



Empowering Broadband Consumers Through Transparency

Specifications for the Broadband Consumer Label Machine-Readable Data Files

April 2024

Table of Contents

1.	Change Log	3
2.	Overview	4
3.	Provider and Plan Identifying Information	5
4.	Pricing Information: Cost and Fees	5
5.	Discount Information	7
6.	Speed Metrics and Data Allowance	7
7.	Network and Privacy Policy Disclosures.....	8
8.	How to Contact the Provider.....	9

1. Change Log

Revision	Date	Comments
1.0	2024-04-17	Initial release.

2. Overview

On November 14, 2022, the Commission adopted the *Broadband Label Order* as part of the implementation of the Infrastructure Investment and Jobs Act.¹ In that rulemaking, the Commission required broadband Internet access service providers (providers) to display, at the point of sale, a broadband consumer label containing critical information about their service offerings, including information about pricing, introductory rates, data allowances, performance metrics, and whether the provider participates in the Commission's Affordable Connectivity Program (ACP). To ensure consumers can easily compare a provider's services as well as services between providers, the Commission also adopted requirements for the label's format and display location.²

On October 10, 2023, the Commission announced in the *Federal Register* Office of Management and Budget approval of the information collection requirements contained in the *Broadband Label Order*.³ Compliance with the requirement in 47 CFR § 8.1(a)(3) to make information in the label available in a machine-readable format is required for all providers as of October 10, 2024.⁴ Providers should make each label's information available by providing the information separately in a spreadsheet file format such as .csv. These files should be made available on a provider's website via a dedicated uniform resource locator (URL) that contains all of a provider's given labels. The Commission requires providers to publicize the URL with the label data in the transparency disclosures required under 47 CFR 8.1(a) of the Commission's rules. These machine-readable files must provide the same categories of information as those presented in each label, including the unique identifier.

This document provides the recommended structure for a machine-readable file that captures the information published in each broadband label, in accordance with the requirements of the *Broadband Label Order*. Each section below describes a subset of the fields that we recommend including in this tabular file. A sample template in CSV file reflecting the recommended structure is also available, with the format with the field names and types described in the sections below. The use of the CSV template provided is voluntary.

The Commission may revise this guidance and publish updates to this document.

¹ See *Empowering Broadband Consumers Through Transparency*, CG Docket No. 22-2, Report and Order and Further Notice of Proposed Rulemaking, FCC 22-86 (2022) (*Broadband Label Order*); see also Infrastructure Investment and Jobs Act, Pub. L. No. 117-58, 135 Stat. 429, § 60504(a) (2021); <https://www.fcc.gov/broadbandlabels>.

² After the Commission released the *Broadband Label Order*, the Commission issued an Order on Reconsideration largely affirming the original order, as well as an Order updating the label template with the new ACP landing page, "GetInternet.gov." See *Empowering Broadband Consumers Through Transparency*, CG Docket No. 22-2, Order on Reconsideration, FCC 23-68 (2023); *Empowering Broadband Consumers Through Transparency*, CG Docket No. 22-2, Order, DA 23-617 (CGB 2023).

³ See *Empowering Broadband Consumers Through Transparency*, 88 FR 69883 (Oct. 10, 2023). See also Notice of Office of Management and Budget Action, OMB Control No. 3060-1316 (approved Sept. 19, 2023), available at https://www.reginfo.gov/public/do/PRAViewICR?ref_nbr=202307-3060-030.

⁴ *Id.*

3. Provider and Plan Identifying Information

All labels must have the Unique Plan Identifier (UPI), provide information about the service provider name and plan name, and specify if the plan is for a fixed or mobile broadband connection. While not required, providers may differentiate service plans with a tier indication (e.g., “300Mbps”) or terminology of their choice (e.g., Gigabit Connection, Performance Pro, Blast internet), or, for mobile, “5G.”)

The Commission requires ISPs to develop unique identifiers for each of their plans and attach them to the broadband label.

The unique identifier should consist of a unique ID for fixed plan or mobile plan ("F" for fixed plans and "M" for mobile plans), followed by the broadband provider’s FCC Registration Number, and ending with a provider chosen string of precisely 15 alphanumeric characters uniquely identifying the specific plan within the broadband provider’s offerings.

Providers must use the FCC Registration Number that is used when submitting data to the Broadband Data Collection. The Unique Plan Identifier shall not include special characters such as, &, *, and %.

The name of a plan does not need to include speed tier. However, if a provider identifies the plan name by speed tier, the speed tier must be accurate and consistent with the speed metrics identified elsewhere in the label.

Field Name	Field Type	Example	Field Description
provider_name	String	Acme Data Inc.	The provider name
service_plan_name	String	10G Unlimited World	The name of the service plan.
tier_plan_name	String	Gold	The plan speed tier name if applicable <i>Can be NULL if there is no plan speed tier name</i>
connection_type	Categorical	Fixed	Enter “Fixed” or “Mobile” to indicate the type of connection.
unique_plan_id	String	F0005937974123ABC456EMC789	Unique 15-character, alphanumeric code identifying the broadband plan offered for sale. Letter characters must be capitalized, and only A-Z and 0-9 (ASCII 65-90 and 48-57). No special characters can be used in the ID.

4. Pricing Information: Cost and Fees

The Commission's Order preserves consumer access to clear, easy-to-understand, and accurate information about the cost for broadband services. Access to such information will empower consumers to choose plans that best meet their needs and matches their budgets and ensures that they are not surprised by unexpected charges or services that fall short of their expectations.

The Commission requires providers to display the retail monthly broadband price, exclusive of any discounts, taxes or fees. Providers are also required to provide information on introductory discounts, one-time or recurring fees and other contract requirements. All of this information is part of the broadband

labels and needs to be included in the machine-readable files.

The label and its companion machine-readable file must show all of the itemized costs and fees. Providers may add as many values as necessary to account for all the fees charged during the lifecycle of the plan.

Similar to the Commission’s approach to introductory rates, the Commission concludes that ISPs that offer a discount for consumers who commit to a contract term must display the length of that term on the label.

The Commission believes it is critical that consumers know whether the price identified on the label requires the consumer to commit to service for a specified period of time and that if the consumer decides to switch to another provider or terminate service altogether, they may be subject to an early termination fee.

Field Name	Field Type	Example	Field Description
monthly_price	Decimal	9.95	The cost per month of the plan, without any introductory rates, in dollars and cents. Must be a maximum of two decimal places.
intro_rate	Categorical	Yes	Enter Yes or No to indicate whether the plan has an introductory rate option Value must be “Yes” or “No”
intro_rate_price	Numeric	39.95	The cost per month of the plan during the introductory period, in dollars and cents. Must be a maximum of two decimal places. <i>Can be NULL if no introductory rate</i>
intro_rate_time	Integer	6	The length of time in months the introductory rate applies. <i>Can be NULL if no introductory rate</i>
contract_req	Categorical	Yes	Indicate whether the monthly price requires a contract or not. <i>Value must be “Yes” or “No”</i>
contract_time	Integer	24	The required time, in months, of the contract for the monthly rate <i>Can be NULL if no contract</i>
contract_terms_url	String	https://acmedata.com/terms	The URL of the provider’s webpage where the terms of service for the contract agreement are published. <i>Can be NULL if no contract</i>
early_termination_fee	Decimal	90.00	The fee associated with ending the contract early, in dollars and cents, with a maximum of two decimal. <i>Can be NULL if no early termination fee</i>
single_purchase_fee_desc	String	Equipment cost; installation fee	Semicolon-delimited list identifying the category of one-time fees associated with the plan. Number and order of entries must matchSinglePurchaseFees

			field below. <i>Can be NULL if no one-time fees</i>
single_purchase_fees	String	25.00; 50.00	Semicolon-delimited list of the one-time fees in dollars and cents, with up to two decimal places for each. Number and order of entries must match single_purchase_fee_descr field above. <i>Can be NULL if no one-time fees</i>
monthly_provider_fee_descr	String	Equipment rental; virus protection subscription	Semicolon-delimited list of additional monthly fees associated with the plan. Number and order of entries must match MonthlyProviderFee field below. <i>Can be NULL if no monthly fees</i>
monthly_provider_fee	String	9.95;4.00	Semicolon delimited list of monthly fees in dollars and cents. Number and order of entries should match the monthly_provider_fee_descr field above. <i>Can be NULL if no monthly fees</i>
tax	String	Included	Enter one of the following: - the value of the applicable state and federal taxes associated with the plan, or - “Varies” if the taxes vary within the geographic area in which the plan is made available, or - “Included” if all taxes are included in the monthly price of the plan entered in the MonthlyPrice field.

5. Discount Information

For simplicity, providers should link from the label to a webpage explaining any discounts offered for the plan, instead of itemizing each discount or bundle of services available. Providers may also separately inform consumers about discounts as part of their marketing materials.

Field Name	Field Type	Example	Field Description
bundle_discounts_url	String	https://www.acmedata.com/fixed-plan/discounts	The URL for the provider’s webpage that lists the available billing discounts and pricing options for service bundles or other discounts.

6. Speed Metrics and Data Allowance

Providers must disclose critical information about speed metrics and data allowance, as well as any charges or service quality reductions for any data used in excess of the amount included in the plan. Providers must also identify the increment of additional data used to assess such fees or reductions (e.g., “each additional 50GB”), if applicable, and disclose any additional charges once the consumer exceeds the

monthly data allowance.

Field Name	Field Type	Example	Field Description
typical_download_speed	Decimal	43.60	The typical download speed associated with the plan measured in megabits per second (Mbps), with a maximum of two decimal places.
typical_upload_speed	Numeric	4.07	The typical upload speed associated with the plan measured in megabits per second (Mbps), with a maximum of two decimal places.
typical_latency	Numeric	139	The typical latency associated with the plan, measured in milliseconds (ms)
monthly_data_allow	Numeric	50	The number of gigabytes (GB) of data included with monthly price. <i>Can be zero if all usage is metered (pay-by-the-GB plans); and can be NULL if there are no monthly limits</i>
over_usage_data_price	Numeric	5.00	The charge in dollars and changes for additional data usage, beyond the value entered in MonthlyDataAllow, in \$/GB
additional_data_increment	Numeric	10	Increment of data added in GB (note that total cost for an overage will be this value times the \$/GB above) <i>Can be NULL if no additional increments of data</i>
data_allowance_policy_url	String	https://www.acmedata.com/data-charges	The link to the provider's data allowance policy

7. Network and Privacy Policy Disclosures

The Commission requires that ISPs include in the label a link to their network management practices, which must include necessary information on about blocking, throttling, and paid prioritization to comply with the current transparency rule requirements.

The Commission also requires providers to include a link in the label to their privacy policy.

Field Name	Field Type	Example	Field Description
------------	------------	---------	-------------------

network_management_policy_url	String	https://www.acmedata.com/how-we-manage-our-networks	Identifies the URL for the provider's network management policy
privacy_policy_url	String	https://www.acmedata.com/about/privacy	Identifies the URL for the provider's privacy policy

8. How to Contact the Provider

Providers must provide a way for consumers to contact the service providers to get answers to their questions, such as a phone number or a web page listing all available means of contacting customer support.

Field Name	Field Type	Example	Field Description
customer_support_phone	String	1 (800) 555 8990	Identifies the provider's customer support phone number
customer_support_web	String	https://www.acmedata.com/help	Identifies the URL for the provider's customer support information