

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

COMMISSIONERS: Lina M. Khan, Chair
Rebecca Kelly Slaughter
Christine S. Wilson
Alvaro M. Bedoya

**RESOLUTION DIRECTING USE OF COMPULSORY PROCESS TO COLLECT
INFORMATION REGARDING SOCIAL MEDIA AND VIDEO STREAMING
PLATFORMS' REVIEW AND MONITORING OF COMMERCIAL ADVERTISING TO
DETECT, PREVENT, AND REDUCE DECEPTIVE ADVERTISEMENTS, INCLUDING
RELATED TO FRAUDULENT HEALTH-CARE PRODUCTS, FINANCIAL SCAMS,
AND THE SALE OF FAKE GOODS**

File No. P224500

Nature and Scope of Investigation:

To collect information regarding Social Media and Video Streaming Platforms' policies, procedures, and practices to detect, prevent, and reduce deceptive commercial advertising, including advertisements related to health fraud, financial scams, and the sale of fake goods, and the Platforms' measures to ensure that commercial advertising on the platforms is identifiable as advertising to consumers.

Social Media and Video Streaming Platforms — which offer robust ad creation and targeting tools — may provide unique opportunities for fraudulent marketers to reach consumers. The blurring of commercial and noncommercial messages on the Platforms also can make it difficult for consumers to recognize advertising and other commercial messages. Accordingly, the Commission intends to study how such Platforms scrutinize and limit advertising that may increase consumers' exposure to a range of unlawful advertising and frauds, including fraudulent health-care products, financial scams, and fake goods. The Commission also will study the means such Platforms may use to aid consumers in distinguishing advertising or other commercial messages from other types of content on those platforms.

The Federal Trade Commission hereby resolves and directs that any and all compulsory process available to it be used in connection with this inquiry.

Authority to Conduct Investigation:

Sections 6, 9, 10, and 20 of the Federal Trade Commission Act, 15 U.S.C. §§ 46, 49, 50, and 57b-1, as amended; and FTC Procedures and Rules of Practice, 16 C.F.R. §§ 1.1 *et seq.*, and supplements thereto.

By direction of the Commission.

April J. Tabor
Secretary

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