



MOTION PICTURE ASSOCIATION

March 17, 2024

Chair Beidle, Vice Chair Hayes and Members of the Senate Finance Committee
3 East Miller Senate Office Building
6 Bladen Street
Annapolis, Maryland 21401

RE: Maryland House Bill 208, Consumer Protection – False Advertising – Digital Goods
– Favorable with Amendments

On behalf of the Motion Picture Association¹ (MPA) and our member companies, I am writing to convey our concerns with Maryland House Bill 208, which addresses consumer protection, false advertising, and digital goods.

HB 208 is substantively similar to AB 2426, a recently enacted law in California. However, to align MD HB 208 with CA AB 2426, we respectfully request a critical revision to the bill's language, replacing the word "person" with "seller." This change is necessary for legal and practical clarity. The term person is broad and may unintentionally include individuals or entities not responsible for selling goods or services. Replacing it with "seller" ensures the bill applies specifically to those engaged in transactions rather than consumers or other unrelated parties. Further, this change prevents unintended liability and will make the law more effective, easier to interpret, and precisely define the responsible party, preventing potential legal ambiguity.

The MPA welcomes the opportunity to answer any questions you may have and discuss our position.

Sincerely,

Kathy Bañuelos

Kathy Bañuelos,
Senior Vice President
State Government Affairs

¹The MPA serves as the global voice and advocate of the motion picture, television, and streaming industries. It works in every corner of the globe to advance the creative industry, protect its members' content across all screens, defend storytellers' creative and artistic freedoms, and support innovative distribution models that expand viewing choices for audiences worldwide. The MPA's member studios are Netflix Studios, LLC; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Universal City Studios LLC; Walt Disney Studios Motion Pictures; Warner Bros. Entertainment Inc.; and Amazon Studios LLC.