

Children's Television Commercial Limits

On 48 occasions between June of 2016 until March of 2017, the Univision Network aired a 40-second educational capsule from Mundo Lanugo, highlighting Hispanic heritage and language, immediately following the closing credits of the program *Pocoyo*. This capsule included a three second display of a URL for the Mundo Lanugo web site, <https://mundolanugo.com>. While that site contained a substantial amount of bona fide non-commercial content, the landing page contained a link to the Mundo Lanugo app, which may be purchased from the site. Upon its discovery of this issue, Univision separated the capsule from the closing credits of the program with a bumper and deleted the URL.