

HOUSE BILL No. 2670

By Representatives Roeser, Anderson, Barrett, Bergkamp, Bergquist, Blex, Bloom, Boatman, Bohi, Brunk, Bryce, Butler, Carlin, B. Carpenter, Chauncey, Esau, Essex, Featherston, Francis, Goddard, Goetz, Haskins, Helwig, Hoffman, Hoheisel, Howe, Howell, Howerton, Hoye, Huebert, James, Johnson, Minnix, Neelly, Pickert, Pishny, Poskin, Rahjes, Reavis, Rhiley, Roth, Sanders, Schlingensiepen, Schmoe, Schwertfeger, Seiwert, Simmons, Stiens, Sweely, Tarwater, Turk, VanHouden, Ward, Waymaster, White, Wikle, K. Williams, Woodard and Xu

2-3

1 AN ACT concerning video programming; relating to advertisement
2 volume; prohibiting certain video streaming services from transmitting
3 commercial advertisements with the audio louder than that of the main
4 video streaming content in which such advertisement is placed.
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6 *Be it enacted by the Legislature of the State of Kansas:*

7 Section 1. (a) On and after July 1, 2026, a video streaming service
8 that serves consumers residing in this state shall not transmit commercial
9 advertisements with the audio louder than that of the main video streaming
10 content in which such advertisement is placed, consistent with the
11 regulations adopted by the federal communications commission pursuant
12 to the commercial advertisement loudness mitigation act established
13 pursuant to public law 111-311 for television broadcast stations, cable
14 operators and other multichannel video programming distributors.

15 (b) This section does not create a private right of action.

16 (c) As used in this section:

17 (1) "Cable operator" means the same as defined in 47 U.S.C. § 522.

18 (2) "Multichannel video programming distributor" means the same as
19 defined in 47 U.S.C. § 522.

20 (3) "Television broadcast station" means the same as defined in 47
21 U.S.C. § 325.

22 (4) "Video programming" means the same as defined in 47 U.S.C. §
23 613.

24 (5) (A) "Video streaming service" means an entity that makes
25 available directly to the consumer, through a distribution method that uses
26 internet protocol, either of the following:

27 (i) Video programming; or

28 (ii) video content for users to view.

29 (B) "Video streaming service" does not include a service provided by
30 a cable operator, television broadcast station or other multichannel video
31 programming distributor or an entity that provides video programming or

1 video content without commercial advertisements.

2 Sec. 2. This act shall take effect and be in force from and after its
3 publication in the statute book.