



**DOCUMENTARY
FEATURE FILMS
FINISHED**

Written by
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Cast

Produced by
Polar Star Films
RTVE - Corporación de Radio y
Televisión Española
Yuzu Productions

Sales Agent
Java Films

Genre
Documentary

Audience
TBC

Original version
English
Spanish

Format
Digital 5.1
Colour
4 K

THE CLICK TRAP

LA TRAMPA DEL CLIC

BY PETER PORTA

Programmatic advertising dominates digital ad placement, controlled by a few major tech and social media firms through advanced algorithms. This monopoly sustains a multi-billion dollar industry. However, *The Click Trap* exposes how this system fuels online scams, misinformation, and extremist content, enriching dubious "content creators." The documentary, featuring expert testimony, delves into the real-world impact of digital advertising on societies and questions the possibility of a safer, more ethical business approach.