



What Are Broadband Labels?

Beginning September 4, 2024, Internet Service Providers (ISPs) with 100,000 or fewer subscribers will be required to provide “broadband labels” for standalone broadband services at points of sale (larger ISPs were required to provide these labels by April 10). Modeled after nutrition labels, they must disclose price, speed, performance, data allowances, and other information as required by the FCC. The FCC also has proposed but not yet ruled on additional measures that would require labels for bundled services and for information to be presented in additional languages.

What does it mean?

ISPs will be required to obtain a separate FCC identification number for every standalone broadband service offering and create a corresponding label. Companies should expect to develop labels from “plug and play” templates or to create their own; to familiarize customer service staff with the labels; and to maintain records of labels.

What is NTCA doing?

NTCA is an active participant in all phases of the proceeding and is urging the FCC to defer action on additional measures until the effectiveness of the new rules can be evaluated. NTCA has worked with our members and other trade associations to demonstrate how these rules will affect small providers.