**Warner Bros. Gets Wrist Slap from FTC on Ad Disclosure**

The Federal Trade Commission has reprimanded Warner Bros. for not labeling sponsored content produced by influencers to promote the video game "Middle Earth: Shadow of Mordor." The company was warned by the FTC not to pass off any future advertising as the "objective, independent opinions of video game enthusiasts or influencers."

***Marketing Land 7/12/16***

<http://marketingland.com/ftc-spanks-warner-brothers-failure-disclose-influencer-payments-184131>