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For Immediate Release

**FCC TO VOTE ON PRICING TRANSPARENCY REQUIREMENT FOR
CABLE AND SATELLITE VIEWERS**

*Chairwoman Rosenworcel Shared Proposed Final Rules to Address Consumers’
Confusion on Hidden Fees in Cable and Satellite TV Billing*

WASHINGTON, February 21, 2024—FCC Chairwoman Jessica Rosenworcel today proposed final rules to require cable and satellite TV providers to specify the “all-in” price clearly and prominently for video programming services in their promotional materials and on subscribers’ bills. The Chairwoman aims to eliminate the misleading practice of describing video programming costs as a tax, fee, or surcharge. This updated “all-in” pricing format will allow consumers to make informed choices, including the ability to comparison shop among competitors and to compare programming costs against alternative programming providers, including streaming services.

“Working families deserve and expect transparency but cable or satellite TV providers too often hide the real price of their service behind deceptive junk fees,” **said Chairwoman Rosenworcel**. “We’re putting an end to this form of price masking. These rules will increase competition and reduce confusion among consumers.”

If adopted by a vote of the full Commission at its March 14 Open Meeting, these rules will require cable operators and direct broadcast satellite (DBS) providers to state the total cost of video programming services clearly and prominently, including broadcast retransmission consent, regional sports programming, and other programming-related fees, as a prominent single line item on subscribers’ bills and in promotional materials.

These new rules continue a series of consumer-focused proposals to combat junk fees and support transparency for consumers. In addition to this “all-in” pricing, the Commission is preparing for the upcoming launch of the mandatory [Broadband Consumer Labels](#) and has proposed to [eliminate early termination fees](#) from cable and satellite TV providers. These efforts are also in line with the Executive Order on Promoting Competition in the American Economy, which encouraged the Commission to consider “prohibiting unjust or unreasonable early termination fees for end-user communication contracts; enabling consumers to more easily switch providers” in order to promote competition and lower prices.”

Last year the Commission adopted a NPRM to take public comment on this matter; review of that record demonstrates that charges and fees for video programming provided by cable and DBS providers are often obscured in misleading promotional materials and bills, which causes significant and costly confusion for consumers. The proposed Report and Order has been circulated by the Chairwoman to her fellow Commissioners today and, as is customary, will be made public on FCC.gov tomorrow. The March Open Meeting will be streamed live and the full agenda and public drafts of the proposals will be available at: www.fcc.gov/march-2024-open-commission-meeting.

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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).