division of Advertising Practices, Federal Trade Commission

Panelists:
Josh Blumenfeld
Manager, Government Affairs and Public Policy, YouTube

Nellie Gregorian
President, Fluent Research

Genevieve Lakier
Professor of Law and Herbert and Marjorie Fried Teaching Scholar, University of Chicago Law School

Bonnie Patten
Executive Director, Truth in Advertising

Sneha Revanur
Founder & President, Encode Justice

Lartease M. Tiffith
Executive Vice President, Public Policy, Interactive Advertising Bureau

3:45 pm	**Closing Remarks** **Serena Viswanathan** Associate Director, Division of Advertising Practices, Federal Trade Commission