



## NEWS FROM THE FEDERAL COMMUNICATIONS COMMISSION

### **FCC Seeks Comment on Loud Commercial Rules**

*Commission to Revisit Decade-Old Rules Designed to Protect Consumers*

WASHINGTON, DC, February 27, 2025— Today the Federal Communications Commission opened a new proceeding inviting public comment on rules designed to protect consumers from loud commercials. Through this Notice of Proposed Rulemaking, the Commission will consider additional actions the Commission could take today to make sure TV viewers aren't inundated by exceedingly loud commercials in the future.

The FCC implemented rules in 2012 requiring television stations, cable operators, and satellite video providers to ensure that commercials are transmitted at appropriate volume levels. The FCC initially saw a decrease in the number of consumer complaints after these rules became effective. Over the past several years the Commission received thousands of complaints about loud commercials on broadcast, cable, and satellite television. The high number of complaints took a troubling jump last year, which warrants a second look.

The Commission adopted a Notice of Proposed Rulemaking seeking comment on the need for updates to the Commission's rules implementing the Commercial Advertisement Loudness Mitigation (CALM) Act. Today's action seeks input from consumers and industry on the extent to which the CALM Act rules are effective in controlling and preventing loud commercials on programming provided by television broadcasters and pay TV providers like cable and satellite. The NPRM also considers what actions the Commission, industry, or standard developers could take to further minimize consumer harm.

Action by the Commission February 27, 2025 by Notice of Proposed Rulemaking (FCC 25-16). Chairman Carr, Commissioners Starks, Simington, and Gomez approving. Chairman Carr and Commissioner Starks issuing separate statements.

MB Docket No. 25-72

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*This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.  
See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).*