



General Assembly

Substitute Bill No. 797

January Session, 2025



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.*