**Statement of**

**Chairman Brendan Carr**

Re: *Updates to the Commission’s Rules Implementing the Commercial Advertisement Loudness Mitigation (CALM) Act,* Notice of Proposed Rulemaking, MB Docket No. 25-72 (February 27, 2025)

If there’s one thing TV viewers hate more than annoying commercials, it would be *loud*, annoying commercials. And judging from my own experiences talking recently with neighbors and relatives at family gatherings, this issue is top of mind for a lot of people—second only, perhaps, to concerns about robocalls.

I want you to know that I hear you clear and loud. And I want to see what the FCC can do to help. After all, this is not the first time this issue has come up. Back in 2010, Congress provided the viewing public with some relief from these audio assaults when it passed a law called the CALM Act. Then in 2011, the Commission adopted rules to implement this law in an effort to eliminate the scourge of shouty ads at volumes far above normal listening levels. In the years immediately following the FCC’s adoption of those rules, consumer complaints about loud commercials dropped significantly.

But unfortunately, in recent years, as my own experience confirms, we’ve seen an uptick in consumer complaints.

So today, my FCC colleagues and I are taking action. We are launching a proceeding to examine how our rules are working and how they are not. We are interested in hearing from you about any improvements we can make to the FCC’s current rules. This is a good consumer protection issue, and I look forward to reviewing the record as it develops.

Thanks to Lyle Elder, Evan Baranoff, Maria Mullarkey and Hillary DeNigro for all of their work on this item.