



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

March 16, 2023

Via FedEx

[Company/Counsel]
[Address]
[City, State Zip]

Dear [Company/Counsel]:

Enclosed is an Order to File Special Report (“Order”) issued by the Federal Trade Commission pursuant to Section 6 of the FTC Act. The Order seeks information regarding [your company’s/your client’s] (hereinafter “you” or “your”) Social Media and Video Streaming Platform(s), including regarding your advertising review and monitoring practices to detect, prevent, and reduce deceptive commercial advertising, including related to fraudulent health-care products, financial scams, and the sale of fake goods, and any means that you use to aid consumers in distinguishing advertising and other commercial messages from other types of content on those services.

We would like to confer by telephone with you or your designated counsel by no later than March 30, 2023, to discuss the timing and format of your submission. Please carefully review the Order prior to that teleconference, including all definitions and instructions, and consider the availability of the requested data and information. To facilitate production and review of the responses, we provide specific directions for submission of the data by electronic format.

Submissions responsive to this Order that are marked “confidential” will not be disclosed without first giving you ten (10) days’ notice of the Commission’s intention to do so, except as provided in Sections 6(f) and 21 of the FTC Act. Confidential or privileged commercial or financial information will be reported only on an aggregate or anonymous basis, consistent with Sections 6(f) and 21(d) of the FTC Act.

In addition to the above request, we also would be happy to consider any additional information you consider relevant to this inquiry. If you have any questions about the issuance of this Order or your filing of a Special Report to the FTC, please contact Laura Sullivan (202-326-3327, lsullivan@ftc.gov) or Rafael Reyneri (202-326-3026, reyneri@ftc.gov).

Very truly yours,

April J. Tabor
Secretary