



UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Office of the Chair

Remarks of Chair Lina M. Khan
As Prepared for Delivery
Protecting Kids from Stealth Advertising in Digital Media

October 19, 2022

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experts here toGLVFXVV D FULWLFDO WRSLF DQG ,¶P VR ORRNLQJ

Advertising has changed a lot over the last few decades. It used to be, every kid watching
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their children were seeing. But the rise of social media and targeted advertising changed
everything. Now, every child is an audience of one.

Most young people today are digital natives. They were not around for life before the
internet and the proliferation of digital technologies. They interact with digital technologies
almost intuitively. In some ways, this is great news. Kids today have the natural competency to
take advantage of new digital tools in a way that grownups can only dream of. But it carries
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SUDFWLFHV WKDW EOXU WKH OLQH EHWZHHQ DGYHUWLVLQJ
LVVXH ZKHQ ZH¶UH WDONLQJ DV¶ERXSV DNXHUV SDHQV \$D Q\$¶O LWRW

First, there will be a presentation by Mamie Kresses of BBB National Programs. Mamie will discuss examples of ads that kids encounter online that blend surrounding content. Her presentation will be followed by a question-and-answer session with Tawana Davis, an Assistant Director of our Division of Advertising Practices.

The remainder of the day will be filled with panel discussions on key issues surrounding kids and digital advertising. The first panel includes experts from a number of disciplines. WKH\100 GLVFXVV FKLOGUHQ1V FRJQLWLYH DELOLWLHV DFU WKH\100 FRQQHFW WKDW WSPROCESS AND EXPERIENCE LEARNING DURING THE second panel, researchers and practitioners will discuss how kids actually interact with the FXUUHQW DGYHUWLVLQJ ODQGVFDSH 7KH\100 DOVR GHVFLU line between ads and organic content, and potential mitigating factors. The final panel will be more forward-looking. We will hear from a variety of stakeholders about potential interventions and remedies.

Given the complexities of these issues, there may not be one silver bullet to mitigate the ULVN DQG KDUPV SRVHG WR FKLOGUHQ DQG WHHQV \$V WR need a combination of interventions to produce effective outcomes. The FTC is currently exploring whether to update its rule implementing the COGUHQ1V 2QOLQH 3ULYDF\ 7KH ODVW WLPH ZH UHYLVHG WKDW UXOH ZDV DQG D O soliciting comments for a proposed rulemaking on commercial surveillance more broadly. In the meantime, we will continue to aggressively pursue enforcement actions using existing FTC legal authorities. And we will support Congressional action that aims to bolster our efforts. We look forward to working with consumer groups and other key stakeholders to deepen our understanding of the issues and improve our efforts to protect children and raise awareness for parents and teachers.

Thank you all again for coming today, and thanks to our panelists for sharing their time ZLWK XV 1RZ ,100 KDQG LW RII WR 7DZDQD DQG ODPLH

² 3UHV 5HOHDVH)HG 7UDGH & RPP1Q On the Privacy Protection Act (July 25, 2019) <https://www.ftc.gov/news-events/news/press-releases/2019/07/ftc-seeks-comments-childrens-online-privacy-protection-act-rule>.

³ Trade Regulation Rule on Commercial Surveillance and Data Security, 87 Fed. Reg. 51,273 (Aug. 22, 2022).