

Contests With Consumer-Generated Content Pose Risks as Well as Rewards

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This article discusses the growing trend of companies offering contests involving consumer-generated content and the legal issues that accompany them. These types of contests offer many advantages for marketers who may benefit from the publicity and a more engaged customer base. Along with these advantages come a number of legal challenges. In addition to being liable for their own actions, companies may also find themselves liable for content posted by consumers. The article discusses strategies that the company can employ to reduce the risks associated with contests.