General Law Committee
JOINT FAVORABLE REPORT

Bill No: SB-232 / Bill Status / Public Hearing Testimony
Title: AN ACT CONCERNING STREAMING VIDEO SERVICES AND THE VOLUME OF COMMERCIAL ADVERTISEMENTS.
Vote Date: 3/11/2026
Vote Action: Joint Favorable
PH Date: 2/23/2026
File No.:

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SPONSORS OF BILL

General Law Committee, per request of Sen. Duff

REASONS FOR BILL

Sen. Duff submitted this proposal to the committee, which intends to regulate the volume of advertisements on streaming services so that ad volume is consistent with the volume of programming. His written testimony provides a detailed explanation of the reasons for the bill.

RESPONSE FROM ADMINISTRATION/AGENCY

Department of Consumer Protection (DCP), Bryan Cafferelli, Commissioner–DCP provided written commentary on SB 232. They note that they do not have the expertise to evaluate volume restrictions, nor do they have the expertise to evaluate waivers for "significant financial hardship." In order to enforce the bill's provisions, the Department would need additional resources that are not included in the Governor's budget.

NATURE AND SOURCES OF SUPPORT

Senate Majority Leader Bob Duff–Sen. Duff submitted this proposal to the committee because it addresses a new issue facing consumers as they turn to streaming video services. He writes that it is now a common experience to be watching a show or movie, only to be startled by an advertisement that plays at a much louder volume than the program itself. Sen. Duff notes that the CALM Act, which Congress passed in 2010, only addresses this problem on cable television; it does not regulate the volume of advertisements on streaming services. He argues that the bill ensures a more positive experience for Connecticut residents who are "cutting the cord," and he urges the Committee to report the bill favorably.

New England Connectivity and Telecommunications Association, Inc. (NECTA) Anna Lucey, Executive Vice President, Legislative and External Affairs– NECTA provided written comments on SB 232. Their testimony states that members of the organization are generally supportive of efforts to regulate advertising volume that are consistent with the federal CALM Act. NECTA expresses concern that the bill's definition of "video streaming service" may be too broad and unintentionally capture entities that do not engage in advertising. Their testimony suggests that the committee consider replacing the bill's definition of "streaming video service" with the one in California's SB 576.

Requested amendments: (Language included in written testimony)

- **Conform definition of "streaming video service" to that of California SB 576.** Current definition may capture entities that don't engage in the advertising activities the bill is meant to address. California's definition excludes entities that serve content without commercials.

NATURE AND SOURCES OF OPPOSITION:

An anonymous individual submitted written testimony expressing generalized opposition to the bill.

Reported by: Betsy Francolino **Date: March 16, 2026**