

SB2804



104TH GENERAL ASSEMBLY

State of Illinois

2025 and 2026

SB2804

Introduced 1/13/2026, by Sen. Michael W. Halpin

SYNOPSIS AS INTRODUCED:

815 ILCS 505/2MMMM new

Amends the Consumer Fraud and Deceptive Business Practices Act. Provides that, on and after January 1, 2027, a video streaming service that serves consumers residing in the State shall not transmit the audio of commercial advertisements louder than the video content the advertisements accompany, consistent with the regulations adopted by the Federal Communications Commission under the Commercial Advertisement Loudness Mitigation Act for television broadcast stations, cable operators, and other multichannel video programming distributors.

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A BILL FOR

1 AN ACT concerning business.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 5. The Consumer Fraud and Deceptive Business
5 Practices Act is amended by adding Section 2MMMM as follows:

6 (815 ILCS 505/2MMMM new)

7 Sec. 2MMMM. Video streaming services; advertisement
8 volume.

9 (a) As used in this Section:

10 "Video programming" has the meaning set forth in 47 U.S.C.
11 613(h) (2).

12 "Video streaming service" means an entity that makes
13 available directly to the consumer, through a distribution
14 method that uses Internet protocol, video programming or video
15 content the entity makes available for users to view. "Video
16 streaming service" does not include a television broadcast
17 station, cable operator, or other multichannel video
18 programming distributor, or an entity that serves video
19 programming or video content without commercial
20 advertisements.

21 (b) On and after January 1, 2027, a video streaming
22 service that serves consumers residing in this State shall not
23 transmit the audio of commercial advertisements louder than

1 the video content the advertisements accompany, consistent
2 with the regulations adopted by the Federal Communications
3 Commission under the Commercial Advertisement Loudness
4 Mitigation (CALM) Act (Public Law 111-311) for television
5 broadcast stations, cable operators, and other multichannel
6 video programming distributors.

7 (c) A violation of this Section constitutes an unlawful
8 practice within the meaning of this Act.