



General Assembly

Amendment

January Session, 2025

LCO No. 7866



Offered by:

SEN. LOONEY, 11th Dist.

SEN. DUFF, 25th Dist.

SEN. COHEN, 12th Dist.

SEN. MCCRORY, 2nd Dist.

SEN. WINFIELD, 10th Dist.

SEN. MARONEY, 14th Dist.

To: Subst. Senate Bill No. **797**

File No. 572

Cal. No. 315

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

1 Strike everything after the enacting clause and substitute the
2 following in lieu thereof:

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

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

7 (2) "Motion picture theater" means a movie theater or screening room
8 used to exhibit a motion picture;

9 (3) "Person" means an individual, association, corporation,
10 partnership, limited liability company, joint stock company, business
11 trust or other legal entity; and

12 (4) "Qualifying advertisement" means an advertisement that (A) is
13 directed at consumers, (B) is published by or on behalf of a person who
14 owns or operates a motion picture theater in this state, (C) is intended
15 to promote attendance at a motion picture exhibition conducted at the
16 motion picture theater, and (D) states the scheduled start time for the
17 motion picture exhibition.

18 (b) (1) Any person who owns or operates a motion picture theater in
19 this state and publishes, airs, displays or disseminates a qualifying
20 advertisement shall include in the qualifying advertisement:

21 (A) A statement disclosing the estimated start time of each motion
22 picture listed in the qualifying advertisement;

23 (B) The following statement:

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

26 (C) A statement that is substantively similar to the statement set forth
27 in subparagraph (B) of this subdivision.

28 (2) Any person who owns or operates a motion picture theater in this
29 state and enters into a contract on or after October 1, 2025, with another
30 person to air, display or disseminate a qualifying advertisement shall
31 include in such contract a provision requiring such other person to
32 include in the qualifying advertisement at least one of the statements
33 required under subdivision (1) of this subsection.

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

37 (d) Nothing in this section shall be construed to create a private right
38 of action."

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