

HB 985/SB 528: Consumer Protection - Video Streaming Services - **Loudness of Commercial Advertisements:** Please vote to **SUPPORT** this bill.

Dear Economic Matters Committee & Finance Committee:

I am writing to respectfully **support HB 985/SB 528**, concerning *Consumer Protection – Video Streaming Services – Loudness of Commercial Advertisements*.

Many Maryland residents have experienced the sudden and disruptive increase in volume that often occurs when commercial advertisements play during streaming content. While viewers select programming at a comfortable audio level, advertisements are frequently broadcast at significantly higher volumes, creating an inconsistent and frustrating viewing experience.

HB 985/SB 528 represents a practical consumer protection measure that would help ensure that the loudness of commercial advertisements remains consistent with the volume of the programming they accompany. This commonsense approach promotes a more user-friendly and accessible media environment—particularly for families with young children, older adults, and individuals with sensory sensitivities.

Importantly, this legislation does not restrict advertising content or limit the ability of streaming platforms to offer ad-supported services. Instead, it simply requires that advertisements be delivered at a reasonable and consistent audio level, preventing sudden volume spikes that may disturb viewers or require constant manual adjustment.

As streaming services become an increasingly dominant form of media consumption, it is appropriate to apply similar consumer protections that Maryland residents have come to expect in traditional broadcast environments.

For these reasons, I respectfully urge you to **support HB 985/SB 528**.

Thank you for your time and thoughtful consideration.

Respectfully,

Trudy Tibbals