**Welcome back! It’s your pal Buddy again!**

I hope you’re having fun so far. Let’s keep going! Today we are going to talk about online advertisements. I want you to think about your favorite TV show. What is it? Now, think about all of the commercials you watch during that show!

Well, **sponsored content** is just like advertisements you see on TV, except online! Usually, sponsored content is used to promote a **brand**, product, or service. For example, a company might post a video about the cool, new toy they’ve created.

Why would they do this? They do this because they are trying to sell their cool, new toy to kids like you searching the Internet! Now how can we **identify** sponsored content compared to regular content? Come with me, I’ll show you the way!

When searching online, look closely. You may see writing that says sponsored or even **paid post**. These are just fancy words for advertisements! Wow, you are doing an awesome job! You are on your way to becoming a great online researcher!