



WE MAKE MOVIES BETTER™

February 18, 2025

Members of the Committee on General Law  
State of Connecticut General Assembly

**RE: S.B. No. 797: An Act Requiring Scheduled Start Time Disclosures in Motion Picture Advertisements**

Dear Members of the Committee on General Law:

I'm writing in opposition to S.B. 797, which would require movie theatres to publish the scheduled start times for motion pictures as well as pre-show programming.

AMC is the largest theatrical exhibitor in the United States and in the world. We currently operate nine theatres with 104 screens in the state of Connecticut.

The movie theatre industry continues to recover from the pandemic and actors' and writers' strikes that have severely impacted the profitability of theatres. S.B. 797 would result in increased operating complexity and costs for theatre operators, which would make this recovery even more difficult.

The length of pre-show programming (advertisements and movie trailers) varies based on many factors, including the location of the theatre, time of day, film and distributor agreements. In addition, theatre schedules are fluid and change based on the demand for films. These factors would make it extremely burdensome, if not impossible, to publish separate start times for the motion picture and pre-show programming, which would not be consistent across our network of theaters.

The majority of pre-show programming is trailers which are universally enjoyed by all our audiences. We run 5-6 trailers taking up 15 minutes of a ~24 minute pre-show.

Plus, we work very hard with our on-screen advertising partner NCM to make "advertainments" versus stock ads – think Super Bowl creativity. NCM works with our advertisers to tailor each spot to the movie going audience, to better connect the product with the opportunity. We pride ourselves on that.

Our guests can reserve their seat in advance, and it is customary in the movie industry that there will be pre-show programming that starts at the published start time, followed by the motion picture. Some of our guests choose to arrive after the published start time to see less the pre-show programming and that is their prerogative. Adopting regulations that would require publication of the exact start time for the motion picture would create unnecessary burdens on theatre operators with very little benefit for moviegoers. In fact, the cost of complying with such regulations would likely negatively impact moviegoers with higher prices and the possibility of more theatre closures.

For the foregoing reasons, we ask that you not support S.B. 797.

Sincerely,

Kevin M. Connor  
SVP, General Counsel and Secretary

c: Doug Mudoch (CATO)  
Todd Halstead (NATO)