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For Immediate Release

FCC REQUIRES BROADBAND PROVIDERS TO DISPLAY POINT OF SALE LABELS TO EMPOWER CONSUMERS TO COMPARISON SHOP AMONG COMPANIES AND PLANS

WASHINGTON, November 17, 2022—The Federal Communications Commission today unveiled new rules that will for the first time require broadband providers to display easy-to-understand labels to allow consumers to comparison shop for broadband services. The Report and Order approved by the Commission creates rules that require broadband providers to display, at the point of sale, labels that show key information consumers want—prices, speeds, fees, data allowances, and other critical information. The labels resemble the well-known nutrition labels that appear on food products.

“Broadband is an essential service, for everyone, everywhere. Because of this, consumers need to know what they are paying for, and how it compares with other service offerings,” **said Chairwoman Rosenworcel**. “For over 25 years, consumers have enjoyed the convenience of nutrition labels on food products. We’re now requiring internet service providers to display broadband labels for both wireless and wired services. Consumers deserve to get accurate information about price, speed, data allowances, and other terms of service up front.”

Additionally, the new broadband labels will empower consumers with several features including:

- **Prominent Display.** The Order ensures that consumers see their actual label when purchasing broadband by requiring providers to display the label – not simply an icon or link to the label – in close proximity to an associated plan advertisement.
- **Account Portals.** The Order requires ISPs to make each customer’s label easily accessible to the customer in their online account portal, as well as to provide the label to an existing customer upon request.
- **Machine Readability.** To further assist with comparison shopping, the Order requires that providers make the information in the labels machine-readable to enable third parties to more easily collect and aggregate data for the purpose of creating comparison-shopping tools for consumers.
- **Further Refinements.** The Commission also adopted a Further Notice of Proposed Rulemaking on ways that it can further refine and improve its rules in order to ensure that we further our consumer transparency goals.

The Report and Order also includes a template of the required label that reflects comments the FCC received from consumers, consumer advocates, and government and industry experts who participated in three public hearings and many others that submitted comments in response to the earlier Notice of Proposed Rulemaking. To ensure the label benefits all consumers, the Commission adopted language and accessibility requirements for the label’s display.

The Infrastructure Investment and Jobs Act directed the FCC to require providers to display consumer-friendly labels with information about their broadband services. The new label is based on voluntary labels the Commission previously approved in [a 2016 Public Notice](#). In adopting the label, the Commission stated that access to accurate, simple-to-understand information about broadband internet access services helps consumers make informed choices and is central to a well-functioning marketplace that encourages competition, innovation, low prices, and high-quality service. The FCC also sought comment on ways it can enhance the newly-adopted label in the future, including different ways to display broadband performance information.

The Commission will announce the effective date of the label after it has completed necessary next steps, including requirements under the Paperwork Reduction Act.

Here is a sample of the new broadband label:

Broadband Facts

Provider Name

Service Plan Name and/or Speed Tier

Fixed or Mobile Broadband Consumer Disclosure

Monthly Price

[\$]

This Monthly Price [is/is not] an introductory rate. [if introductory rate is applicable, identify length of introductory period and the rate that will apply after introductory period concludes]

This Monthly Price [does not] require[s] a [x year/x month] contract. [only required if applicable; if so, provide link to terms of contract]

Additional Charges & Terms

Provider Monthly Fees

[Itemize each fee]

[\$]

One-time Fees at the Time of Purchase

[Itemize each fee]

[\$]

Early Termination Fee

[\$]

Government Taxes

Varies by Location

Discounts & Bundles

[Click Here](#) for available billing discounts and pricing options for broadband service bundled with other services like video, phone, and wireless service, and use of your own equipment like modems and routers. [Any links to such discounts and pricing options on the provider's website must be provided in this section.]

Affordable Connectivity Program (ACP)

The ACP is a government program to help lower the monthly cost of internet service. To learn more about the ACP, including to find out whether you qualify, visit affordableconnectivity.gov.

Participates in the ACP

[Yes/No]

Speeds Provided with Plan

Typical Download Speed

[] Mbps

Typical Upload Speed

[] Mbps

Typical Latency

[] Ms

Data Included with Monthly Price

[] GB

Charges for Additional Data Usage

[\$/GB]

Network Management

[Read our Policy](#)

Privacy

[Read our Policy](#)

Customer Support

Contact Us: example.com/support / (555) 555-5555

Learn more about the terms used on this label by visiting the Federal Communications Commission's Consumer Resource Center.

fcc.gov/consumer

[Unique Plan Identifier Ex. F0005937974123ABC456EMC789]

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).