

# Consumer Broadband Labels

June 21, 2023

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Consumer & Governmental Affairs Bureau,  
Federal Communications Commission



# Consumer Broadband Labels

- CG Docket No. 22-2
- NPRM adopted Jan. 27, 2022 (FCC 22-7)
- Report and Order and FNPRM adopted Nov. 14, 2022 (FCC 22-86)

<b>Broadband Facts</b>	
<b>Provider Name</b>	
<b>Service Plan Name and/or Speed Tier</b>	
Fixed or Mobile Broadband Consumer Disclosure	
<b>Monthly Price</b> [S]	
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]	
<b>Additional Charges &amp; Terms</b>	
Provider Monthly Fees	[S]
[Itemize each fee]	
One-time Fees at the Time of Purchase	[S]
[Itemize each fee]	
Early Termination Fee	[S]
Government Taxes	Varies by Location
<b>Discounts &amp; Bundles</b>	
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.]	
<b>Affordable Connectivity Program (ACP)</b>	
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 <a href="https://affordableconnectivity.gov">affordableconnectivity.gov</a> .	
Participates in the ACP	[Yes/No]
<b>Speeds Provided with Plan</b>	
Typical Download Speed	[ ] Mbps
Typical Upload Speed	[ ] Mbps
Typical Latency	[ ] ms
<b>Data Included with Monthly Price</b>	
Charges for Additional Data Usage	[ ] GB [S/GB]
<b>Network Management</b>	<a href="#">Read our Policy</a>
<b>Privacy</b>	<a href="#">Read our Policy</a>
<b>Customer Support</b>	
Contact Us: <a href="https://example.com/support">example.com/support</a> / (555) 555-5555	
Learn more about the terms used on this label by visiting the Federal Communications Commission's Consumer Resource Center.	
<a href="https://fcc.gov/consumer">fcc.gov/consumer</a>	
[Unique Plan Identifier Ex. F0005937974123ABC456EMC789]	



# Statutory Authority - 47 U.S.C. § 1753

(a) Final rule Not later than 1 year after November 15, 2021, the Commission shall promulgate regulations to require the display of broadband consumer labels, as described in the Public Notice of the Commission issued on April 4, 2016 (DA 16–357), to disclose to consumers information regarding broadband internet access service plans.

## (b) Introductory rate information

(1) In general The broadband consumer label required under subsection (a) shall also include information regarding whether the offered price is an introductory rate and, if so, the price the consumer will be required to pay following the introductory period.

(2) Use in broadband data collection The Commission shall rely on the price information displayed on the broadband consumer label required under subsection (a) for any collection of data relating to the price and subscription rates of each covered broadband internet access service under section 60502(c).

(c) Hearings In issuing the final rule under subsection (a), the Commission shall conduct a series of public hearings to assess, at the time of the proceeding—

(1) how consumers evaluate broadband internet access service plans; and

(2) whether disclosures to consumers of information regarding broadband internet access service plans, including the disclosures required under section 8.1 of title 47, Code of Federal Regulations, are available, effective, and sufficient.

(Pub. L. 117–58, div. F, title V, § 60504, Nov. 15, 2021, 135 Stat. 1244.)



# Notice of Proposed Rulemaking

## Adopted Jan. 27, 2022 (FCC 22-7)

- Have broadband service offerings and consumers' use of broadband services changed sufficiently since the Commission approved labels in 2016 to necessitate modifications to the labels' content and/or format, or whether there are any other reasons to change the content or format of the labels?
- Where should the labels be displayed to best inform consumers?
- How should the Commission enforce the label requirement and ensure the accuracy of label content?
- The FCC also sought comment on implementation issues, including the time by which broadband providers should be required to display the labels.



# Public Hearings

- **The first hearing** took place March 11, 2022. The purpose of the first hearing was to evaluate the effectiveness of the Commission's existing transparency rule and provide necessary background for the new label requirement, including whether additional disclosure requirements were necessary.
- **A second hearing** was held April 7, 2022. The second hearing focused directly on consumer testimony and explored in greater detail how information is conveyed and considered by consumers.
- **A third hearing** was held May 25, 2022. The third hearing focused on the experiences of digital navigators working with consumers to select broadband plans, Federal agency representatives discussing lessons learned from existing Federal Government labels, and advocates working to meet the needs of the disability community while exploring how information is conveyed and considered by consumers.



# Report & Order

## Adopted Nov. 17, 2022 (FCC 22-86)

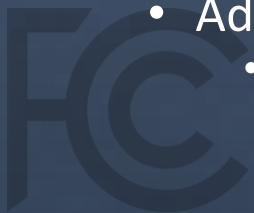
- The broadband “nutrition” labels must include:
  - broadband prices,
  - introductory rates,
  - data allowances, and
  - “typical upload and download speeds”,
  - latency metrics,
  - links to information about:
    - IPS’s network management practices,
    - privacy policies, and
    - the Commission’s Affordable Connectivity Program (ACP)

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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.]	
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Participates in the ACP	<b>[Yes/No]</b>
<b>Speeds Provided with Plan</b>	
Typical Download Speed	<b>[ ] Mbps</b>
Typical Upload Speed	<b>[ ] Mbps</b>
Typical Latency	<b>[ ] ms</b>
<b>Data Included with Monthly Price</b>	
Charges for Additional Data Usage	<b>[ ] GB</b> <b>[\$/GB]</b>
<b>Network Management</b>	<b><a href="#">Read our Policy</a></b>
<b>Privacy</b>	<b><a href="#">Read our Policy</a></b>
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[Unique Plan Identifier Ex. F0005937974123ABC456EMC789]	



# Report & Order Cont.

- Label Format
  - Include unique identifiers for the various plans to be attached to the broadband label.
  - Accessible to persons with disabilities at all points of sale.
  - Labels must be in English and available in any other languages in which the ISP markets its services in the U.S.
- Point of Sale and Label Display Location
  - ISPs will be required to display the label at the “point of sale,” defined in terms of time and location. For “time,” point of sale is the moment a consumer begins to investigate and compare broadband service plans available to them at their location. For “location,” point of sale is both websites and other sales channels, such as physical retail locations, and over the phone.
  - Labels must also be easily accessible by customers in their online account portals.
- Grandfathered Plans and Archive
  - ISPs are required to archive for two years labels that have been removed from websites or alternate sales channels and provide such label to the Commission or existing customers upon request. All labels required by the FCC’s Order must also be archived and provided to the Commission or current customers upon request.
- Additionally
  - Information included in the label must be made available to the public in a machine-readable format, posted on the ISP’s website.



# Further Notice of Proposed Rulemaking

- The Commission is seeking comment on issues related to more comprehensive pricing information, bundled plans, label accessibility, performance characteristics, service reliability, cybersecurity, network management and privacy issues, the availability of labels in multiple languages, and whether the labels should be interactive or otherwise formatted differently so the information contained in them is clearer and conveyed more effectively.
- The comment due date and reply comment date have been extended. Comments are now due on February 16, 2023, and reply comments are due on March 16, 2023.





# Implementation

- The new rules will take effect after the Office of Management and Budget (OMB) approves the new requirements and the notice is published in the Federal Register.
  - Display of Label
    - Most providers will have 6 months from publication of the notice to display the label. Smaller providers will have 12 months.
  - Machine Readable Information
    - Providers will have 12 months from publication of the notice to make information available in a machine-readable format and within customers' online account portals.



Thank You

