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# Broadband Consumer Labels

[Español](#)

## For Consumers

Broadband Labels ([Internet de Banda Ancha Etiquetas - en español](#)) are designed to provide clear, easy-to-understand, and accurate information about the cost and performance of high-speed internet services.

The labels are modeled after the FDA nutrition labels and are intended to help consumers comparison shop for the internet service plan that will best meet their needs and budget.

Internet service providers that offer home, or fixed, internet services, or mobile broadband plans are required to have a label for each standalone broadband service plan they offer.

Consumers should look for broadband labels at any point of sale, including online and in stores.

The labels must disclose important information about broadband prices, introductory rates, data allowances, and broadband speeds. They also include links to information about network management practices and privacy policies.

## Blank Sample Label

A [glossary \(glosario en español\)](#) is available to help consumers better understand the information displayed on the label.

To review a sample home internet, or fixed, label created by the FCC, download the [home internet label in PDF format](#). You can also review a [sample mobile broadband label in PDF format](#).

## Filing a complaint

If a provider is not displaying their labels or has posted inaccurate information about its fees or service plans, consumers can file a complaint with the [FCC Consumer Complaint Center](#).

If you have a question about accessibility requirements for the Consumer Broadband Disclosure Labels, contact the FCC's Disability Rights office at 202-418-2517 for a voice phone call, at 844-432-2275 by videophone, or by email at [DRO@fcc.gov](mailto:DRO@fcc.gov).

# Broadband Facts

**Provider Name****Service Plan Name and/or Speed Tier**

[Fixed or Mobile] Broadband Consumer Disclosure

**Monthly Price****\$00.00**

This monthly price is an introductory rate	Yes / No
Time the introductory rate applies	YY months
Monthly price after the introductory rate	\$00.00
Length of contract	YY months
Link to Terms of Contract	
<a href="https://www.example.com/terms-of-contract">https://www.example.com/terms-of-contract</a>	

**Additional Charges & Terms**

## Provider Monthly Fees

Fee description	\$00.00
Fee description	\$00.00
Fee description	\$00.00
Fee description	\$00.00

## One-Time Purchase Fees

Fee description	\$00.00
Fee description	\$00.00

## Early Termination Fee

\$00.00

Government Taxes Included/Varies by Location/\$00.00

**Discounts & Bundles**

Visit the link below for available billing discounts and pricing options for broadband service bundled with other services like video, phone, and wireless service, and use of your own equipment.

<https://www.example.com/discounts>**Speeds Provided with Plan**

Typical Download Speed	000 Mbps
Typical Upload Speed	000 Mbps
Typical Latency	00 ms

**Data Included with Monthly Price**

000 GB

Charges for Additional Data Usage \$/GB

<https://www.example.com/data-usage>**Network Management Policy**<https://www.example.com/network-management>**Privacy Policy**<https://www.example.com/privacy>**Customer Support**

Phone: (555) 555-5555

Website: <https://www.example.com>

Learn about the terms used on this label. Visit the Federal Communications Commission's Consumer Resource Center.

[fcc.gov/consumer](https://www.fcc.gov/consumer)

Unique Plan Identifier: F0005937974123ABC456EMC789

Download label: [JPG](#) | [PDF](#) | ([PDF - en español](#))

## For Providers

The Federal Communications Commission has announced dates by which consumers will see new Broadband Consumer Labels when they shop for services: The majority of providers must display at the point of sale clear, easy-to-understand, and accurate information about the cost and performance of broadband services by **April 10, 2024**. Providers with 100,000 or fewer subscriber lines must do so by **October 10, 2024**. Those points of sale include online and in-store.

The FCC rules adopted in the [Broadband Label Order](#) respond to direction in the Infrastructure Investment and Jobs Act for the FCC to require providers to create consumer-friendly labels with information about their broadband services.

The labels must disclose important information about broadband prices, introductory rates, data allowances, and broadband speeds. They must also include links to information about network management practices and privacy policies.

*Note: While the initial Rules required providers to include information about their participation in the ACP, due to a lack of additional funding from Congress, April 2024 is the last fully funded month of the ACP benefit. As such, this requirement has been updated to reflect the anticipated end of the program. Learn more in [this Public Notice](#).*

In addition to creating a unique label for each service plan offered, providers must also make the information in the labels machine-readable to enable third parties to more easily collect and aggregate data for the purpose of creating comparison-shopping tools for consumers.

Rules that providers must follow can be found in an [FCC Report and Order](#) (adopted Nov. 14, 2022), an [Order amending the rules](#) (adopted July 18, 2023), and an [Order on Reconsideration](#) (adopted August 25, 2023).

The FCC is making the following resources available to providers for reference:

## Sample PDF Labels

## Sample Label for a Fixed Data Plan

Broadband Facts	
Acme Wired	
Signature Plan/Gigabit	
Fixed Broadband Consumer Disclosure	
Monthly Price	\$89.99
This monthly price is an introductory rate	
Time the introductory rate applies	12 months
Monthly price after the introductory rate	\$109.99
Length of contract	24 months
Link to Terms of Contract	
<a href="https://www.example.com/terms-of-contract">https://www.example.com/terms-of-contract</a>	
Additional Charges & Terms	
Provider Monthly Fees	
Modem Rental	\$10.00
Wifi Extender	\$5.00
One-Time Purchase Fees	
Installation	\$100.00
Battery Back-up	\$50.00
Early Termination Fee	
Government Taxes	\$75.00
	\$27.57
Discounts & Bundles	
Visit the link below for available billing discounts and pricing options for broadband service bundled with other services like video, phone, and wireless service, and use of your own equipment like modems and routers.	
<a href="https://www.example.com/discounts">https://www.example.com/discounts</a>	
Speeds Provided with Plan	
Typical Download Speed	1,200 Mbps
Typical Upload Speed	200 Mbps
Typical Latency	47 ms
Data Included with Plan	1,000 GB
Charges for extra data	n/a

Download label: [JPG](#) | [PDF](#) | [PDF en español](#)

## Sample Label for a Mobile Data Plan

- [Blank \(en español\)](#)
- [Fixed \(en español\)](#)
- [Mobile \(en español\)](#)

## Template files that can be customized

- **Download:** [Zip file](#) with Adobe Illustrator (.ai) and Encapsulated PostScript (.eps) files ([en español](#))

## Machine-readable format

- [Data Specification](#) [PDF]
- [Data Dictionary](#) [CSV]
- [Broadband Label Template](#) [CSV]
- [Broadband Label Template With Example Data](#) [CSV]

The sample label that was included when the order was published in the federal register is available at [fcc.gov/broadband-label-order](https://www.fcc.gov/broadband-label-order). Please note this version includes the ACP section which is no longer required.

These documents and other associated materials are provided as part of the requirements adopted by the Commission in Empowering Broadband Consumers Through Transparency, CG Docket No. 22-2, FCC 22-86. These materials are for guidance purposes only. The Commission's regulations, 47 CFR section 8.1(a), contain the specific requirements adopted by the Commission.

## History of Proceeding

Access to accurate, simple-to-understand information about broadband internet access services helps consumers make informed choices and is central to a well-functioning marketplace that encourages competition, innovation, low prices, and high-quality service.

The Infrastructure Investment and Jobs Act directed the FCC to require providers to display consumer-friendly labels with information about their broadband services.

# Broadband Facts

## Acme Wireless

### 50 Gigabit Data Plan

Mobile Broadband Consumer Disclosure

## Monthly Price \$75.00

This monthly price is an introductory rate	No
Time the introductory rate applies	n/a
Monthly price after the introductory rate	n/a
Length of contract	n/a
Link to Terms of Contract	
<a href="https://www.example.com/terms-of-contract">https://www.example.com/terms-of-contract</a>	

## Additional Charges & Terms

Provider Monthly Fees	
Device Installment Payment	\$66.67
Device Insurance Coverage	\$3.99
Voicemail	\$1.00
One-Time Purchase Fees	
Activation Fee	\$36.00
Early Termination Fee	n/a
Government Taxes	Included

## Discounts & Bundles

Visit the link below for available billing discounts and pricing options for broadband service bundled with other services like video, phone, and wireless service, and use of your own equipment like modems and routers.

<https://www.example.com/discounts>

## Speeds Provided with Plan

Typical Download Speed	35 Mbps
Typical Upload Speed	5 Mbps
Typical Latency	30 ms

Data Included with Plan	50 GB
Charge for Extra Data	\$5/GB

Download label: [JPG](#) | [PDF](#) | [PDF en español](#)

## Public Hearings on Broadband Labels

The adopted rules require broadband providers to display, at the point of sale, labels displaying key information consumers want – prices, speeds, fees, data allowances, and other critical information. The labels resemble the well-known nutrition labels that appear on food products and, to ensure the label benefits all consumers, the Commission adopted language and accessibility requirements for the label's display.

The current broadband labels rules require several features designed to empower consumers as follows:

- **Prominent Display.** The Order ensures that consumers see their actual label when purchasing broadband by requiring providers to display the label – not simply an icon or link to the label – in close proximity to an associated plan advertisement.
- **Account Portals.** The Order requires ISPs to make each customer's label easily accessible to the customer in their online account portal, as well as to provide the label to an existing customer upon request.
- **Machine Readability.** To further assist with comparison shopping, the Order requires that providers make the information in the labels machine-readable to enable third parties to more easily collect and aggregate data for the purpose of creating comparison-shopping tools for consumers.

Included in the adopted rules was [an annotated sample of the label](#). The rules also included a Further Notice of Proposed Rulemaking exploring ways the FCC can refine and improve its rules in order to ensure that we further our consumer transparency goals.

### Public Hearings on the Proposed Rules

The Infrastructure Act required the FCC to adopt regulations within a year of its passage and to conduct a series of public hearings to help inform the labeling requirements.

The FCC held three public hearings as a part of its broadband consumer labels rulemaking proceeding. The hearings assessed how consumers evaluate internet service plans and whether current disclosures are sufficient.

#### Broadband Consumer Lab...



[Watch the FCC's third public hearing](#) on the broadband labels proceeding, May 25, 2022.

#### Broadband Consumer Lab...



[Video: Second public hearing](#), April 7, 2022.

#### Broadband Consumer Lab...



[Video: First public hearing](#), March 11, 2022.

The [first hearing](#) took place March 11, 2022. The purpose of the first hearing was to evaluate the effectiveness of the Commission's existing transparency rule and provide necessary background for the new label requirement, including whether additional disclosure requirements were necessary.

A [second hearing](#) was held April 7, 2022. The second hearing focused directly on consumer testimony and explored in greater detail how information is conveyed and considered by consumers.

A [third hearing](#) was held May 25, 2022. The third hearing focused on the experiences of digital navigators working with consumers to select broadband plans, federal agency representatives discussing lessons learned from existing federal government labels, and advocates working to meet the needs of the disability community while exploring how information is conveyed and considered by consumers.

The hearings were streamed free to the public at [FCC.gov/live](https://www.fcc.gov/live), were recorded and are archived on the FCC's website.

## Comments on Proposal

In a [Notice of Proposed Rulemaking](#), the FCC [sought comment on a number topics](#), including the following:

- Have broadband service offerings and consumers' use of broadband services changed sufficiently since the Commission approved labels in 2016 to necessitate modifications to the labels' content and/or format, or whether there are any other reasons to change the content or format of the labels?
- Where should the labels be displayed to best inform consumers?
- How should the Commission enforce the label requirement and ensure the accuracy of label content?

The FCC also sought comment on implementation issues, including the time by which broadband providers should be required to display the labels. The comments period closed on March 24, 2022.

On July 18, 2023, [the Commission released an Order](#) to update the template for the recently adopted broadband consumer label.

The revised label template reflects a new Affordable Connectivity Program (ACP) application landing page available at [GetInternet.gov](https://www.getinternet.gov), and clarifies that if a provider is required to display a Spanish version of the label, it must include the Spanish-language landing page for the ACP, [AccedealInternet.gov](https://www.accedealinternet.gov).

This action does not modify or otherwise change any entity's underlying responsibilities under the Broadband Label Order.

On March 4, 2024, the FCC issued a [Public Notice](#) that removed the requirement for inclusion of the reference to ACP participation. The ACP is winding down due to lack of funding to continue the program.

## 2016 Labels

In the 2015 Open Internet rules, the FCC asked its Consumer Advisory Committee (CAC) "to recommend a disclosure format that should be clear and easy to read – similar to a nutrition label found on food items – to allow consumers to easily compare the services of different providers." The CAC developed mobile and fixed versions of a label that were released on April 4, 2016.



Providers were not required to display the labels created in 2016. Those labels included a similar design format and were also intended to give consumers access to clear and easy to understand information about high-speed internet services.

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**Bureau/Office:**

[Consumer and Governmental Affairs](#)

**Tags:**

[Broadband Consumer Issues](#) - [Consumers](#) - [Internet](#)

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