**FTC Signals Crackdown On Online Ads Targeted At Kids**

The Federal Trade Commission has put advertisers on notice with this announcement on its website: "Coming Soon: Protecting Kids from Stealth Advertising in Digital Media." The next step is a virtual hearing Oct. 19 that will feature "researchers, child development and legal experts, consumer advocates and industry professionals," according to the announcement.

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[*https://www.nexttv.com/news/ftc-poised-to-crack-down-on-online-advertising-to-children?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm\_campaign=46D8BE3E-0142-457E-B195-A1325C099C61&utm\_medium=email&utm\_content=7EF071AD-138F-45D9-B88A-BBB269CFAE98&utm\_source=SmartBrief*](https://www.nexttv.com/news/ftc-poised-to-crack-down-on-online-advertising-to-children?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm_campaign=46D8BE3E-0142-457E-B195-A1325C099C61&utm_medium=email&utm_content=7EF071AD-138F-45D9-B88A-BBB269CFAE98&utm_source=SmartBrief)

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