

## US turns down volume on LOUD TV ads

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"The rules adopted today require that commercials have the same average volume as the programs they accompany," the [Federal Communications Commission \(FCC\)](#) said in a statement.

The FCC said the move was a "major step toward eliminating one of the most persistent problems of the television age -- loud commercials."

"While consumer complaints about loud commercials have diminished since 2009, we expect that these new rules will reduce loudness

complaints still further," the FCC said.

The new rules will take effect on December 13, 2012, giving [television stations](#) enough time to be in compliance, the FCC said.

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