

# STATE OF NEW YORK

10706

## IN ASSEMBLY

July 1, 2020

Introduced by COMMITTEE ON RULES -- (at request of M. of A. Walker) --  
read once and referred to the Committee on Ways and Means

AN ACT to amend the tax law, in relation to establishing a tax on  
digital ads

The People of the State of New York, represented in Senate and Assem-  
bly, do enact as follows:

1 Section 1. This act shall be known and may be cited as the "digital ad  
2 tax act (DATA)".

3 § 2. The tax law is amended by adding a new article 15 to read as  
4 follows:

### ARTICLE 15

#### TAX ON DIGITAL ADS

##### Section 330. Definitions.

###### 331. Imposition of tax.

###### 332. Returns.

###### 333. Tax payment.

11 § 330. Definitions. As used in this article, the following terms shall  
12 have the following meanings:

13 1. The term "annual gross revenues" means income or revenue from all  
14 sources in New York state, before any expenses or taxes, computed  
15 according to generally accepted accounting principles.

16 2. The term "assessable base" means the annual gross revenues derived  
17 from digital advertising services in the state.

18 3. The term "digital advertising services" includes advertisement  
19 services on a digital interface, including advertisements in the form of  
20 banner advertising, search engine advertising, interstitial advertising,  
21 and other comparable advertising services, that use personal information  
22 about the people the ads are being served to.

23 4. The term "digital interface" means any type of software, including  
24 a website, part of a website, or application, that a user is able to  
25 access.

26 5. (a) The term "person" means an individual, receiver, trustee, guar-  
27 dian, personal representative, fiduciary, or representative of any kind  
28 and any partnership, firm, association, corporation, or other entity.

EXPLANATION--Matter in italics (underscored) is new; matter in brackets  
[-] is old law to be omitted.

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1 (b) The term "person", unless expressly provided otherwise, does not  
2 include a governmental entity or a unit or instrumentality of a govern-  
3 mental entity.

4 6. The term "user" means an individual or any other person who  
5 accesses a digital interface with a device.

6 § 331. Imposition of tax. 1. There is hereby imposed and shall be paid  
7 a tax on the annual gross revenues any person derives from digital  
8 advertising services in the state.

9 2. The tax imposed shall be apportioned to the state by the apportion-  
10 ment factor determined pursuant to this section. The apportionment  
11 factor is a fraction, determined by including only those receipts, net  
12 income, net gains, and other items described in this section that are  
13 included in the computation of the taxpayer's business income for the  
14 taxable year. The numerator of the apportionment fraction shall be equal  
15 to the sum of all the amounts required to be included in the numerator  
16 pursuant to the provisions of this section and the denominator of the  
17 apportionment fraction shall be equal to the sum of all the amounts  
18 required to be included in the denominator pursuant to the provisions of  
19 this section.

20 3. (a) The annual gross revenues of a person derived from digital  
21 advertising in the state shall be included in the numerator of the  
22 apportionment fraction. The annual gross revenues of a person derived  
23 from digital advertising in the United States shall be included in the  
24 denominator of the apportionment fraction.

25 (b) The commissioner shall adopt regulations to determine the amount  
26 of revenue derived from each state in which digital advertising services  
27 are provided.

28 4. The digital advertising gross revenues tax rate is:

29 (a) two and one-half percent of the assessable base for a person with  
30 global annual gross revenues of one hundred million dollars through one  
31 billion dollars;

32 (b) five percent of the assessable base for a person with global annu-  
33 al gross revenues of one billion one dollars through five billion  
34 dollars;

35 (c) seven and one-half percent of the assessable base for a person  
36 with global annual gross revenues of five billion one dollars through  
37 fifteen billion dollars; and

38 (d) ten percent of the assessable base for a person with global annual  
39 gross revenues exceeding fifteen billion dollars.

40 § 332. Returns. 1. Each person that, in a calendar year, has annual  
41 gross revenues derived from digital advertising services in the state of  
42 at least one million dollars shall complete, under oath, and file with  
43 the commissioner a return, on or before April fifteenth the year follow-  
44 ing the effective date of this article.

45 2. (a) Each person that reasonably expects the person's annual gross  
46 revenues derived from digital advertising services in the state to  
47 exceed one million dollars shall complete, under oath, and file with the  
48 commissioner a declaration of estimated tax, on or before April  
49 fifteenth of that year.

50 (b) Any person required to file a declaration of estimated tax for a  
51 taxable year pursuant to paragraph (a) of this subdivision, shall  
52 complete and file with the commissioner a quarterly estimated tax return  
53 on or before June fifteenth, September fifteenth, and December fifteenth  
54 of such year.

55 3. Any person required to file a return pursuant to this section shall  
56 file with the return an attachment that states any information that the

1 commissioner requires to determine annual gross revenues derived from  
2 digital advertising services in the state.

3 4. Any person required to file a return under subdivision two of this  
4 section shall maintain records of digital advertising services provided  
5 in the state and the basis for the calculation of the digital advertis-  
6 ing gross revenues tax owed.

7 § 333. Tax payment. 1. Except as provided in subdivision two of this  
8 section, each person required to file a return under section three  
9 hundred thirty-two of this article shall pay the digital advertising  
10 gross revenues tax with the return that covers the period for which the  
11 tax is due.

12 2. Any person required to file estimated digital advertising gross  
13 revenues tax returns under paragraph (b) of subdivision two of section  
14 three hundred thirty-two of this article shall pay:

15 (a) at least twenty-five percent of the estimated digital advertising  
16 gross revenues tax shown on the declaration or amended declaration for a  
17 taxable year:

18 i. With the declaration or amended declaration that covers the year;  
19 and

20 ii. With each quarterly return for that year; and

21 (b) any unpaid digital advertising gross revenues tax for the year  
22 shown on the person's return that covers that year with the return.

23 § 3. The tax law is amended by adding a new section 1816 to read as  
24 follows:

25 § 1816. Digital ad tax. Any willful act or omission by any person  
26 which constitutes a violation of any provision of article fifteen of  
27 this chapter shall constitute a misdemeanor.

28 § 4. This act shall take effect immediately and shall apply to taxable  
29 years beginning on and after January 1, 2021.