

Calendar No. 102

119TH CONGRESS
1ST SESSION**S. 414****[Report No. 119–32]**

To require covered digital advertising platforms to report their public service advertisements.

IN THE SENATE OF THE UNITED STATES

FEBRUARY 5, 2025

Mr. SULLIVAN (for himself and Mr. PETERS) introduced the following bill; which was read twice and referred to the Committee on Commerce, Science, and Transportation

JUNE 24, 2025

Reported by Mr. CRUZ, with an amendment

[Strike out all after the enacting clause and insert the part printed in italic]

A BILL

To require covered digital advertising platforms to report their public service advertisements.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

1 **SECTION 1. SHORT TITLE.**

2 This Act may be cited as the “Advancing Digital Sup-
3 port for Mental Health Services Act” or the “ADS for
4 Mental Health Services Act”.

5 **SEC. 2. DIGITAL ADVERTISING PLATFORMS PUBLIC SERV-**
6 **ICE ADVERTISING REPORTING.**

7 (a) IN GENERAL.—A covered digital advertising plat-
8 form shall submit to the Commission an annual report
9 that includes the following:

10 (1) The number and percentage of total adver-
11 tisements on the platform during the previous 12-
12 month period that were public service advertise-
13 ments.

14 (2) The estimated dollar value of such public
15 service advertisements.

16 (3) The number of such public service adver-
17 tisements that focus on local or regional mental, be-
18 havioral, and physical health care resources.

19 (4) The number of such public service adver-
20 tisements that promote free mental, behavioral, or
21 physical health care resources.

22 (5) A description of how such advertisements
23 meet the definition of a public service advertisement
24 as described in subsection (c)(3).

25 (b) REPORT TO CONGRESS.—Not later than 180 days
26 after receiving the reports required under subsection (a),

1 and annually thereafter, the Commission shall submit to
 2 the Committee on Commerce, Science, and Transportation
 3 of the Senate and the Committee on Energy and Com-
 4 merce of the House of Representatives a publicly available
 5 report summarizing the information reported under such
 6 subsection.

7 (c) DEFINITIONS.—In this Act:

8 (1) COMMISSION.—The term “Commission”
 9 means the Federal Trade Commission.

10 (2) PUBLIC SERVICE ADVERTISEMENT.—The
 11 term “public service advertisement” means an adver-
 12 tisement that—

13 (A) a covered digital advertising platform
 14 displays for free and without receiving any pay-
 15 ment or other consideration in exchange;

16 (B) promotes mental, behavioral, or phys-
 17 ical health care resources, and may include ad-
 18 vertisements that—

19 (i) raise awareness of community
 20 events to address social isolation; or

21 (ii) promote State, local, or regional
 22 mental health care resources that are ap-
 23 proved by the Substance Abuse and Mental
 24 Health Services Administration that miti-
 25 gate—

1 (I) self-harm, suicide, eating dis-
 2 orders, substance abuse, and other
 3 matters that pose a risk to physical
 4 and mental health;

5 (II) patterns of addiction-like be-
 6 haviors; or

7 (III) social isolation; and

8 (C) is relevant and accessible to targeted
 9 audiences.

10 ~~(3) COVERED DIGITAL ADVERTISING PLAT-~~
 11 FORM.—The term “covered digital advertising plat-
 12 form” means a social media platform, search engine,
 13 or other public-facing website, online service, or ap-
 14 plication that—

15 (A) sells digital advertising space; and

16 (B) has more than 100,000,000 unique
 17 monthly users.

18 ~~(d) RELATIONSHIP TO OTHER LAWS.—~~Nothing in
 19 this Act shall be construed to supersede any applicable pri-
 20 vacy or data security laws.

21 **SECTION 1. SHORT TITLE.**

22 *This Act may be cited as the “Advancing Digital Sup-*
 23 *port for Mental Health Services Act” or the “ADS for Men-*
 24 *tal Health Services Act”.*

1 **SEC. 2. DIGITAL ADVERTISING PLATFORMS PUBLIC SERV-**
 2 **ICE ADVERTISING REPORTING.**

3 (a) *IN GENERAL.*—Subject to subsection (e), not later
 4 than 1 year after the date of enactment of this section and
 5 annually thereafter, a covered digital advertising platform
 6 shall submit to the Commission a report that includes the
 7 following:

8 (1) *The number and percentage of total adver-*
 9 *tisements on the platform during the previous 12-*
 10 *month period that were public service advertisements.*

11 (2) *The estimated dollar value of such public*
 12 *service advertisements.*

13 (3) *The number of such public service advertise-*
 14 *ments that focus on local or regional mental and be-*
 15 *havioral health care resources.*

16 (4) *The number of such public service advertise-*
 17 *ments that promote free mental or behavioral health*
 18 *care resources.*

19 (5) *A description of how such advertisements*
 20 *meet the definition of a public service advertisement*
 21 *as described in subsection (c)(2).*

22 (b) *REPORT TO CONGRESS.*—Not later than 180 days
 23 after receiving the reports required under subsection (a),
 24 and annually thereafter, the Commission shall submit to
 25 the Committee on Commerce, Science, and Transportation
 26 of the Senate and the Committee on Energy and Commerce

1 *of the House of Representatives a publicly available report*
 2 *summarizing the information reported under such sub-*
 3 *section.*

4 *(c) DEFINITIONS.—In this Act:*

5 *(1) COMMISSION.—The term “Commission”*
 6 *means the Federal Trade Commission.*

7 *(2) PUBLIC SERVICE ADVERTISEMENT.—The*
 8 *term “public service advertisement” means an adver-*
 9 *tisement that—*

10 *(A) a covered digital advertising platform*
 11 *electronically serves to a user over the internet*
 12 *for free and without receiving any payment or*
 13 *other consideration in exchange;*

14 *(B) promotes mental or behavioral health*
 15 *care resources that—*

16 *(i) raise awareness of community*
 17 *events to address social isolation; or*

18 *(ii) promote local or regional mental*
 19 *health care resources that are approved by*
 20 *the Substance Abuse and Mental Health*
 21 *Services Administration that mitigate—*

22 *(I) self-harm, suicide, eating dis-*
 23 *orders, substance abuse, and similar*
 24 *matters that cause harm to physical*
 25 *and mental health;*

1 (II) *patterns of behavioral addic-*
 2 *tion; or*

3 (III) *social isolation; and*

4 (C) *is relevant and accessible to targeted*
 5 *audiences.*

6 (3) *COVERED DIGITAL ADVERTISING PLAT-*
 7 *FORM.—The term “covered digital advertising plat-*
 8 *form” means a social media platform, public-facing*
 9 *website, online service, online application, or mobile*
 10 *application that—*

11 (A) *derives revenue from advertising;*

12 (B) *as its primary function provides a com-*
 13 *munity forum for user-generated content, includ-*
 14 *ing messages, videos, and audio files among*
 15 *users where such content is primarily intended*
 16 *for viewing, resharing, or platform-enabled dis-*
 17 *tributed social endorsement or comment; and*

18 (C) *has more than 100,000,000 unique*
 19 *monthly users or visitors.*

20 (4) *USER.—The term “user” means, with respect*
 21 *to a covered digital advertising platform, an indi-*
 22 *vidual who registers an account or creates a profile*
 23 *on such platform.*

1 (d) *RELATIONSHIP TO OTHER LAWS.*—*Nothing in this*
2 *Act shall be construed to supersede any applicable privacy*
3 *or data security laws.*

4 (e) *SUNSET.*—*This Act and all requirements, respon-*
5 *sibilities, and obligations under this Act shall terminate on*
6 *the date that is 5 years after the date of the enactment of*
7 *this Act.*

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