

119TH CONGRESS
1ST SESSION

S. 414

AN ACT

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.—Subject to subsection (e), not
8 later than 1 year after the date of enactment of this sec-
9 tion and annually thereafter, a covered digital advertising
10 platform shall submit to the Commission a report that in-
11 cludes the following:

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

16 (2) The estimated dollar value of such public
17 service advertisements.

18 (3) The number of such public service adver-
19 tisements that focus on local or regional mental and
20 behavioral health care resources.

21 (4) The number of such public service adver-
22 tisements that promote free mental or behavioral
23 health care resources.

24 (5) A description of how such advertisements
25 meet the definition of a public service advertisement
26 as described in subsection (c)(2).

1 (b) REPORT TO CONGRESS.—Not later than 180 days
 2 after receiving the reports required under subsection (a),
 3 and annually thereafter, the Commission shall submit to
 4 the Committee on Commerce, Science, and Transportation
 5 of the Senate and the Committee on Energy and Com-
 6 merce of the House of Representatives a publicly available
 7 report summarizing the information reported under such
 8 subsection.

9 (c) DEFINITIONS.—In this Act:

10 (1) COMMISSION.—The term “Commission”
 11 means the Federal Trade Commission.

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

15 (A) a covered digital advertising platform
 16 electronically serves to a user over the internet
 17 for free and without receiving any payment or
 18 other consideration in exchange;

19 (B) promotes mental or behavioral health
 20 care resources that—

21 (i) raise awareness of community
 22 events to address social isolation; or

23 (ii) promote local or regional mental
 24 health care resources that are approved by

the Substance Abuse and Mental Health
Services Administration that mitigate—

(I) self-harm, suicide, eating disorders, substance abuse, and similar matters that cause harm to physical and mental health;

(II) patterns of behavioral addiction; or

(III) social isolation; and

(C) is relevant and accessible to targeted audiences.

(3) COVERED DIGITAL ADVERTISING PLATFORM.—The term “covered digital advertising platform” means a social media platform, public-facing website, online service, online application, or mobile application that—

(A) derives revenue from advertising;

(B) as its primary function provides a community forum for user-generated content, including messages, videos, and audio files among users where such content is primarily intended for viewing, resharing, or platform-enabled distributed social endorsement or comment; and

1 (C) has more than 100,000,000 unique
2 monthly users or visitors.

3 (4) USER.—The term “user” means, with re-
4 spect to a covered digital advertising platform, an
5 individual who registers an account or creates a pro-
6 file on such platform.

7 (d) RELATIONSHIP TO OTHER LAWS.—Nothing in
8 this Act shall be construed to supersede any applica-
9 ble privacy or data security laws.

10 (e) SUNSET.—This Act and all requirements, respon-
11 sibilities, and obligations under this Act shall terminate
12 on the date that is 5 years after the date of the enactment
13 of this Act.

Passed the Senate December 9, 2025.

Attest:

Secretary.

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