

# FTC Issues Enforcement Policy Statement on Native Advertising in New Media

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Digital media marketers are aggressively increasing the use of so-called sponsored content, or native advertising to reach new customers. Particularly with the growing use of ad blockers on web and mobile browsers, marketers have sought to present advertising in a new form that can circumvent automated blocking and somehow capture the attention of users who may face a barrage of digital display ads everyday... [Continue Reading](#)

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