

Department of Planning and Budget 2018 Fiscal Impact Statement

1. Bill Number: HB76

House of Origin Introduced Substitute Engrossed
Second House In Committee Substitute Enrolled

2. Patron: Simon

3. Committee: Privileges and Elections

4. Title: Political campaign advertisements; disclosure requirements, advertisements placed, etc.

5. Summary: Subjects any message that is placed or promoted for a fee on an online platform to the same disclosure requirements to which print media, television, and radio advertisements are subject. The bill defines "online platform" as any public-facing website, web application, or digital application, including a social network, ad network, or search engine, that sells advertisements and has at least 50 million unique monthly United States visitors or users for a majority of months during the preceding 12 months. The bill expands the definition of "print media" to include any non-video or non-audio message placed or promoted for a fee on an online platform, subjects advertisements in video format that are placed or promoted for a fee on an online platform to the same disclosure requirements to which television advertisements are subject, and subjects advertisements in audio format that are placed or promoted for a fee on an online platform to the same disclosure requirements to which radio advertisements are subject.

6. Budget Amendment Necessary: No.

7. Fiscal Impact Estimates: Preliminary – see Item 8.

8. Fiscal Implications: As stand-alone legislation, ELECT considers implementation of this bill as "routine," and does not require additional funding. However, the agency will review all electoral legislation likely to be enacted prior to the passage by each house. If the aggregate number of "routine" bills likely to pass either house is unusually large, it is possible the agency will require additional resources. If so, ELECT will identify the costs at that time.

9. Specific Agency or Political Subdivisions Affected: Virginia Department of Elections, State Board of Elections

10. Technical Amendment Necessary: No.

11. Other Comments: None.

Date: 1/25/2018