



machinima: ftc's latest action against 'influencer' marketing

September 2015

practice areas

entertainment & ip litigation

Aaron Wais's article, "Machinima: FTC's Latest Action Against 'Influencer' Marketing," was published in *Law 360* on September 23, 2015.

From the article...

"With the ever-increasing shift to social media, consumers — who have always looked to their fellow consumers in making purchasing decisions — have a much easier time finding and connecting with each other to discuss, explore and (in doing so) promote products and services. Content providers such as YouTube, Instagram and Pinterest (to name a few) provide several platforms, through which certain personalities can aggregate, reach and influence massive audiences."

[View Article](#)