



General Assembly

January Session, 2025

**Committee Bill No. 797**

LCO No. 4600



Referred to Committee on GENERAL LAW

Introduced by:  
(GL)

***AN ACT REQUIRING SCHEDULED START TIME DISCLOSURES IN  
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, separately state:

16 (1) The scheduled start time for the motion picture featured in such  
17 exhibition; and

18 (2) The scheduled start time for the advertisements and motion  
19 picture trailers preceding the motion picture featured in such exhibition.

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

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

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

***Statement of Purpose:***

To require certain motion picture advertisements to separately state (1) the scheduled start time for the motion picture featured in a motion picture exhibition, and (2) the scheduled start time for the advertisements and motion picture trailers that precede the motion picture featured in a motion picture exhibition.

*[Proposed deletions are enclosed in brackets. Proposed additions are indicated by underline, except that when the entire text of a bill or resolution or a section of a bill or resolution is new, it is not underlined.]*

Co-Sponsors: SEN. LOONEY, 11th Dist.

S.B. 797