



Senate

General Assembly

File No. 572

January Session, 2025

Substitute Senate Bill No. 797

Senate, April 8, 2025

The Committee on General Law reported through SEN. MARONEY of the 14th Dist., Chairperson of the Committee on the part of the Senate, that the substitute bill ought to pass.

AN ACT REQUIRING A SCHEDULED START TIME DISCLAIMER IN CERTAIN MOTION PICTURE ADVERTISEMENTS.

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (NEW) (*Effective October 1, 2025*) (a) As used in this section:

2 (1) "Consumer" means an individual who is (A) physically present in
3 this state, and (B) a prospective purchaser of a ticket to a motion picture
4 exhibition conducted at a motion picture theater in this state;

5 (2) "Motion picture theater" means a movie theater or screening room
6 used to exhibit a motion picture; and

7 (3) "Person" means an individual, association, corporation,
8 partnership, limited liability company, joint stock company, business
9 trust or other legal entity.

10 (b) Each advertisement that is published, aired, displayed or
11 disseminated by or on behalf of a person who owns or operates a motion
12 picture theater in this state shall, if such advertisement is directed at

13 consumers, is intended to promote attendance at a motion picture
14 exhibition conducted at such motion picture theater and states the
15 scheduled start time for the motion picture exhibition, include the
16 following statement:

17 "The actual movie start time may be ten or more minutes after the
18 movie start time set forth in this advertisement."

19 (c) The Commissioner of Consumer Protection may adopt
20 regulations, in accordance with the provisions of chapter 54 of the
21 general statutes, to implement the provisions of this section.

22 (d) Any person who publishes, airs, displays or disseminates an
23 advertisement that does not contain the statement required under
24 subsection (b) of this section shall be fined not more than five hundred
25 dollars per violation.

This act shall take effect as follows and shall amend the following sections:		
Section 1	October 1, 2025	New section

GL *Joint Favorable Subst.*

The following Fiscal Impact Statement and Bill Analysis are prepared for the benefit of the members of the General Assembly, solely for purposes of information, summarization and explanation and do not represent the intent of the General Assembly or either chamber thereof for any purpose. In general, fiscal impacts are based upon a variety of informational sources, including the analyst's professional knowledge. Whenever applicable, agency data is consulted as part of the analysis, however final products do not necessarily reflect an assessment from any specific department.

OFA Fiscal Note

State Impact:

Agency Affected	Fund-Effect	FY 26 \$	FY 27 \$
Resources of the General Fund	GF - Potential Revenue Gain	Minimal	Minimal

Note: GF=General Fund

Municipal Impact: None

Explanation

The bill makes certain advertising requirements of motion picture theaters and establishes a fine of up to \$500 for violations resulting in a potential minimal revenue gain to the state to the extent violations occur.

The Out Years

The annualized ongoing fiscal impact identified above would continue into the future subject to the number of violations.

OLR Bill Analysis**sSB 797*****AN ACT REQUIRING A SCHEDULED START TIME DISCLAIMER IN CERTAIN MOTION PICTURE ADVERTISEMENTS.*****SUMMARY**

This bill requires movie theater advertisements that are directed at consumers to promote attending a movie, and which state the movie's start time, to include the following:

"The actual movie start time may be ten or more minutes after the movie start time set forth in this advertisement."

This requirement applies to advertising that is published, aired, displayed, or disseminated by or for any person or entity that owns or operates a movie theater or screening room that exhibits movies. A consumer is someone in the state who is a prospective purchaser of a ticket to see a movie at a movie theater in the state.

The bill makes a violation of its provisions punishable by a fine of up to \$500 per violation and allows the Department of Consumer Protection to adopt implementing regulations.

EFFECTIVE DATE: October 1, 2025

COMMITTEE ACTION

General Law Committee

Joint Favorable Substitute

Yea 14 Nay 7 (03/21/2025)