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

PUBLISHED: 3/11/2026 3:59 PM **ORIGINAL**

Bill Number: HB518-ER **Patron:** Martinez
Bill Title: Streaming advertisement volume control; civil penalty.

Bill Summary: Requires a video streaming service, social media video service, or third-party advertising manager, as defined in the bill, that serves consumers residing in the Commonwealth to exercise reasonable care to normalize the audio of short-form content, as defined in the bill, so that such audio is not transmitted at a louder volume than the long-form content, also defined in the bill, it 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. The bill provides that the Office of the Attorney General shall enforce the provisions of the bill and may recover reasonable expenses incurred in investigating and preparing the case, including attorney fees, in any action initiated. The bill has a delayed effective date of July 1, 2027.

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.