

**STATEMENT OF
COMMISSIONER ANNA GOMEZ**

Re: *Empowering Broadband Consumers Through Transparency*, CG Docket No. 22-2; GN Docket No. 25-133, Report and Order (July 22, 2026).

The Commission's decisions should always be centered around a clear analysis of how our actions impact consumers. I am pleased that many of the consumer concerns I raised when the Commission considered the Notice of Proposed Rulemaking last year¹ have been addressed in today's Report and Order.

This item ensures phone calls remain categorized as a point of sale. The reality is that some consumers shopping for broadband service do not currently have it, so they rely on phone calls to find information about potential service plans. The rules we adopt today require that critical information is conveyed over the phone, including the monthly price inclusive of any monthly fees, the introductory rate and its duration, typical download and upload speeds, latency, data allowance, contract term, and early termination fees.

Regarding fee itemization, I thank the Chairman's office and the Bureau for working with me to find a careful balance between providing consumers with valuable information and keeping the labels functional and easy-to-use. In addition to a single aggregate or maximum amount for passthrough fees that will allow consumers to comparison shop, the labels will provide a breakdown by fees that are remitted to state and local governments and those remitted to third parties. Each category will also include a list of the types of fees passed on to consumers. Though I would have preferred that the labels provide a complete itemization, consumers will have the option to click on a link below to learn more about each of the types of fees and what they are used for.

Today's item also retains the requirement that providers include broadband labels in customers' account portals. However, we narrow the requirement to providing a hyperlink or icon, rather than requiring the full label to be displayed. While my preference would have been to display the full label, my hope is that the Commission, our industry partners, and consumer groups will work together to promote and advertise the concept of broadband labels such that consumers seek out this resource and use it regularly. In the same way that grocery store shoppers want to know how much protein or fiber is in the food they are buying, I hope that consumers shopping for broadband will seek out broadband labels when making purchasing decisions.

This Report and Order also retains the requirement that industry provide consumers with the broadband label in whichever language the service is marketed to them. This is a win for consumers. I have long advocated for consumer-facing information to be provided in multiple languages. Every consumer, regardless of their language of choice, deserves to be well-informed when making purchasing decisions. And we protect that right today.

Through the Infrastructure Investment and Jobs Act, a bipartisan Congress instructed the Commission to establish a requirement for broadband service providers to display easy-to-understand labels. In doing so, it indicated its intent to ensure that information regarding broadband internet access service plans is "available, effective, and sufficient" for consumers.² Thus, ensuring that consumers are well-informed about the price of their broadband internet service is an ongoing obligation. As technology,

¹ *Empowering Broadband Consumers Through Transparency*, CG Docket No. 22-2, GN Docket No. 25-133, *Second Notice of Proposed Rulemaking and Further Notice of Proposed Rulemaking*, 40 FCC Rcd 8614 (2025) (dissenting statement of Commissioner Anna M. Gomez).

² The Infrastructure Investment and Jobs Act, Pub. L. No. 117-58, § 60504(c)(2), 135 Stat. 429, 1244 (2021).

service offerings, billing practices, and consumer needs change over time, the Commission should revisit our disclosure requirements to confirm that they continue to serve consumers well.

I thank the Chairman's office for implementing my request that the Consumer Protection and Accessibility Advisory Committee be tasked with producing an "Assessment of Consumer Benefits" on a recurring basis. The Committee, comprised of both industry representatives and consumer advocates, will produce reports that identify the extent to which broadband labels reach consumers, any challenges that remain in ensuring consumers are aware the labels exist and understand how to use them, and recommendations for how the Commission, the industry, and consumer groups can work together to better market the labels to consumers. These reports will also evaluate the extent to which broadband labels are accessible for consumers with disabilities, identify any challenges that remain, and provide recommendations for how the FCC and providers can work together to address accessibility challenges. I look forward to reviewing these recommendations and contributing to future Commission efforts to improve the labels and to better inform consumers.

Thank you to the Chairman for working with me on edits and thank you to the Consumer and Governmental Affairs Bureau for your work on this item.