



PUBLIC NOTICE

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CONSUMER AND GOVERNMENTAL AFFAIRS ADVISORY

BROADBAND PROVIDERS MUST PROMINENTLY DISPLAY ACCURATE LABELS FOR BROADBAND SERVICES AT ALL POINTS OF SALE

CG Docket No 22-2

With this advisory, the Consumer and Governmental Affairs Bureau of the Federal Communications Commission reminds broadband Internet service providers (ISPs or providers) that they must display accurate broadband labels, for both wireless and wired retail standalone broadband services, at all points of sale.¹ We issue this advisory to emphasize key aspects of the label requirements to assist provider compliance and to ensure consumers receive the benefits of the labels.

Providers must display the label at all “points of sale.”² Points of sale are ISP websites and any alternate channels through which the service in question is sold, including ISP-owned retail locations, third-party retail locations, and over the phone.³ On ISP websites, the label must appear on the primary advertising web page that identifies the plans available to the consumer, i.e., once the consumer has entered any required location information. ISPs must display labels in close proximity to the associated plan advertisement.⁴ Directing consumers to a weblink or displaying a thumbnail icon, both of which require additional consumer action to access labels, does not satisfy Commission rules.⁵ The Commission monitors consumer complaints and other sources of information about label display, and we remind providers they are subject to potential Commission investigation and enforcement for failure to satisfy the rules.⁶

¹ Large providers were required to display the broadband labels at all points of sale by April 10, 2024. Smaller providers, i.e., those with fewer than 100,000 subscribers, were required to do so by October 10, 2024. *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, Public Notice, 38 FCC Rcd 9341 (CGB 2023).

² 47 CFR § 8.1(a)(2).

³ *Id.*

⁴ *Id.*

⁵ *Empowering Broadband Consumers Through Transparency*, CG Docket No. 22-2, Report and Order and Further Notice of Proposed Rulemaking, 37 FCC Rcd 13686, 13714, para. 91 (2022) (*Broadband Label Report and Order*).

⁶ *Broadband Label Report and Order*, 37 FCC Rcd at 13720-21, paras. 111-114.

Providers as well as consumers can find more information, including a model template for each label, on the Commission's website at: <https://www.fcc.gov/broadbandlabels>.

Below are certain other requirements with respect to the labels and their display.⁷

- Labels must include information about pricing, introductory rates, data allowances, and performance metrics.⁸ For example, providers must display the base monthly price for the offering and, when there is an introductory rate, also must display the rate that applies after the introductory period has ended.⁹
- Providers are required to display only the “retail” monthly price, i.e., the price a provider offers broadband to customers before applying discounts. The provider may link from the label to a webpage explaining any discounts, such as autopay, or may also separately inform consumers about discounts as part of their marketing materials. Providers offering broadband bundled with other services may note that via a link in the section of the label where they describe other discounts.¹⁰
- Labels must itemize all recurring monthly fees and discretionary fees and state that additional government taxes will apply to each plan. Labels must include the name and cost of each one-time fee assessed by the provider. Providers also must identify any one-time fees the provider will impose if the customer cancels their broadband service before the end of a contract term, and must provide a link to a full explanation of when such fee is triggered.¹¹
- Providers must disclose any charges or reductions in service for any data used in excess of the amount included in the plan.¹²
- Labels must include speed and latency metrics. Specifically, providers must display their typical upload and download speeds and typical latency.¹³ Other important information such as network management practices and privacy policies must be provided in a link from the label.¹⁴
- Labels must be accessible to persons with disabilities at all points of sale. Labels must be in English and in any other languages in which the provider markets its services in the United States.¹⁵

⁷ For a complete list of the requirements, please see section 8.1(a) of the Commission's rules, the [Broadband Label Report and Order](#) and the [Order on Reconsideration](#). Broadband providers that do not meet these requirements are subject to potential FCC investigation and enforcement action.

⁸ *Broadband Label Report and Order*, 37 FCC Rcd at 13690, 13693-97, paras. 12, 22-36.

⁹ *Id.* at 13693-94, paras. 23-25. More information is available on the Commission's website, <https://www.fcc.gov/broadbandlabels>.

¹⁰ *Id.* at 13695, paras. 29-31. *Broadband Label Report and Order*, 37 FCC Rcd at 13694-95, para. 27.

¹¹ *Id.* at 13695-96, paras. 32-36.

¹² *Id.* at 13696, para. 35.

¹³ *Id.* at 13697-99, paras. 37-41.

¹⁴ *Id.* at 13700-13703, paras. 47-57.

¹⁵ *Id.* at 13711-13, paras. 81-87; 47 CFR §§ 8.1(a)(1), (4).

- Providers must include at the bottom of all broadband labels a link to the Commission’s website: <https://www.fcc.gov/consumers>. This website has a template for the broadband label, in various formats.¹⁶
- Information included in the label must be made available in a machine-readable format, posted on the ISP’s website.¹⁷ Machine readable means providing data in a format that can be easily processed by a computer without human intervention while ensuring no semantic meaning is lost. Machine readable specifications are on our website.¹⁸
- Providers must archive for two years labels that have been removed from websites or alternate sales channels and provide such labels to the Commission or existing customers upon request.¹⁹

The Commission welcomes additional input from consumers about the labels and their experiences with them. Consumers can also file comments electronically using our Electronic Comment Filing System, <https://www.fcc.gov/ecfs/filings/standard>, or <https://www.fcc.gov/ecfs/filings/express>. When filing comments, the “proceeding” is 22-2. Consumers can also file informal complaints about broadband labels online at <https://consumercomplaints.fcc.gov/hc/en-us>.

Accessible Formats. To request this Public Notice in accessible formats for people with disabilities (Braille, large print, electronic files, audio format), contact the Consumer and Governmental Affairs Bureau at 202-418-0530 or by email at fcc504@fcc.gov.

Additional Information. For further information, contact Mika Savir, Attorney Advisor, Consumer Policy Division, Consumer and Governmental Affairs Bureau, at 202 418 0384 or mika.savir@fcc.gov.

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¹⁶ *Broadband Label Report and Order*, 37 FCC Rcd at 13704-05, paras. 59-61. For an example, see [Sample Broadband Label](#).

¹⁷ 47 CFR § 8.1(a)(3).

¹⁸ 47 CFR § 8.1(a)(3); *Broadband Label Report and Order*, 37 FCC Rcd at 13707-710, paras. 68-77. See also <https://www.fcc.gov/broadbandlabels>.

¹⁹ *Broadband Label Report and Order*, 37 FCC Rcd at 13717-18, paras. 100-104; 47 CFR § 8.1(a)(5).