**How Far Can Product Placement Grow?**

News has always been verboten for product placement, but with the pandemic and digital media both changing the landscape of television, Wayne Friedman explores whether now is the time to chip into that wall. Jeff Collins of Fox News Media, which includes Fox News Channel, says the media company is considering placements in some of its programs, though the network would not say which ones.

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[***https://www.mediapost.com/publications/article/355370/growing-us-product-placement-how-far-can-it-go.html***](https://www.mediapost.com/publications/article/355370/growing-us-product-placement-how-far-can-it-go.html)

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