

**Department of Planning and Budget
2026 General Assembly Session
State Fiscal Impact Statement**

PUBLISHED: 2/3/2026 5:17 PM

ORIGINAL

Bill Number: HB518

Patron: Martinez

Bill Title: Virginia Consumer Protection Act; prohibited practices; streaming advertisement volume control.

Bill Summary: Prohibits a video streaming service, defined in the bill, that serves consumers residing in the Commonwealth from transmitting the audio of a commercial advertisement at a louder volume than the video content the advertisement accompanies, consistent with the regulations adopted by the Federal Communications Commission pursuant to the federal Commercial Advertisement Loudness Mitigation (CALM) Act for television broadcast stations, cable operators, and other multichannel video programming distributors.

Budget Amendment Necessary: No.

Items Impacted: None.

Explanation: The Attorney General and Department of Law (OAG) is not expected to need additional resources to implement the proposed legislation.

Fiscal Summary: The OAG is expected to implement the proposed legislation within its operating budget.

Fiscal Analysis: The bill would not require additional funding for the OAG.

Other: No.