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**For Immediate Release**

## CONSUMER FACT SHEET: BROADBAND CONSUMER LABEL REQUIRED FOR MOST INTERNET SERVICE PROVIDERS

*By Wednesday, April 10, Consumers Should Begin Seeing New Broadband Price and Service Transparency Information at the Point of Sale Online & In Store*

### What's New?

- Internet Service Providers (ISPs) offering standalone broadband internet access service will be required to display consumer-friendly labels at the point of sale.
  - [Broadband 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.
- Starting Wednesday, April 10, broadband labels will be required at any point of sale, including online and in stores for large ISPs.
- 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.

### What's on the Broadband Labels?

- Broadband prices
- Introductory rate details
- Data allowances
- Broadband speeds
- Links to learn more about:
  - Available discounts or service bundles
  - Network management practices
  - Privacy policies

### Why Does This Matter?

- 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.

<b>Broadband Facts</b>	
<b>Provider Name</b>	
<b>Service Plan Name and/or Speed Tier</b>	
<small>(Fixed or Mobile) Broadband Consumer Disclosure</small>	
<b>Monthly Price</b>	<b>\$00.00</b>
This monthly price is an introductory rate	Yes / No
Time the introductory rate applies	YY months
Monthly price after the introductory rate	\$00.00
Length of contract	YY months
Link to Terms of Contract <a href="https://www.example.com/terms-of-contract">https://www.example.com/terms-of-contract</a>	
<b>Additional Charges &amp; Terms</b>	
Provider Monthly Fees	
Fee description	\$00.00
Fee description	\$00.00
Fee description	\$00.00
Fee description	\$00.00
One-Time Purchase Fees	
Fee description	\$00.00
Fee description	\$00.00
Early Termination Fee	\$00.00
Government Taxes	Included/Varies by Location/\$00.00
<b>Discounts &amp; Bundles</b>	
Visit the link below 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.	
<a href="https://www.example.com/discounts">https://www.example.com/discounts</a>	
<b>Speeds Provided with Plan</b>	
Typical Download Speed	000 Mbps
Typical Upload Speed	000 Mbps
Typical Latency	00 ms
<b>Data Included with Monthly Price</b>	<b>000 GB</b>
Charges for Additional Data Usage	\$/GB
<a href="https://www.example.com/data-usage">https://www.example.com/data-usage</a>	
<b>Network Management Policy</b>	
<a href="https://www.example.com/network-management">https://www.example.com/network-management</a>	
<b>Privacy Policy</b>	
<a href="https://www.example.com/privacy">https://www.example.com/privacy</a>	
<b>Customer Support</b>	
Phone:	(555) 555-5555
Website:	<a href="https://www.example.com">https://www.example.com</a>
Learn about the terms used on this label. Visit the Federal Communications Commission's Consumer Resource Center. <a href="http://fcc.gov/consumer">fcc.gov/consumer</a>	
Unique Plan Identifier: F0005937974123ABC456EMC789	

- The labels are designed to provide clear, easy-to-understand, and accurate information about the cost and performance of standalone high-speed internet services.

### How Did We Get Here?

- In 2015, the FCC sought recommendations for consumer-centric labels from its Consumer Advisory Committee, a panel of consumer group and industry representatives. The committee provided recommendations to the FCC in 2016.
- In July 2021, the President's [Executive Order](#) included the creation of broadband consumer labels.
- In November 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.
- Looking ahead, 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.
  - Providers with less than 100,000 subscribers must also comply with the rules.

### Additional information:

- [Glossary](#): Help consumers better understand the information displayed on the label.
- [Sample home internet label in PDF format.](#)
- [Sample mobile broadband label in PDF format.](#)
- [Sample broadband label in JPG format.](#)

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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).*