**Publishers Repackaging Ads as Content**

Publishers including Business Insider and Cheddar now frequently employ the tactic, which often involves reediting a TV commercial or marketing video by a third- party company, adding some subtitles and music, and reposting the resulting clip to their own social media accounts and websites.

***The Wall Street Journal 7.31.17***

<https://www.wsj.com/articles/hungry-for-video-publishers-repackage-ads-as-content-1501495246>

Image source:

<http://images.wisegeek.com/man-in-blue-wearing-glasses-looking-at-computer-near-tablet.jpg>