Loudness Compliance Capability

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

Document Updated as of June 2026

The CALM requirement

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

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 Amagi Now enables compliance

Amagi Now applies loudness management at the media processing stage of the content lifecycle, so that every asset entering the platform is conformed to a defined loudness target before it is scheduled and played out. The same controls that support ATSC A/85 for broadcast directly support a streaming operator's ability to meet SB 576.

Amagi Now's media processing pipeline performs loudness measurement and correction based on the ITU-R BS.1770 standard — the same measurement methodology referenced by ATSC A/85 — using professional broadcast-grade audio processing.

- **Content processing:** audio is measured and normalized to a configurable LKFS/LUFS target as assets are transcoded into the platform, with the ATSC A/85 target of -24 LKFS applied for U.S. delivery.
- **Loudness metadata:** where the delivery format carries loudness metadata, dialogue normalization (dialnorm) metadata is set consistent with the measured program loudness, enabling consistent perceived loudness across programs, promos, and advertising on decode.
- **True-peak and dynamic range:** true-peak limiting and dynamic range control profiles are available to keep peaks within the ATSC A/85 tolerance (-2 dBTP) and manage dynamic range for the target platform.
- **Playout:** because all content and advertising assets are conformed to the same loudness target upstream, channel output from Amagi Now playout maintains consistent loudness across program-to-ad transitions.
- **Multi-standard support:** loudness targets are configurable per delivery requirement, covering ATSC A/85 (-24 LKFS) for U.S. CALM Act and California SB 576 streaming compliance, and EBU R128 (-23 LUFS) for European requirements.

Continuity through platform evolution

Amagi continuously evolves the media processing technology underlying Amagi Now. Loudness normalization based on the ITU-R BS.1770 measurement standard, with configurable target levels including the ATSC A/85 -24 LKFS target and true-peak limiting, is a core platform requirement that is maintained across underlying technology components. The loudness capability described in this statement is therefore preserved as the platform evolves: assets continue to be normalized to the configured loudness target as part of media processing, regardless of the underlying transcoding engine.

What this means for you

Amagi Now gives your operation the loudness measurement and normalization controls required to deliver content consistent with ATSC A/85, including for streaming services subject to California SB 576 from July 1, 2026. The loudness target is applied automatically during media processing, so every asset — programs, promos, and advertising ingested into the platform — is conformed to the same target without manual per-asset adjustment.

Scope of this statement

Amagi Now 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. Amagi Now controls loudness for content and advertising that pass through its media processing pipeline; 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.