STATE OF NEW YORK

9006

2025-2026 Regular Sessions

IN ASSEMBLY

August 13, 2025

Introduced by M. of A. VANEL -- read once and referred to the Committee on Tourism, Parks, Arts and Sports Development

AN ACT to amend the arts and cultural affairs law, in relation to disclosure of motion picture start times

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

Section 1. The arts and cultural affairs law is amended by adding a new section 61.15 to read as follows:

§ 61.15. Motion picture start time disclosures. 1. For purposes of this section, the following terms shall have the following meanings:

(a) "Ticket operator" shall mean the person or entity responsible for overseeing the content of a ticket.

(b) "Ticket" shall mean a digital or physical limited purpose license to, at a minimum, enter a specific theater and attend a specific screening of a specific motion picture.

(c) "Theater" shall mean any venue screening a motion picture.

(d) "Motion picture" shall mean audiovisual works consisting of a series of related images which, when shown in succession, impart an impression of motion, together with accompanying sounds, if any, excluding previews and promotional content.

(e) "Previews and promotional content" shall mean any content which promotes or advertises a motion picture, product or service. This includes, but is not limited to:

(i) Trailers for upcoming films;

(ii) Advertisements for products, services, or other commercial interests; and

(iii) Announcements or sponsorships messages unrelated to the content of the advertised film.

2. A ticket operator shall not knowingly display, advertise or provide a person with a ticket for a motion picture screening which does not conspicuously display the scheduled start time of the motion picture.

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

LBD13591-01-5

3. A ticket operator shall be permitted to include the start time of previews and promotional content on the ticket, provided that the scheduled start times for both the motion picture and the previews and promotional content are clearly labeled as such.

4. The attorney general may impose a civil penalty of not more than two hundred and fifty dollars per screening which violates the provisions of subdivision two or three of this section.

§ 2. This act shall take effect on the ninetieth day after it shall have become a law.