



MOTION PICTURE ASSOCIATION

February 27, 2026

Maryland House Committee on Economic Matters

Miller Senate Office Building

11 Bladen St.

Annapolis, Maryland 21401

Re: HB 952 – Artificial Intelligence Chatbots – Favorable With Amendments

Dear Members of the House Committee on Economic Matters:

On behalf of the Motion Picture Association, Inc. (“MPA”),¹ I am writing concerning HB 952 (the “Bill”), a bill concerning artificial intelligence chatbots, and to propose modest revisions to the definition of “companion chatbots.”

Like many companies, MPA’s members use chatbots in some customer service settings and in-house for business productivity purposes. Additionally, as this technology evolves, chatbots may be used in connection with film and television content—for instance, a tool that permits users to “chat” with a character to discuss an upcoming film premiere, or a visit to a theme park associated with the character. These business and/or limited-purpose chatbots do not present the same sort of concerns raised by stand-alone, wide-ranging, and pseudo-human interactions via true companion chatbots. As such MPA seeks amendments to ensure that these low-risk services are not swept into regulation unnecessarily.

Specifically, MPA seeks an amendment to the definition of “Companion Chatbot” as follows:

(3) (I) “COMPANION CHATBOT” MEANS AN ARTIFICIAL INTELLIGENCE SYSTEM ~~WITH A NATURAL LANGUAGE INTERFACE THAT PROVIDES ADAPTIVE, HUMAN-LIKE RESPONSES TO USER INPUTS AND IS CAPABLE OF MEETING A USER’S SOCIAL NEEDS, INCLUDING BY EXHIBITING ANTHROPOMORPHIC FEATURES AND BEING ABLE TO SUSTAIN A RELATIONSHIP ACROSS MULTIPLE INTERACTIONS.~~ DESIGNED TO STIMULATE A SUSTAINED HUMAN OR HUMAN-LIKE RELATIONSHIP WITH A USER BY:

¹ The 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 the creative and artistic freedoms of storytellers, and support innovative distribution models that expand viewing choices for audiences around the world. The MPA’s member studios are Netflix Studios, LLC; Paramount Pictures Corporation; Prime Amazon MGM Studios; Sony Pictures Entertainment Inc.; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment, Inc.

- A. **RETAINING INFORMATION ON PRIOR INTERACTIONS OR USER SESSIONS AND USER PREFERENCES TO PERSONALIZE THE INTERACTION AND FACILITATE ONGOING ENGAGEMENT WITH THE AI COMPANION;**
- B. **ASKING UNPROMPTED OR UNSOLICITED EMOTION-BASED QUESTIONS THAT GO BEYOND A DIRECT RESPONSE TO A USER PROMPT; AND**
- C. **SUSTAINING AN ONGOING DIALOGUE CONCERNING MATTERS PERSONAL TO THE USER.**

(II) “COMPANION CHATBOT” DOES NOT INCLUDE:

1. A BOT THAT IS USED BY A BUSINESS ENTITY ONLY FOR CUSTOMER SERVICE, TECHNICAL ASSISTANCE, BUSINESS ANALYTICS, OR INTERNAL RESEARCH;

2. A BOT THAT:

A. IS ~~A FEATURE OF~~ **DIRECTLY RELATED TO A VIDEO GAME, MOTION PICTURE, TELEVISION PROGRAM, STREAMING PROGRAM OR OTHER AUDIOVISUAL WORK, OR THEME PARK OR LOCATION-BASED EXPERIENCE, INCLUDING A COMBINATION OF ANY SUCH WORKS AND EXPERIENCES;**

B. IS LIMITED TO REPLIES RELATED TO THE **AUDIOVISUAL WORK, THEME PARK OR LOCATION-BASED EXPERIENCE** ~~VIDEO GAME~~; AND

C. DOES NOT SHARE CONTENT RELATED TO MENTAL HEALTH, SELF-HARM, SUICIDAL IDEATION, SUICIDE, OR SEXUALLY EXPLICIT CONDUCT; OR

3. A CONSUMER ELECTRONIC DEVICE THAT:

A. FUNCTIONS AS A SPEAKER AND A VOICE COMMAND INTERFACE;

B. ACTS AS A VOICE-ACTIVATED VIRTUAL ASSISTANT;

C. DOES NOT SUSTAIN A RELATIONSHIP ACROSS MULTIPLE INTERACTIONS; AND

D. DOES NOT GENERATE OUTPUTS THAT ARE LIKELY TO ELICIT EMOTIONAL RESPONSES FROM THE USER.

A definition like the above would ensure that the Bill regulates the true “human-like” companion chatbot services that are most likely to be associated with the sorts of content and harm contemplated by the Bill.

MPA is available to discuss this Bill and potential language to address these concerns at your convenience. Please contact Renata Colbert (Renata_Colbert@motionpictures.org) or Nick Manis (nmanis@maniscanning.com) with any questions about the Bill or MPA’s proposed amendments.

Sincerely,
Renata Colbert
Director, State Government Affairs, MPA