

**STATEMENT OF  
CHAIRWOMAN JESSICA ROSENWORCEL**

Re: *All-In Pricing for Cable and Satellite Television Service*, MB Docket No. 23-203, Notice of Proposed Rulemaking.

Consumers deserve to know exactly what they are paying for when they sign up for a cable or direct broadcast satellite subscription. No one likes surprises on their bill. The advertised price for a service should be the price you pay when your bill arrives, rather than hide a bunch of junk fees that are separate from the top-line service price.

Increases in programming costs shouldn't be described as a tax, fee, or surcharge. The "all-in" pricing format we propose today would allow consumers to make informed choices by letting them more easily comparison shop among competing providers and evaluate programming costs against alternative programming providers, including streaming services.

Not only would this proposal reduce cost confusion and make it easier for consumers to compare services, but it would also increase competition among cable and broadcast satellite providers through improved price transparency.

Like our prior work to adopt a new Broadband Nutrition Label, which requires broadband providers to display easy-to-understand labels to allow consumers to comparison shop for broadband services, this is another step in our initiative to improve price transparency and competition. I look forward to the record that develops and then moving ahead with policies to protect and inform consumers by ensuring up-front and all-in pricing on their cable and satellite services.