STATEMENT OF
CHAIRWOMAN JESSICA ROSENWORCEL


If you walk into any grocery store and pull boxes of cereal from the shelves, you can easily compare calories and carbohydrates. That’s because they have a common nutrition label. It’s black and white, simple to read, and easy to understand. It helps consumers make good choices.

I think the Federal Communications Commission needs to do the same with broadband. That’s because it is now an essential service—for everyone, everywhere. So we want to make it easier for consumers to compare their options and understand just what they’re signing up for. We want to develop a consistent and straightforward way of providing accurate information about price, speed, data allowances, and other aspects of high-speed service. We want to end efforts to bury facts in the fine print and we want to stop unexpected costs and fees.

The FCC’s last effort to put labels like this in place never got that far. It was also just voluntary. But this is different. The broadband nutrition labels we are proposing today are mandatory. That’s because in the Infrastructure Investment and Jobs Act Congress gave us the support we need to require this kind of simple, common labeling for all consumer broadband service—both wireless and wireline. With these broadband nutrition labels we can compare service providers and plans, hold broadband providers to their promises, and foster more competition—which means better service and better prices.

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