

**STATEMENT OF
CHAIRMAN BRENDAN CARR**

Re: *Empowering Broadband Consumers Through Transparency; Delete, Delete, Delete*, Second Further Notice of Proposed Rulemaking in CG Docket No. 22-2 and Notice of Proposed Rulemaking in GN Docket No. 25-133 (October 28, 2025).

Consumers want clear, concise, and accurate information about the products and services they buy. And that is certainly the case when it comes to purchasing their broadband plans. That is why, in 2021, Congress passed a law that directs the FCC to require that ISPs display simple and easy-to-understand consumer broadband labels.

When the prior FCC kicked off its effort to implement the law, I emphasized the importance of adopting labels that would promote clarity not confusion. I also stressed the need for the FCC to adhere closely to the statutory framework Congress established in that 2021 law.

Unfortunately, however, the prior FCC departed quite dramatically from that approach. Rather than focusing on the information that consumers want and need, the agency added costly requirements that are unrelated to a consumer's purchasing decision.

The consequences are now clear for everyone to see. In fact, since the labels became available, some have said that finding the needed information can be a "Sisyphean task" or feel like a game of "Where's Waldo?" When consumers view the labels, they aren't finding the information they need to make an informed decision. Or not finding it in an efficient and timely manner.

So, today, we take action to separate the wheat from the chaff. We are seeking comment on how we can refocus these labels on transparently providing the information that consumers need, as contemplated by the 2021 statute. By doing so, consumers can more quickly and easily compare broadband plans and choose which one is best for them. This will help ensure an efficient and well-functioning marketplace for broadband services.

For their great work on this item, I'd like to thank Michelle Branigan, Zac Champ, Aaron Garza, Wes Platt, Mika Savir, and Mark Stone.