

A00606 • New York

Requires advertisements to disclose the use of a synthetic performer; imposes a \$1,000 civil penalty for a first violation and a \$5,000 penalty for any subsequent violation.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Jan 12, 2026): enacting clause stricken

Summary

This bill requires advertisements to disclose the use of synthetic performers, with penalties for violations.

Business Impact

If you use AI-generated performers in ads, you must disclose this or face a \$1,000 penalty for the first violation.

Key Provisions

- Advertisements must conspicuously disclose the use of synthetic performers.
- Penalties include a \$1,000 civil penalty for a first violation; subsequent violations incur a \$5,000 penalty.

Compliance Checklist

- Disclose the use of synthetic performers in advertisements | Who: Advertisers and businesses engaged in advertising | Penalty: \$1,000 for first violation; \$5,000 for subsequent violations
- Review advertising content for compliance with disclosure requirements | Who: Marketing and legal teams within businesses | Penalty: Civil penalties as specified for non-compliance

Industries Affected

General

Media

Advertising

Entertainment

Bill Sponsors

Name	Party	Role
ROSENTHAL L		Primary
STIRPE		Primary
MAGNARELLI		Cosponsor
Patricia Fahy		Primary
Dana Levenberg	Democratic/Working Families	Cosponsor
Anna Kelles	Democratic/Working Families	Cosponsor
Linda Rosenthal	Democratic	Primary
Deborah Glick	Democratic	Cosponsor
MaryJane Shimsky	Democratic/Working Families	Cosponsor
Jo Anne Simon	Democratic	Cosponsor
John Zaccaro Jr.		Cosponsor
Angelo Santabarbara	Democratic	Cosponsor

Related Bills

- S01228 (NY)
- S08420 (NY)
- A08887 (NY)
- A06758 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2025/A606>

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