

Media Contact:

MediaRelations@fcc.gov

For Immediate Release

**CONSUMER BROADBAND LABELS NOW REQUIRED NATIONWIDE
AT ONLINE AND IN-STORE POINTS OF SALE**

‘Nutrition Label’ Style Disclosure Must Show Broadband Prices, Speeds, Data Allowances, and Bundle, Discount, Privacy Policy, and Introductory Rate Details

WASHINGTON, April 10, 2024—FCC Chairwoman Jessica Rosenworcel today welcomed the start of a new era in broadband price and service transparency. Today’s nationwide launch of the Broadband Consumer Labels means internet service providers are now required to display consumer-friendly labels at the point of sale.

“Today is an exciting day for consumers. Broadband Nutrition Labels are finally here. Consumers across the country can now benefit from consistent, transparent, and accessible point-of-sale information about broadband prices and services,” **said Chairwoman Rosenworcel**. “These ‘nutrition label’ disclosures are designed to make it simpler for consumers to know what they are getting, hold providers to their promises, and benefit from greater competition—which means better service and prices for everyone.”

The [Broadband Consumer Labels](#) resemble the well-known nutrition labels that appear on food products. To ensure the label benefits all consumers, the Commission adopted language and accessibility requirements for the label's display. Labels are required for all standalone home or fixed internet service or mobile broadband plans. Providers must display the label – not simply an icon or link to the label – in close proximity to an associated plan’s advertisement.

The Broadband Consumer Labels will go a long way toward helping consumers informed purchasing decisions when they are shopping for a broadband provider. Accurate, simple-to-understand information about broadband internet access services helps consumers make informed choices. Transparency is central to a well-functioning marketplace that encourages competition, innovation, low prices, and high-quality service. The labels are designed to provide clear, easy-to-understand, and accurate information about the cost and performance of standalone high-speed internet services.

In 2021, Congress passed the Bipartisan Infrastructure Law, which directed the FCC to require consumer-friendly labels with information about broadband services. In 2022, the FCC adopted [rules](#) requiring broadband providers to display, at the point of sale, labels displaying key information consumers want: prices, speeds, fees, data allowances, and other critical information.

By October 10, 2024, providers will be required to make the labels machine-readable to enable third parties to more easily collect and aggregate data for the purpose of creating comparison-shopping tools for consumers. At that time, providers with less than 100,000 subscribers must also comply with the rules.

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Media Relations: (202) 418-0500 / ASL: (844) 432-2275 / Twitter: @FCC / www.fcc.gov

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).