**China's Online TV Pushes Product Placement to Crazy New Levels**

A host finds a funny pretext to plug Head & Shoulders, and the shampoo's logo pops onscreen with a "boing" sound. Smartphones and yogurts are propped up on the hosts' desks, because Chinese electronics company Xiaomi and dairy giant Mengniu are sponsors.

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<http://adage.com/article/digital/china-s-online-tv-pushes-product-placement-crazy-levels/308992/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1495512686&utm_visit=113450>

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