

# Loudness Compliance Capability

How Amagi CLOUDPORT enables broadcasters and streaming services to meet U.S. and California loudness regulation

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*Document Updated as of June 2026*

## The CALM requirement

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The Commercial Advertisement Loudness Mitigation (CALM) Act is a U.S. federal law directing the FCC to require television broadcasters, cable operators, and satellite providers to keep commercial loudness consistent with the programming it accompanies. Compliance is anchored to the ATSC A/85 Recommended Practice, which is rooted in the ITU-R BS.1770 loudness measurement standard and sets a default target of -24 LKFS.

For broadcasters and MVPDs, the consequence of non-compliance is regulatory: FCC enforcement, viewer complaints, and reputational risk. The operational challenge is maintaining a consistent loudness target across program content, promos, and advertising that originate from many sources at inconsistent levels.

## California SB 576: the requirement now extends to streaming

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Until recently, the CALM Act applied only to broadcast and cable, not to internet-delivered streaming. California has closed that gap. SB 576, signed into law in October 2025, prohibits any video streaming service serving California consumers from transmitting commercial advertisement audio louder than the video content it accompanies, consistent with the FCC's CALM Act regulations. The requirement takes effect July 1, 2026 and is enforced by the California Attorney General's Office.

For FAST and streaming operators, this is a direct obligation, not a broadcast-only concern. Loudness under SB 576 is assessed as average perceived loudness in LUFS across the relationship between advertising and surrounding program content. Meeting it requires automated loudness management across the full delivery chain, including content that flows through playout and advertising that is inserted into the stream.

## How CLOUDPORT enables compliance

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Amagi CLOUDPORT provides configurable audio loudness controls at every stage of the content lifecycle, giving operators the technical means to hold output to a defined

loudness target. The same controls that support ATSC A/85 for broadcast directly support a streaming operator's ability to meet SB 576. CLOUDPORT integrates the Dolby real-time loudness processing SDK, with a preset ATSC profile that targets -24 LKFS with dialogue intelligence enabled, matching the ATSC A/85 requirement.

- Content processing: audio on selected tracks is normalized to a configurable LKFS/LUFS target during ingest.
- Quality control: loudness is verified against configurable thresholds. Content that fails is flagged `qc_failed` and withheld from air.
- Playout: real-time loudness normalization holds the channel output to the configured target during transmission, with true-peak limiting and dynamic-range control available.
- Multi-standard support: preset profiles cover ATSC A/85 (-24 LKFS) for U.S. CALM Act and California SB 576 streaming compliance, and EBU R128 (-23 LUFS) for European requirements, plus a manual profile for custom targets.

#### **What this means for you**

CLOUDPORT gives your operation the loudness measurement, normalization, and verification controls required to meet ATSC A/85, including for streaming services subject to California SB 576 from July 1, 2026. You configure the target once, and the platform enforces it across ingest, QC, and playout without manual per-asset adjustment.

## **Scope of this statement**

Amagi CLOUDPORT provides the technical capability to configure and enforce loudness targets consistent with the ATSC A/85 standard referenced by the federal CALM Act and by California SB 576. Amagi does not issue CALM Act or SB 576 certification, and this document is not an FCC certification or warranty of regulatory compliance.

*SB 576 applies to the video streaming service that transmits to the California consumer, and compliance depends on the operator's complete audio delivery chain. CLOUDPORT controls loudness for content and advertising that pass through it; advertising inserted downstream by a separate system remains the operator's responsibility to manage. Final compliance is determined by each operator's own configuration, full delivery path, operational practices, and regulatory obligations. Customers are responsible for validating their own compliance.*