

## Department of Planning and Budget 2020 Fiscal Impact Statement

**1. Bill Number:** HB849

<b>House of Origin</b>	<input checked="" type="checkbox"/> Introduced	<input type="checkbox"/> Substitute	<input type="checkbox"/> Engrossed
<b>Second House</b>	<input type="checkbox"/> In Committee	<input type="checkbox"/> Substitute	<input type="checkbox"/> Enrolled

**2. Patron:** Simon

**3. Committee:** Privileges and Elections

**4. Title:** Political campaign advertisements; disclosure requirements; advertisements placed or promoted.

**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. 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; no state fiscal impact.

**8. Fiscal Implications:** The proposed legislation is not expected to have a state fiscal impact.

**9. Specific Agency or Political Subdivisions Affected:** Department of Elections.

**10. Technical Amendment Necessary:** No.

**11. Other Comments:** None.

Date: 1/16/2020