

NetChoice

2021 In Review



**82 Hill Meetings...
45 Articles...
120 Testimonies...
And more!**

NetChoice works hard to fight for free enterprise and expression online.

Perhaps that's why Politico has described us as tech's most aggressive lobbying presence in DC.

We were busy in 2021 and our numbers show our mission in action. We've worked tirelessly for our 37 members on the issues of content moderation, antitrust, the peer-to-peer economy, privacy, and more.

Policy Advocacy in 2021



- 82** Hill Meetings
- 7** Papers and Polling Releases
- 99** State Testimony and Legal Documents Filed
- 2** International Testimony Filed
- 19** Federal Testimony Filed

Policy Communication in 2021



- 58** Statements
- 20** Events and Panels
- 5K** Media Hits
- 36** Explainers
- 45** Articles
- 25.3M** Social Impressions
- 4.5M** Social Engagements
- 56** Videos

NetChoice fought anti-bias legislation in the states, culminating in two lawsuits against the states of Florida and Texas.

We've filed, sued, and been granted our preliminary injunctions against Florida SB 7072 and Texas HB 20.

These two bills flagrantly violate the First Amendment, amongst a variety of other Constitutional issues. If they were allowed to become law, the internet would have been a worse place for everyone, not just Florida and Texas.



NetChoice and CCIA v. Moody

On Monday, May 24th, 2021, Gov. Ron DeSantis signed SB 7072, his "anti-bias" law, in a move designed to fire a major volley at America's leading businesses and rally the "America first" base. By juxtaposing heartfelt stories about the dangers of authoritarianism with a bill capitalizing on the anti-tech fervor and alleged anti-conservative bias online, DeSantis painted a picture of a humble bill meant to protect Florida citizens' free speech online.

Unfortunately if enacted, the social media bill will restrict, not bolster, free speech online. For this reason, we took the step to challenge SB 7072 on multiple constitutional grounds to protect Florida consumers, small businesses, and free speech.

NetChoice and CCIA have sued the State of Florida to enjoin and First Amendment and other constitutional rights of private busi



On September 9th, 2021, Gov. Abbott signed HB 20, Texas' "anti-bias" law in a move designed to fire a major volley at America's leading businesses and fight unfounded allegations of conservative bias.

HB 20 follows a bill of similar nature and characteristics, Florida SB 7072, that was already preliminarily enjoined in the Northern District of Florida Tallahassee Division. However, Texas's HB 20 takes these restrictions a step further.

For this reason, NetChoice and CCIA took the step to challenge HB 20 (formerly known as SB 5 and SB 12) on multiple constitutional grounds to protect Texas consumers, small businesses, and free speech.



NetChoice also bulked up our public presence — creating a substantive events and media circuit that shows off our expertise.

We now run a regular cadence of events — something we hope to bring in-person if 2022 allows. Further, we've hit the broadcast circuits hard — showing off the NetChoice brand far and wide.

From local radio hits to events with the best and brightest, you can be sure — NetChoice was there.

With *5K media hits and mentions* and *45 articles written by us*, NetChoice messaging was front and center for many lawmakers.



THE WALL STREET JOURNAL.

FORTUNE



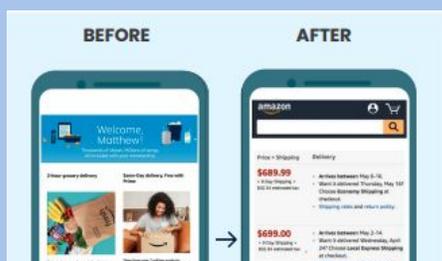
We've updated our projects — improved how we discuss user-generated content and antitrust legislation. We even added a new project focused on the power of retail everywhere.

We redesigned Protect Online Voices as an educational resource, kick-started our initiative Retail Is Everywhere, and designed and launched a successful campaign against the American Innovation and Choice Online Act.

In 2021, we brought the fight to the public — showing them exactly how bad legislation would affect their pockets and experiences online.



Retail is Everywhere
By NetChoice



WHAT SEN. KLOBUCHAR CLAIMS:

"This would merely require that the iPhone function like the MacBook... [which] is no less safe than it is for personal computers."

We even almost doubled our staff — adding experts in state coalitions, federal privacy, and more to our roster.

We're looking forward to continuing that momentum into 2022 — with a roster of talented individuals focused on the issues that affect technology policy in the here and now.

In the coming year, we plan to prove that our mission isn't just words but a set of principles guiding our actions every day of the year.

Our 2021 additions brought new expertise, vision, and enthusiasm to the organization.

