



3/11/26

Testimony submitted to the RI House Committee on Corporations

Regarding House Bill #7846 - RELATING TO COMMERCIAL LAW -- GENERAL REGULATORY PROVISIONS -- THIRD-PARTY DELIVERY SYSTEMS.

By: Bill George, President of the Rhode Island Broadcasters Association

Mr. Chairman and members of the committee, thank you for considering this testimony submitted on behalf of Rhode Island's broadcasters. My name is Bill George. I'm the President of The Rhode Island Broadcasters Association. RIBA's members include all of Rhode Island's commercial radio and tv stations, as well as college broadcasters and public broadcasters.

With regard to House Bill 7846 – Section 6-58-3, we respectfully request that language be added in order to protect local broadcasters and their associated digital advertising platforms.

We believe that including an indemnification provision for advertising platforms ensures liability is appropriately placed on the third-party delivery services that control merchant relationships and compliance, rather than neutral intermediaries that merely carry ads. Without this protection, platforms could be forced to over-police or block lawful advertising to avoid risk, reducing competition and consumer information with no corresponding benefit to merchant consent. Indemnification preserves the bill's core protections while preventing collateral harm to the advertising ecosystem, especially local broadcasters who, unlike other advertising platforms, serve the public interest by providing their communities with local news and public service programming.

Here is the language which we request be added to this bill:

New subsection to § 6-58-3 or a new section § 6-58-6:

Limitation of Liability for Advertising Platforms — No advertising platform shall be liable under this chapter solely for displaying, hosting, or transmitting advertisements or listings for merchants or third-party services, unless the advertising platform [knowingly/materially] participates in conduct prohibited by this chapter.

Thank you for your careful consideration of this testimony.

Bill George, President

RI Broadcasters Association