

## WHAT THEY'RE SAYING ABOUT THE FCC'S PROPOSAL TO STREAMLINE APPROVAL OF 5G CONSUMER DEVICES

**Amazon:** “Thank you @AjitPai & the @FCC for moving forward with a proceeding to modernize the agency’s product marketing & import rules. Amazon supports updated rules that will make it easier to gauge demand and bring innovative new devices to customers.” ([Tweet](#), 11/20/20)

**American Consumer Institute:** “@FCC is addressing proposal to update its equipment marketing and importation rules at the open meeting this week. Modernizing these rules will expedite the delivery of next-gen tech and devices to consumers.” ([Tweet](#), 12/8/20)

**App Association:** “We applaud the @FCC for including updates to the agency’s product marketing & import rules as part of the December meeting agenda. As we enter a new era of connected devices thanks to 5G, these updates can help the app economy bring new and innovative services to consumers.” ([Tweet](#), 12/8/20)

**Computer & Communications Industry Association:** “CCIA applauds the @FCC for including the important issue of updating equipment authorization rules in its December meeting agenda. These updates will allow innovators to provide new connected devices to users more easily.” ([Tweet](#), 11/18/20)

**Consumer Technology Association:** “Today’s announcement the FCC will consider new rules to update this process is an important step toward bringing policies more closely in line with today’s marketplace. The FCC now has the opportunity to advance U.S. leadership in wireless and follow through on its commitment to make 5G a top priority.” ([Statement](#), 11/19/20)

**CTIA—The Wireless Association:** “Ensuring that the wireless industry can swiftly and efficiently meet market demands is important to advancing our 5G economy. The FCC’s proposals to update its equipment marketing and importation rules will do just that by ensuring devices work as intended, while facilitating the rapid development and delivery of the innovative devices needed to meet consumer demand for next-generation services.” ([Statement](#), 12/1/20)

**Digital Liberty:** “This may not sound like a big deal, but this change would benefit consumers, manufacturers, and the supply chain. By allowing products into stores earlier, manufactures can accurately gauge consumer interest and demand. The supply chain can then adjust for appropriate shipping schedules instead of rushed, last minute shipping. Both of these would amount to lower cost to consumers.” ([Blog](#), 11/30/20)

**Google:** “5G has the potential to drive the next generation of technology and it will provide a great deal of benefits for consumers. We thank the @FCC for acting to remove obstacles that slow down delivery of 5G, Wi-Fi, and other important technologies to Americans.” ([Tweet](#), 11/19/20)

**INCOMPAS:** “By granting CTA’s Petition to permit conditional sales to consumers and expand the importation conditions of radiofrequency devices, the Commission will allow for

quicker innovation in the 5G marketplace and, as a result, will expedite the delivery of these devices and services to American consumers. This, in turn, will make the marketplace more competitive and will greatly benefit companies and consumers overall.” ([Statement](#), 11/18/20)

**Information Technology Industry Council:** “From precision agriculture to tele-medicine to smart cities, #5G will propel innovation and the economy. ITI supports @FCC’s NPRM to get this cutting-edge technology to consumers and businesses faster.” ([Tweet](#), 12/8/20)

**Information Technology & Innovation Foundation:** “Great to see the @FCC voting to modernize equipment marketing and import rules to reflect the pace of the today’s market. It’s [a] common-sense step to help speed new devices to market, and has our support.” ([Tweet](#), 12/8/20)

**Intel:** “We applaud these efforts to facilitate the rollout of the latest products by enabling consumers to pre-order the latest technologies and allows companies to better plan their product availability and inventory.” ([Tweet](#), 12/8/20)

**Internet Association:** “IA is pleased to see the @FCC’s NPRM on equipment marketing and importation on the agenda for December’s meeting. This rulemaking would mean more innovative products in the market as we enter the next phase of 5G.” ([Tweet](#), 12/4/20)

**Lincoln Network:** “This proceeding is preeminent in promoting new and innovative tech on the edge (e.g., connected-health devices) because it can eliminate unnecessary regulatory barriers to entry for new IoT devices. . . . The FCC instituting this rulemaking is just another example of the Pai Commission’s commitment to keep the United States competitive in not just 5G, but also in its use-cases in IoT at large. By exercising regulatory humility in this way, the Commission is allowing for more new and innovative IoT technologies to get into the hands of more consumers expeditiously while maintaining the integrity of consumer safety.” ([Blog](#), 12/8/20)

**R Street Institute:** “The R Street Institute applauds the Federal Communications Commission (FCC) for moving forward with a proposed rulemaking to make it easier for manufacturers and retailers to deliver new and innovative devices into the hands of consumers. Technology moves faster than almost any other sector, and it is critical that our rules and regulations do not slow down innovation.” ([Statement](#), 11/20/20)

**Qualcomm:** “Modernizing the @FCC equipment authorization rules translates directly into consumers getting new devices for better, faster broadband more quickly.” ([Tweet](#), 12/8/20)

**Rural & Agriculture Council of America:** “The U.S. economy benefits when innovative new products can reach the market more quickly AND with fewer regulatory obstacles. RACA urges swift adoption of this petition.” ([Tweet](#), 11/23/20)

**Samsung:** “Thank you @FCC for supporting consumers with proposed updates to the marketing and importation rules. These changes will speed delivery of the newest technologies, including 5G, to consumers.” ([Tweet](#), 12/2/20)

**Telecommunications Industry Association:** “TIA is proud to support the @FCC proposed rules implementing the @CTATech petition to expand opportunities for marketing innovative #tech. Streamlining these rules is crucial for our members to bring solutions to the public faster, especially as Americans work and learn from home.” ([Tweet](#), 11/30/20)

**U.S. Chamber:** “The @fcc is holding its last open meeting of 2020 and its NPRM seeking to modernize marketing and importation requirements is a step in the right direction to faster deployment of #5g.” ([Tweet](#), 12/8/20)

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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).*