

November 10, 2010

The Honorable Julius Genachowski  
Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Dear Chairman Genachowski:

The Consumer Advisory Committee would like to take this opportunity to commend the Commission for launching its Consumer Empowerment Agenda. As this chartered Committee comes to a close, we want to recognize your leadership in strengthening protections for all consumers of communications services.

Technological advances over the past decade have had tremendous benefits for consumers. The FCC deserves much credit for initiating policies that have led to the explosion in broadband penetration, the proliferation of wireless devices and the seemingly endless array of electronic devices available in the marketplace today. Unfortunately, this cornucopia of technology has not always been accompanied by the information that consumers need to make informed choices and to manage their services.

It is for this latter reason that the timing of the FCC's Consumer Empowerment Agenda is so auspicious. Empowered consumers can take control of their marketplace experience. This is a win not just for consumers, but also for the businesses that serve them. Informed and educated consumers are able to effectively compare products and services, encourage innovation through effective feedback, and interact with their communities in a more enriching way.

The core tenets of the Consumer Empowerment Agenda reflect long-held values of the members of the CAC. Pervasive and informative transparency allows consumers to more fully understand the capabilities of their products and services. Timely alerts and robust usage control mechanisms can help consumers avoid unexpected fees. Truth-in-billing provides consumers with the key information they need to be active participants in their relationship with technology providers.

The FCC has a unique role in promoting the public interest through effective consumer empowerment and responsible regulation. We applaud the Consumer Empowerment Agenda and look forward to the future actions of the Commission to see that its effective implementation benefits all consumers.

Sincerely,

Debra Berlyn  
Chair, FCC Consumer Advisory Committee