

According to the FCC website, the FCC conducted an assessment of the current state of the marketplace for technologies that empower parents to affect media consumed by children. In this report, they address the existence, availability, and use of parental control tools and initiatives already in the market.

In my opinion, ads that follow adult themes should not be shown during daytime and early prime-time TV hours. There are a lot of ads that show violence, pornographic images, or inappropriate content dealing with the body. There shouldn't be any reason why there is an ad about sex on every channel, it makes parents not wanting their children to watch TV at any part of the day. There should appropriate advertising that matches up with rated TV shows. Also, there should at least be a disclaimer warning parents of disturbing content, so they have time to change the channel.