

# Blurred Lines: The Legal Risks Surrounding Native Advertising

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This afternoon, the FTC [announced](#) the panelists for its upcoming workshop on Native Advertising. The term “native advertising” generally refers to ads that are presented in the native format of the website, publication, or platform in which they appear. Consider, for example, an advertorial on a news site, paid results on a search engine, or Sponsored Stories on Facebook. Although native advertising offers various benefits from a marketing perspective, it also poses several legal risks.

While the FTC workshop isn't until December, my article on the same topic in last *month's E-Commerce Law & Policy* explores the legal issues surrounding native advertising. [Click here](#) to read more.