



## Marketing Violent Entertainment to Children

By Federal Trade Commission

Createspace, United States, 2014. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This Report documents the current state of marketing in the areas addressed in the Commission's previous reports. It includes a review of marketing documents from industry members; the results of ongoing Commission monitoring of television, print, and Internet advertising; and comments from third parties regarding the rating and labeling systems. In addition, it reports on a Commission-sponsored telephone survey of parents and children regarding their familiarity with and use of the video game rating system. It also provides the results of an undercover mystery shopper survey conducted in December 2005 and the spring of 2006, in which young teens attempted to purchase tickets to R-rated movies, or to buy music recordings with a Parental Advisory Label, R-rated and unrated movie DVDs, and M-rated games.



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