

HR 7839

Competition and Transparency in Digital Advertising Act

Congress: 117 (2021–2023, Ended)

Chamber: House

Policy Area: Commerce

Introduced: May 19, 2022

Current Status: Referred to the Subcommittee on Antitrust, Commercial, and Administrative Law.

Latest Action: Referred to the Subcommittee on Antitrust, Commercial, and Administrative Law. (Nov 1, 2022)

Official Text: <https://www.congress.gov/bill/117th-congress/house-bill/7839>

Sponsor

Name: Rep. Buck, Ken [R-CO-4]

Party: Republican • **State:** CO • **Chamber:** House

Cosponsors (4 total)

Cosponsor	Party / State	Role	Date Joined
Rep. Cicilline, David N. [D-RI-1]	D · RI		May 19, 2022
Rep. Jayapal, Pramila [D-WA-7]	D · WA		May 19, 2022
Rep. Owens, Burgess [R-UT-4]	R · UT		May 19, 2022
Rep. Gaetz, Matt [R-FL-1]	R · FL		May 20, 2022

Committee Activity

Committee	Chamber	Activity	Date
Judiciary Committee	House	Referred to	Nov 1, 2022

Subjects & Policy Tags

Policy Area:

Commerce

Related Bills

Bill	Relationship	Last Action
117 S 4258	Identical bill	May 19, 2022: Read twice and referred to the Committee on the Judiciary.

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

- **Nov 1, 2022:** Referred to the Subcommittee on Antitrust, Commercial, and Administrative Law.
- **May 19, 2022:** Introduced in House
- **May 19, 2022:** Referred to the House Committee on the Judiciary.