

HOUSE No. 3118

The Commonwealth of Massachusetts

PRESENTED BY:

Richard M. Haggerty

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act to establish a digital advertising revenue commission.

PETITION OF:

NAME:	DISTRICT/ADDRESS:	DATE ADDED:
<i>Richard M. Haggerty</i>	<i>30th Middlesex</i>	<i>1/17/2025</i>

HOUSE No. 3118

By Representative Haggerty of Woburn, a petition (accompanied by bill, House, No. 3118) of Richard M. Haggerty for legislation to establish a special commission (including members of the General Court) to conduct a comprehensive study relative to generating revenue from digital advertising. Revenue.

[SIMILAR MATTER FILED IN PREVIOUS SESSION
SEE HOUSE, NO. 2821 OF 2023-2024.]

The Commonwealth of Massachusetts

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**In the One Hundred and Ninety-Fourth General Court
(2025-2026)**
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An Act to establish a digital advertising revenue commission.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 There shall be a special commission to conduct a comprehensive study relative to
2 generating revenue from digital advertising that is displayed inside of Massachusetts by
3 companies that generate over \$100 million a year in global revenue. The commission shall
4 examine the experiences and policy efforts of other states relating taxing digital advertising.

5 The commission shall file its final report and its recommendations for legislation with
6 the clerks of the senate and house of representatives not later than March 15, 2026, and shall
7 convene its first meeting not later than September 1, 2025. The report shall include, but not be
8 limited to: (i) the total amount of taxes currently paid by the identified companies; (ii) the
9 changes in revenue collected by the commonwealth as a result of any proposed tax law revisions;

10 (iii) tax rates necessary to fund investment in public infrastructure and programing; (iv)
11 recommendations for changes in laws to achieve an equitable and adequate system of taxation;
12 (v) the best practices of other states; (vi) tax rates necessary to ensure economic competitiveness
13 with peer and competitor states; (vii) tax rates that do not discourage robust private sector
14 investment in capital equipment and the state's work force; (viii) suggested revenue uses to
15 benefit all residents of the Commonwealth including but limited to the creation of a program to
16 improve broadband internet to communities that do not have reliable broadband internet access,
17 the creation of an annual matching grant program to upgrade internet access in k-12 school
18 districts, the creation of an annual matching grant program to upgrade computer technology and
19 remote learning capabilities in k-12 school districts, the creation of a program to improve
20 internet access in public parks, to evaluate the adequacy of the Commonwealth's and its
21 municipalities cyber security, the creation of a municipal cybersecurity grant program.

22 The commission shall consist of the house and senate chairs of the joint committee on
23 revenue or the chairs' designees, who shall serve as co-chairs of the commission; secretary of
24 administration and finance or the secretary's designee; 2 people who shall be appointed by the
25 president of the senate, 2 people who shall be appointed by the Speaker of the House; the
26 minority leader of the house of representatives or a designee; the minority leader of the senate or
27 a designee; the commissioner of the department of revenue or the commissioner's designee, and
28 2 members to be appointed by the governor who shall have expertise in economics or tax policy.