OFFICE OF FISCAL ANALYSIS
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sSB-232
AN ACT CONCERNING STREAMING VIDEO SERVICES AND THE VOLUME OF COMMERCIAL ADVERTISEMENTS.

OFA Fiscal Note

State Impact:

Agency Affected	Fund-Effect	FY 27 $	FY 28 $
Consumer Protection, Dept.	GF - Cost	137,943	178,191
State Comptroller - Fringe Benefits[1]	GF - Cost	55,513	74,018

Note: GF=General Fund

Municipal Impact: None

Explanation

The bill prohibits streaming services from transmitting audio for commercial advertising above a certain volume and makes violations an unfair trade practice resulting in a total cost to the state of $193,456 in FY 27 and $252,209 in FY 28.

To meet the requirements of the bill the Department of Consumer Protection (DCP) will need to hire a state program manager and an accounts examiner for a salary and other expenses cost of $137,943 in FY 27[2] and $178,191 in FY 28, along with associated fringe benefits costs of $55,513 in FY 27 and $74,018 in FY 28. These employees are needed to draft regulations, create the waiver program and application, review financial hardship waivers, investigate complaints, and enforce the provisions of the bill.

[1]The fringe benefit costs for most state employees are budgeted centrally in accounts administered by the Comptroller. The estimated active employee fringe benefit cost associated with most personnel changes is 41.82% of payroll in FY 27.
[2]FY 27 costs reflect nine months of expenditures due to the bill's 10/1/26 effective date.

Primary Analyst: ME 3/29/26
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The Out Years

The annualized ongoing fiscal impact identified above would continue into the future subject to employee wage increases and inflation.