

The Federal Trade Commission (“Commission”) has accepted, subject to final approval, an agreement containing a consent order as to iHeartMedia, Inc. (“iHeartMedia” or “respondent”). The proposed consent order (“order”) has been placed on the public record for 30 days for receipt of comments by interested persons. Comments received during this period will become part of the public record. After 30 days, the Commission will again review the order and the comments received, and will decide whether it should withdraw the order or make it final.

This matter involves iHeartMedia’s practices with respect to advertising it recorded and broadcast for the Google LLC Pixel 4 smartphone (the “Pixel 4”). The complaint alleges that iHeartMedia recorded first-person endorsements for the Pixel 4 by its local radio personalities in several states using scripts provided by Google LLC, and broadcast those advertisements to consumers in those markets. The complaint further alleges that, in the advertising, the respondent represented that the radio personalities owned or regularly used the Pixel 4, and had used it to take pictures at night, when the radio personalities did not own or regularly use the phone, and had not used it to take pictures at night. The complaint alleges that iHeartMedia’s representations were

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Part VII provides the effective dates of the order, including that, with exceptions, the