

S 4258

Competition and Transparency in Digital Advertising Act

Congress: 117 (2021–2023, Ended)

Chamber: Senate

Policy Area: Commerce

Introduced: May 19, 2022

Current Status: Read twice and referred to the Committee on the Judiciary.

Latest Action: Read twice and referred to the Committee on the Judiciary. (May 19, 2022)

Official Text: <https://www.congress.gov/bill/117th-congress/senate-bill/4258>

Sponsor

Name: Sen. Lee, Mike [R-UT]

Party: Republican • **State:** UT • **Chamber:** Senate

Cosponsors (6 total)

Cosponsor	Party / State	Role	Date Joined
Sen. Blumenthal, Richard [D-CT]	D · CT		May 19, 2022
Sen. Cruz, Ted [R-TX]	R · TX		May 19, 2022
Sen. Klobuchar, Amy [D-MN]	D · MN		May 19, 2022
Sen. Daines, Steve [R-MT]	R · MT		May 24, 2022
Sen. Hawley, Josh [R-MO]	R · MO		May 24, 2022
Sen. Rubio, Marco [R-FL]	R · FL		May 24, 2022

Committee Activity

Committee	Chamber	Activity	Date
Judiciary Committee	Senate	Referred To	May 19, 2022

Subjects & Policy Tags

Policy Area:

Commerce

Related Bills

Bill	Relationship	Last Action
117 HR 7839	Identical bill	Nov 1, 2022: Referred to the Subcommittee on Antitrust, Commercial, and Administrative Law.

Competition and Transparency in Digital Advertising Act

This bill limits certain large digital advertising companies from owning multiple types of advertising exchanges or brokerages and imposes certain duties with respect to the interests of the customers of such brokerages. Advertising exchanges and brokerages generally facilitate advertisers and publishers in buying and selling advertising inventory through an automated bidding process.

Specifically, companies with more than \$20 billion in annual digital advertising revenue are prohibited from owning more than one type of service within the digital advertising marketplace. For example, a company, such as Google, may not own a digital advertising exchange and provide software that assists publishers of online advertisements in selling advertising space on their websites.

Additionally, companies with more than \$5 billion in annual digital advertising revenue that provide brokerage services to buyers or sellers of digital advertisements must act in the best interest of their brokerage customers. The bill also establishes transparency and privacy requirements for such brokerages.

The bill provides for enforcement of these requirements by the Department of Justice, state attorneys general, and private right of action.

Actions Timeline

- **May 19, 2022:** Introduced in Senate
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