



PUBLIC NOTICE

Federal Communications Commission
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CONSUMER AND GOVERNMENTAL AFFAIRS BUREAU ANNOUNCES COMPLIANCE DATES OF APRIL 10, 2024 AND OCTOBER 10, 2024 FOR BROADBAND LABEL RULES

CG Docket No. 22-2

On November 14, 2022, the Commission adopted the *Broadband Label Order* as part of the implementation of the Infrastructure Investment and Jobs Act.¹ In that rulemaking, the Commission required broadband Internet access service providers (providers) to display, at the point of sale, a broadband consumer label containing critical information about their service offerings, including information about pricing, introductory rates, data allowances, performance metrics, and whether the provider participates in the Commission's Affordable Connectivity Program (ACP). To ensure consumers can easily compare a provider's services as well as services between providers, the Commission also adopted requirements for the label's format and display location.² These actions preserve consumer access to clear, easy-to-understand, and accurate information about the cost for broadband services and will empower consumers to choose those that best meet their needs and match their budgets and ensures that they are not surprised by unexpected charges or service quality that falls short of their expectations.

On October 10, 2023, the Commission announced in the *Federal Register* Office of Management and Budget approval of the information collection requirements contained in the *Broadband Label Order*.³ Accordingly, compliance with the label display requirements in 47 CFR §§ 8.1(a)(1), (a)(2), and (a)(4) through (a)(6), for providers with 100,000 or fewer subscriber lines is required as of October 10, 2024, and for all other providers is required as of April 10, 2024. Compliance with the requirement in 47 CFR § 8.1(a)(2) to make labels accessible in online account portals is required for all providers as of October 10, 2024.⁴ Compliance with the requirement in 47 CFR § 8.1(a)(3) to make information in the label available in a machine-readable format is required for all providers as of October 10, 2024.⁵

¹ See *Empowering Broadband Consumers Through Transparency*, CG Docket No. 22-2, Report and Order and Further Notice of Proposed Rulemaking, FCC 22-86 (2022) (*Broadband Label Order*); see also Infrastructure Investment and Jobs Act, Pub. L. No. 117-58, 135 Stat. 429, § 60504(a) (2021); <https://www.fcc.gov/broadbandlabels>.

² After the Commission released the *Broadband Label Order*, the Commission issued an Order on Reconsideration largely affirming the original order, as well as an Order updating the label template with the new ACP landing page, "GetInternet.gov." See *Empowering Broadband Consumers Through Transparency*, CG Docket No. 22-2, Order on Reconsideration, FCC 23-68 (2023); *Empowering Broadband Consumers Through Transparency*, CG Docket No. 22-2, Order, DA 23-617 (CGB 2023).

³ See *Empowering Broadband Consumers Through Transparency*, 88 FR 69883 (Oct. 10, 2023). See also Notice of Office of Management and Budget Action, OMB Control No. 3060-1316 (approved Sept. 19, 2023), available at https://www.reginfo.gov/public/do/PRAViewICR?ref_nbr=202307-3060-030.

⁴ See *Empowering Broadband Consumers Through Transparency*, 88 FR 69883 (Oct. 10, 2023).

⁵ *Id.*

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