

A08887 • 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 (Jun 13, 2025): substituted by s8420a

Summary

This bill mandates that advertisements disclose the use of synthetic performers and establishes penalties for non-compliance.

Business Impact

If you use synthetic performers in advertising in New York, you must disclose this use or face penalties up to \$5,000 for violations.

Key Provisions

- Advertisements must disclose the use of synthetic performers.
- First violation incurs a \$1,000 civil penalty.
- Subsequent violations incur a \$5,000 civil penalty.

Compliance Checklist

- Disclose the use of synthetic performers in advertisements | Who: Advertisers and businesses creating ads | Penalty: \$1,000 for first violation, \$5,000 for subsequent violations

Industries Affected

Advertising

General

Entertainment

Media

Topics

Bill Sponsors

Name	Party	Role
LENTOL		Primary
CARROLL		Primary
Jenifer Rajkumar	Democratic	Primary
Linda Rosenthal	Democratic	Primary
Harry B. Bronson	Democratic	Cosponsor
Angelo Santabarbara	Democratic	Cosponsor
MaryJane Shimsky	Democratic/Working Families	Cosponsor
Dana Levenberg	Democratic/Working Families	Cosponsor

Related Bills

- S08420 (NY)
- A00606 (NY)
- S01228 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2025/A8887>

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