

106TH CONGRESS
1ST SESSION

H. R. 2157

To commission a study by the Federal Trade Commission of the marketing practices of the motion picture, recording, and video/personal computer game industries.

IN THE HOUSE OF REPRESENTATIVES

JUNE 10, 1999

Mr. LUCAS of Kentucky introduced the following bill; which was referred to the Committee on Commerce

A BILL

To commission a study by the Federal Trade Commission of the marketing practices of the motion picture, recording, and video/personal computer game industries.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. STUDY OF MARKETING PRACTICES OF MOTION**
4 **PICTURE, RECORDING, AND VIDEO/PER-**
5 **SONAL COMPUTER GAME INDUSTRIES.**

6 (a) STUDY.—

7 (1) IN GENERAL.—The Federal Trade Commis-
8 sion and the Attorney General shall jointly conduct
9 a study of the marketing practices of the motion pic-

1 ture, recording, and video/personal computer game
2 industries.

3 (2) ISSUES EXAMINED.—In conducting the
4 study under paragraph (1), the Commission and the
5 Attorney General shall examine—

6 (A) the extent to which the motion picture,
7 recording, and video/personal computer indus-
8 tries target the marketing of violent, sexually
9 explicit, or other unsuitable material to minors,
10 including whether such content is advertised or
11 promoted in media outlets in which minors
12 comprise a substantial percentage of the audi-
13 ence;

14 (B) the extent to which retail merchants,
15 movie theaters, or others who engage in the sale
16 or rental for a fee of products of the motion
17 picture, recording, and video/personal computer
18 industries—

19 (i) have policies to restrict the sale,
20 rental, or viewing to minors of music, mov-
21 ies, or video/personal computer games that
22 are deemed inappropriate for minors under
23 the applicable voluntary industry rating or
24 labeling systems; and

1 (ii) have procedures compliant with
2 such policies;

3 (C) whether and to what extent the motion
4 picture, recording, and video/personal computer
5 industries require, monitor, or encourage the
6 enforcement of their respective voluntary rating
7 or labeling systems by industry members, retail
8 merchants, movie theaters, or others who en-
9 gage in the sale or rental for a fee of the prod-
10 ucts of such industries;

11 (D) whether any of the marketing prac-
12 tices examined may violate Federal law; and

13 (E) whether and to what extent the motion
14 picture, recording, and video/personal computer
15 industries engage in actions to educate the pub-
16 lic on the existence, use, or efficacy of their vol-
17 untary rating or labeling systems.

18 (3) FACTORS FOR DETERMINATION.—In deter-
19 mining whether the products of the motion picture,
20 recording, or video/personal computer industries are
21 violent, sexually explicit, or otherwise unsuitable for
22 minors for the purposes of paragraph (2)(A), the
23 Commission and the Attorney General shall consider
24 the voluntary industry rating or labeling systems of

1 the industry concerned as in effect on the date of
2 the enactment of this Act.

3 (b) REPORT.—Not later than one year after the date
4 of the enactment of this Act, the Commission and the At-
5 torney General shall submit to Congress a report on the
6 study conducted under subsection (a).

7 (c) AUTHORITY.—For the purposes of the study con-
8 ducted under subsection (a), the Commission may use its
9 authority under section 6(b) of the Federal Trade Com-
10 mission Act to require the filing of reports or answers in
11 writing to specific questions, as well as to obtain informa-
12 tion, oral testimony, documentary material, or tangible
13 things.

○