



NEWS FROM THE FEDERAL COMMUNICATIONS COMMISSION

FCC to Make Broadband Labels a More Useful Consumer Tool

Changes Will Empower Consumers While Reducing Compliance Burdens on Providers

WASHINGTON, July 22, 2026—Today, the Federal Communications Commission improved the FCC’s broadband labels, making them a more useful tool for consumers and reducing compliance burdens on providers. The Report and Order adopted today will ensure consumers have access to clear, accurate, and concise information about the broadband plans available to them.

Consumers want information that helps them make informed decisions—information that is relevant, easy to read and understand, and quick to access. They should know exactly what they are getting when they shop for and purchase broadband service and should be able to determine whether the high-speed internet product they are buying meets their needs. Labels that are overly complex or difficult to navigate end up frustrating or confusing consumers, not empowering them.

In 2021, Congress directed the Commission to enact rules to require the display of broadband consumer labels to disclose to consumers information regarding the broadband plans offered by broadband internet access service providers. The Commission’s initial broadband label rules, adopted in 2022, resulted in sometimes-confusing labels that strayed beyond the statutory framework Congress created, increasing compliance costs for providers in the process. The Report and Order adopted today will refocus the rules and minimize some of the confusion and frustration that consumers have had with the labels.

The Commission’s action enables consumers to visualize the monthly cost of service more clearly and removes outdated information and other details that distract from essential information, giving consumers a label that they can more clearly understand and use when comparing high-speed internet service plans. The updated rules also give providers the freedom to discuss the label conversationally over the phone, rather than reading it to consumers verbatim. Finally, the changes ensure consumers can access a plan’s label when they need it, while offering providers the flexibility to use links, QR codes, or icons to quickly connect consumers with the label for a plan.

Internet service providers are required to have a label for each standalone broadband service plan they currently offer. The labels must show introductory rates, data allowances, and broadband speeds, and must also include links to information about network management practices and privacy policies. More information about the labels is available on [fcc.gov/broadbandlabels](https://www.fcc.gov/broadbandlabels).

Action by the Commission July 22, 2026 by Report and Order (FCC 26-48). Chairman Carr, Commissioners Gomez and Trusty approving and issuing separate statements.

CG Docket No. 22-2; GN Docket No. 25-133

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