

**STATEMENT OF  
CHAIRMAN KEVIN J. MARTIN**

*Re: Sponsorship Identification Rules and Embedded Advertising, MB Docket No. 08-90.*

At our first media ownership hearing in June of 2006, several witnesses raised concerns about the issue of product integration. TiVos and Digital Video Recorders now allow viewers to more easily skip commercials. Due, in part, to these technological developments, networks may be turning to more subtle and sophisticated means of incorporating commercial messages into traditional programming. As these techniques become increasingly prevalent, there is a growing concern that our sponsorship identification rules might fall short of their ultimate goal: to ensure that the public is able to identify both the commercial nature of any programming, as well as its source.

I believe it is important for consumers to know when someone is trying to sell them something. That is why, at our media ownership hearing in September of 2007, I called on my colleagues to adopt this Notice, which seeks comment on the relationship between the Commission's sponsorship identification rules and increasing industry reliance on embedded advertising techniques. Specifically, we examine whether it is necessary to amend the Commission's sponsorship identification rules to ensure adequate disclosure to the public.

I am pleased that the Commission has finally and unanimously voted to approve this item.