

SENATE BILL 528

I3

6lr2798
CF 6lr1616

By: Senator Harris

Introduced and read first time: February 4, 2026

Assigned to: Finance

A BILL ENTITLED

1 AN ACT concerning

2 **Consumer Protection – Video Streaming Services – Loudness of Commercial**
3 **Advertisements**

4 FOR the purpose of prohibiting a certain video streaming service from transmitting to a
5 consumer in the State the audio of a commercial advertisement in a manner that is
6 louder than the audio of the accompanying video programming or video content of
7 the video streaming service; and generally relating to the regulation of video
8 streaming services.

9 BY repealing and reenacting, with amendments,
10 Article – Commercial Law
11 Section 13–301(14)(xlvii)
12 Annotated Code of Maryland
13 (2025 Replacement Volume)

14 BY repealing and reenacting, without amendments,
15 Article – Commercial Law
16 Section 13–301(14)(xlviii)
17 Annotated Code of Maryland
18 (2025 Replacement Volume)

19 BY adding to
20 Article – Commercial Law
21 Section 13–301(14)(xlix) and 14–1330
22 Annotated Code of Maryland
23 (2025 Replacement Volume)

24 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,
25 That the Laws of Maryland read as follows:

26 **Article – Commercial Law**

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1 13–301.

2 Unfair, abusive, or deceptive trade practices include any:

3 (14) Violation of a provision of:

4 (xlvii) Title 14, Subtitle 50 of this article; [or]

5 (xlviii) Section 13–411.1(c)(2) of the Transportation Article; or

6 (XLIX) **SECTION 14–1330 OF THIS ARTICLE; OR**

7 **14–1330.**

8 (A) (1) IN THIS SECTION THE FOLLOWING WORDS HAVE THE MEANINGS
9 INDICATED.

10 (2) “CONSUMER” HAS THE MEANING STATED IN § 13–101 OF THIS
11 ARTICLE.

12 (3) “VIDEO PROGRAMMING” HAS THE MEANING STATED IN 47 U.S.C.
13 § 613.

14 (4) (I) “VIDEO STREAMING SERVICE” MEANS AN ENTITY THAT
15 TRANSMITS DIRECTLY TO A CONSUMER USING AN INTERNET PROTOCOL–BASED
16 SYSTEM:

17 1. VIDEO PROGRAMMING OR VIDEO CONTENT; AND

18 2. COMMERCIAL ADVERTISEMENTS TRANSMITTED
19 ALONG WITH THE VIDEO PROGRAMMING OR THE VIDEO CONTENT.

20 (II) “VIDEO STREAMING SERVICE” DOES NOT INCLUDE:

21 1. A TELEVISION BROADCAST STATION;

22 2. A CABLE OPERATOR; OR

23 3. ANY OTHER TELEVISION PROGRAMMING
24 DISTRIBUTOR.

25 (B) A VIDEO STREAMING SERVICE MAY NOT TRANSMIT TO A CONSUMER IN
26 THE STATE THE AUDIO OF A COMMERCIAL ADVERTISEMENT IN A MANNER THAT IS

1 LOUDER THAN THE AUDIO OF THE ACCOMPANYING VIDEO PROGRAMMING OR VIDEO
2 CONTENT BEING TRANSMITTED BY THE VIDEO STREAMING SERVICE.

3 (C) A VIDEO STREAMING SERVICE SHALL BE CONSIDERED IN COMPLIANCE
4 WITH THIS SECTION IF THE VIDEO STREAMING SERVICE COMPLIES WITH
5 REGULATIONS THAT ARE ADOPTED:

6 (1) BY THE FEDERAL COMMUNICATIONS COMMISSION UNDER THE
7 FEDERAL COMMERCIAL ADVERTISEMENT LOUDNESS MITIGATION ACT; AND

8 (2) FOR THE PURPOSE OF REGULATING THE AUDIO LOUDNESS OF
9 COMMERCIAL ADVERTISEMENTS OF TELEVISION BROADCAST STATIONS, CABLE
10 OPERATORS, AND OTHER TELEVISION PROGRAMMING DISTRIBUTORS.

11 (D) A VIOLATION OF THIS SECTION IS:

12 (1) AN UNFAIR, ABUSIVE, OR DECEPTIVE TRADE PRACTICE WITHIN
13 THE MEANING OF TITLE 13 OF THIS ARTICLE; AND

14 (2) SUBJECT TO THE ENFORCEMENT AND PENALTY PROVISIONS
15 CONTAINED IN TITLE 13 OF THIS ARTICLE, EXCEPT §§ 13–407, 13–408, AND 13–411
16 OF THIS ARTICLE.

17 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect
18 October 1, 2026.