

HB174 INTRODUCED



1 HB174
2 EJFL42C-1
3 By Representative Robbins
4 RFD: Children and Senior Advocacy
5 First Read: 13-Jan-26



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4 SYNOPSIS:

5 This bill would require manufacturers of video
6 games sold in the state to ensure that the games are
7 rated by the Entertainment Software Rating Board or
8 similar organization for suggested age appropriateness
9 as a condition of sale in this state.

10 This bill would also provide that a violation of
11 this act is a violation of the Deceptive Trade
12 Practices Act.

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15 A BILL

16 TO BE ENTITLED

17 AN ACT

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19 Relating to consumer protection; to require video games
20 sold in this state to be rated for age appropriateness; and to
21 provide penalties for a violation.

22 BE IT ENACTED BY THE LEGISLATURE OF ALABAMA:

23 Section 1. (a) As used in this act, the following terms
24 have the following meanings:

25 (1) ESRB. The Entertainment Software Rating Board.

26 (2) VIDEO GAME. Any electronic, interactive game played
27 using a specialized electronic gaming device, computer, smart
28 phone, tablet, or other electronic device and that is designed



29 to interact with a television, computer monitor, or other
30 electronic display screen.

31 (b) If 25 or more units of a video game have been sold
32 within this state, the manufacturer of the video game shall
33 ensure that, prior to the continued sale of the video game,
34 the game is rated by the ESRB or a similar nationally
35 recognized video game rating organization and has a suggested
36 level of age appropriateness.

37 (c) The manufacturer of a video game required to be
38 rated pursuant to this section shall do both of the following:

39 (1) Ensure that the video game rating required under
40 this section is physically printed onto the packaging of the
41 game, if physically sold in this state, or is otherwise
42 displayed in a conspicuous place at the point of purchase.

43 (2) Ensure that additional information describing why
44 the game has its rating is available on a website accessible
45 by consumers in the state.

46 (d) Any violation of this act shall be considered a
47 violation of the Deceptive Trade Practices Act, Chapter 19,
48 Title 8, Code of Alabama 1975.

49 Section 2. This act shall become effective on October
50 1, 2026.