

Media Contact:

Will Wiquist
will.wiquist@fcc.gov

For Immediate Release

**FCC SETS DATES FOR PROVIDERS TO BEGIN DISPLAYING
BROADBAND CONSUMER LABELS**

WASHINGTON, October 10, 2023—The Federal Communications Commission today announced dates by which consumers will see new Broadband Consumer Labels when they shop for services. The FCC now requires broadband providers to display at the point of sale clear, easy-to-understand, and accurate information about the cost and performance of broadband services. Those points of sale include online and in-store.

“This is a big win for consumers, who need clear and transparent information when making decisions about what internet service makes the most sense for their households. Consumers will finally get information they can use to comparison shop, avoid junk fees, and make informed choices about which high-speed internet service is the best fit for their needs and budget,” **said FCC Chairwoman Jessica Rosenworcel.**

As required by the Infrastructure Investment and Jobs Act, the Commission adopted the Broadband Label Order in 2022 that established new rules requiring broadband internet service providers to display labels at the point of sale that disclose important information about broadband prices, introductory rates, data allowances, and broadband speeds, and to include links to information about network management practices, privacy policies, and the FCC’s Affordable Connectivity Program.

With the Office of Management and Budget’s Paperwork Reduction Act analysis completed, the majority of providers are now required to display the label by April 10, 2024; providers with 100,000 or fewer subscriber lines must do so by October 10, 2024. For more information about the Broadband Consumer Labels, which are formatted similarly to FDA nutrition labels (see sample image below), visit <https://www.fcc.gov/broadbandlabels>.

Rules that providers must follow can be found in an [FCC Report and Order](#) (adopted Nov. 14, 2022), a subsequent [Order amending the rules](#) (adopted July 18, 2023), and an [Order on Reconsideration](#) (adopted August 25, 2023).

Broadband Facts

Provider Name

Service Plan Name and/or Speed Tier

Fixed or Mobile Broadband Consumer Disclosure

Monthly Price

[\$]

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]

Additional Charges & Terms

Provider Monthly Fees

[Itemize each fee or enter "None."]

[\$]

One-time Fees at the Time of Purchase

[Itemize each fee or enter "None."]

[\$]

Early Termination Fee

[\$]

Government Taxes **[Varies by Location/Taxes Included]**

Discounts & Bundles

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.]

Affordable Connectivity Program (ACP)

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 [GetInternet.gov](#).

Participates in the ACP

[Yes/No]

Speeds Provided with Plan

Typical Download Speed

[] Mbps

Typical Upload Speed

[] Mbps

Typical Latency

[] ms

Data Included with Monthly Price

[] GB

Charges for Additional Data Usage

[\$/GB]

Network Management

[Read our Policy](#)

Privacy

[Read our Policy](#)

Customer Support

Contact Us: [example.com/support](#) / (555) 555-5555

Learn more about the terms used on this label by visiting the Federal Communications Commission's Consumer Resource Center.

[fcc.gov/consumer](#)

[Unique Plan Identifier Ex. F0005937974123ABC456EMC789]

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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).