

**STATEMENT OF
COMMISSIONER OLIVIA TRUSTY**

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

Through the Build America Agenda, the Commission is advancing efforts to achieve universal connectivity. But expanding access is only part of the equation. Consumers also need clear, accurate information to make informed decisions about the broadband services they purchase.

The Commission has long recognized this principle. For nearly 15 years, our broadband transparency rule has required providers to publicly disclose accurate information about the commercial terms and technical characteristics of their services sufficient for consumers to make informed decisions. That rule remains in place and continues to ensure that consumers, the Commission, and the broader Internet ecosystem have access to the information they need.

In the Infrastructure Investment and Jobs Act, Congress directed the Commission to require broadband providers to display consumer labels modeled on the approach described in the Commission's 2016 Public Notice. The balanced reforms adopted today will continue to provide consumers with meaningful information while ensuring our rules avoid imposing unnecessary burdens on providers.

Imagine a family moving into a new home and comparing broadband options. They are looking for straightforward answers: How much will this service cost each month? What speeds can I expect? Are there additional fees? A broadband label should help them answer those questions quickly and confidently – not require them to navigate unnecessary complexity or decipher confusing disclosures.

The record demonstrates that requiring providers to itemize every pass-through fee could create confusion rather than promote transparency. Consumers overwhelmingly want confidence that they will not be surprised by a higher price than they anticipated. Displaying aggregate amounts of applicable pass-through fees accomplishes that objective while reducing complexity.

Broadband labels must also be displayed in ways that reflect how consumers shop today. Allowing providers to use links or icons to access broadband labels recognizes the realities of modern digital commerce, particularly on mobile devices. The Commission has taken a similar approach elsewhere, including in the Cyber Trust Mark program, which relies on QR codes. I also appreciate the item's clarification that any links or icons used for this purpose must be clearly identified so consumers can easily locate the broadband label.

Finally, I want to acknowledge the importance of accessibility. I appreciate that this item will enlist the help of the Consumer Protection and Accessibility Advisory Committee to examine those accessibility issues as part of its broader reviews of the usefulness of broadband labels in the future. That approach will allow the Commission to benefit from stakeholder expertise and advice regarding how to account for technological advancements.

I thank the Consumer and Governmental Affairs Bureau for their great work on this item.