



For Immediate Release

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LA County Settles Consumer Protection Lawsuit Against Peacock TV/NBCUniversal for \$3.6 Million

Peacock TV, LLC, a subsidiary of NBCUniversal, will pay \$3.6 million to settle a civil lawsuit brought by the County of Los Angeles alleging that the media streaming services platform failed to provide consumers with clear and conspicuous disclosures and an easy mechanism to cancel automatic renewal subscriptions as required by California and federal laws.

Under a stipulated judgment submitted for approval to the Los Angeles County Superior Court, Peacock TV agreed to pay \$1.5 million to the County's Department of Consumer and Business Affairs (DCBA) for consumer protection investigation and enforcement activities, \$2 million in civil penalties that must be used for enforcement of consumer protection laws by the County, and \$100,000 in investigative costs.

"This outcome is a significant win for the public and a reminder that no business, regardless of size or influence, is above consumer protection laws," said Rafael Carbajal, Director of the County's Department of Consumer and Business Affairs. "This settlement strengthens our ability to hold bad actors accountable, expand our investigative reach, and safeguard the communities we serve from future harm."

As part of the settlement, Peacock TV must:

- Present automatic subscription renewal terms clearly and conspicuously;
- Obtain the consumer's affirmative consent to a subscription agreement;
- Provide an acknowledgment that includes the automatic renewal terms and a description of the cancellation policy; and
- Provide an easy method of cancellation that allows for immediate termination without any further steps that obstruct or delay the end of service.

The lawsuit was filed by County Counsel Dawyn R. Harrison, on behalf of the People of the State of California in response to complaints from consumers across the County and the state. County Counsel's Affirmative Litigation and Consumer Protection Division investigated the alleged violations and negotiated the settlement.

"My office is committed to protecting consumers and ensuring businesses comply with consumer protection laws." Harrison said. "We appreciate Peacock TV's responsiveness and cooperation during our investigation and their willingness to negotiate a settlement before having to file a lawsuit."

This investigation began with a consumer complaint. The Department of Consumer and Business Affairs (DCBA) encourages LA County residents to report unfair business practices to DCBA by emailing dcba@dcba.lacounty.gov, filing a complaint online at dcba.lacounty.gov, or calling 800-593-8222.

Peacock TV, which in 2024 had more than 2.5 million subscribers in California, resolved the dispute without admitting the allegations in the complaint, cooperated with County Counsel's investigation, and took steps to improve their compliance with California's consumer protection laws.

The claims in the lawsuit included alleged violations of California's Automatic Renewal Law (ARL), Unfair Competition Law (UCL) (Bus. & Prof. Code § 17600 and 17200 et seq.), and the Restore Online Shoppers' Confidence Act (ROSCA) (15 U.S.C. § 8401 et seq.).

For more information, link to the Stipulated Settlement [here](#) and link to the Complaint [here](#).

Contact: Scott Kuhn, Assistant County Counsel, skuhn@counsel.lacounty.gov or 323-719-9606.

For more information on County Counsel's Affirmative Litigation and Consumer Protection Division, please visit: counsel.lacounty.gov/alcp.

Since 1975, the County of Los Angeles Department of Consumer and Business Affairs (DCBA) has been the local consumer protection agency serving County consumers, tenants, homeowners, immigrants and workers. DCBA provides a wide range of services that aim to foster a fair and dynamic marketplace and enhance the economic wellbeing of our communities. This includes investigating consumer fraud complaints, enforcing the County's minimum wage, tenant and worker protections, and providing access to justice programs. More information can be found at dcba.lacounty.gov or by calling (800) 593-8222.