
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)