**Proposed Bill Turns The Volume Down On Streaming Ads**

The Commercial Advertisement Loudness Mitigation Act of 2010, which requires that ads be the same volume as or quieter than programming, would apply to streaming services if a bill in Congress passes. A pair of Democrats proposed the legislation in both houses.

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[*https://www.nextgov.com/policy/2023/03/proposed-bill-would-ban-excessively-loud-streaming-commercials/384688/*](https://www.nextgov.com/policy/2023/03/proposed-bill-would-ban-excessively-loud-streaming-commercials/384688/)

*Image credit:*

[*https://www.bing.com/images/search?view=detailV2&ccid=6ooTiV%2bx&id=52280B9E5C099AFA85BD620B4D8CB549066282CB&thid=OIP.6ooTiV-xZbiNNd4Ew7adaAHaE7&mediaurl=https%3a%2f%2fcdlnws.a.ssl.fastly.net%2fimage%2fupload%2ff\_auto%2cq\_auto%2fv1522338717%2fStreaming\_TV\_Apps\_kyotau.jpg&cdnurl=https%3a%2f%2fth.bing.com%2fth%2fid%2fR.ea8a13895fb165b88d35de04c3b69d68%3frik%3dy4JiBkm1jE0LYg%26pid%3dImgRaw%26r%3d0&exph=2533&expw=3800&q=+TV+Streaming&simid=607989244427724066&FORM=IRPRST&ck=FC2F48831DA9F7A3D252CFBEDDD4508E&selectedIndex=4*](https://www.bing.com/images/search?view=detailV2&ccid=6ooTiV%2bx&id=52280B9E5C099AFA85BD620B4D8CB549066282CB&thid=OIP.6ooTiV-xZbiNNd4Ew7adaAHaE7&mediaurl=https%3a%2f%2fcdlnws.a.ssl.fastly.net%2fimage%2fupload%2ff_auto%2cq_auto%2fv1522338717%2fStreaming_TV_Apps_kyotau.jpg&cdnurl=https%3a%2f%2fth.bing.com%2fth%2fid%2fR.ea8a13895fb165b88d35de04c3b69d68%3frik%3dy4JiBkm1jE0LYg%26pid%3dImgRaw%26r%3d0&exph=2533&expw=3800&q=+TV+Streaming&simid=607989244427724066&FORM=IRPRST&ck=FC2F48831DA9F7A3D252CFBEDDD4508E&selectedIndex=4)