

STATE OF NEW YORK

2381

2025-2026 Regular Sessions

IN ASSEMBLY

January 16, 2025

Introduced by M. of A. ROSENTHAL -- read once and referred to the
Committee on Economic Development

AN ACT to amend the general business law, in relation to digital bill-
boards

The People of the State of New York, represented in Senate and Assem-
bly, do enact as follows:

1 Section 1. The general business law is amended by adding a new section
2 397-c to read as follows:

3 § 397-c. Digital billboards. No billboard projecting a digital image
4 shall display any single image, display, picture, frame, message or
5 design for a period of less than sixty consecutive seconds for each such
6 image, display, picture, frame, message or design. For the purposes of
7 this section, the term "billboard" shall include any billboard, sign,
8 notice, poster, display or other stationary device intended to attract
9 or which does attract the attention of operators of motor vehicles.

10 § 2. This act shall take effect on the one hundred eightieth day after
11 it shall have become a law.

EXPLANATION--Matter in italics (underscored) is new; matter in brackets
[-] is old law to be omitted.

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