**Fox To Adopt Six-Second Ad Format**

Fox Networks Group is adopting the six-second, “unskippable” ad, following in YouTube’s footsteps as it tries to cater to its growing number of online viewers. FNG’s first such ads will debut on its streaming services and then eventually on linear television, the company said.

***Variety 6.20.17***

<http://variety.com/2017/tv/news/fox-adopts-six-second-ad-format-following-youtube-1202472279/>