CMU Broadband Consumer Disclosure Label

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The FCC issued a request for comments on proposed broadband consumer disclosure labels in NPRM 22-7. To inform the FCC, we conducted a large-scale two-phase user study with over 2500 participants. In phase 1, we investigated what information is most useful and understandable to consumers while comparison shopping for broadband plans as well as their opinions on the FCC's proposed labels. In phase 2, we evaluated the impact of changes to the proposed labels on consumer comprehension and sentiment. We found that consumers are overwhelmingly supportive of the label concept. They are most interested in cost, speed, and reliability and prefer labels to be concise, yet contain detailed information. They struggle with calculating total costs and determining how performance affects suitability for various uses. While technical terms such as latency, packet loss, and network management practices are unfamiliar to consumers, once the terms are explained they express interest in having this information provided. The changes we tested improved consumer comprehension and were generally well liked. However, we also observed areas for further improvement. Based on our findings, we are proposing a summary (shown below) and full version of a fixed broadband label (shown on page 2).

For our full report and latest versions of the labels, visit
cups.cs.cmu.edu/broadband

Below: Summary version of the label, designed to be printed on a half sheet of paper (September 15, 2022 update)

Broadband Facts
Fiber One Gigabit

Fixed broadband consumer disclosure available to residents of **15213**
Last updated August 31, 2022

Scan for more info
http://cups.cs.cmu.edu/broadband/

Base monthly cost
$99.99

Unlimited data at speeds up to 940/880 Mbps per month. Includes provider fees and government taxes.

Optional monthly charges/discounts

| Router lease + tax | **Included** |
| Auto Pay and Paper-Free discount | -$10.00 |

Other optional services and discounts can be found by scanning the QR code at the top of this page.

Activation fees

| Fios Setup | **Included** |

Performance & Reliability
Government Performance Ratings (fcc.gov/broadband)   *Typical performance ranges; individual experience may vary.*

| Web browsing | **Good** | Streaming audio | **Good** | Streaming video | **Acceptable** |
| Videoconferencing | **Marginal** | Gaming | **Poor** | Online backups | **Good** |

| Median download speed | 903.5 Mbps | Median upload speed | 811.8 Mbps |
| Average monthly downtime per customer | 1 hour 14 minutes | | |

Broadband Facts

Fixed broadband consumer disclosure

Choose Your Service Data Plan for 50Mbps Service Tier	
Monthly charge for month-to-month plan	$60.00
Monthly charge for 2 year contract plan	$55.00
Click here for other pricing options including promotions and options bundled with other services, like cable television and wireless services.	

Other Charges and Terms	
Data included with monthly charge	300GB
Charges for additional data usage – each additional 50GB	$10.00
Optional modem or gateway lease – Customers may use their own modem or gateway; click here for our policy	$10.00/month
Other monthly fees	Not Applicable
One-time fees	
Activation fee	$50.00
Deposit	$50.00
Installation fee	$25.00
Early termination fee	$240.00
Government Taxes and Other Government-Related Fees May Apply: Varies by location	
Other services on network	

Performance - Individual experience may vary	
Typical speed downstream	53 Mbps
Typical speed upstream	6 Mbps
Typical latency	35 milliseconds
Typical packet loss	0.08%

Network Management	
Application-specific network management practices?	Yes
Subscriber-triggered network management practices?	Yes
More details on network management	

Privacy	See our privacy policy
Complaints or Inquiries	To contact us: online/(123)456-7890; To submit complaints to the FCC: online/(888)225-5322

Learn more about the terms used on this form and other relevant information at the FCC's website.

Left: Proposed fixed broadband label in FCC's NPRM 22-7

Right: Full version of our proposed label, accessed via the QR code or url provided on the summary layer (September 15, 2022 update)

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Click here for more pricing options including promotions and bundled options such as cable television.

Optional monthly charges/discounts

College student discount	$-20.00
Military and veteran discount	$-15.00
Auto Pay + Paper-Free discount	$-10.00
Router lease + tax	Included
2 TB cloud storage	Included
Unlimited cloud storage	$5.00
Inside Wire Maintenance	$15.00
Home Device Protect	$25.00

Activation

Setup and installation	Included

Performance

What do these mean?

Individual experience may vary. Listed measurements reflect the typical range of these performance fluctuations.

Government Performance Ratings (fcc.gov/broadband)

Web browsing — Good	Streaming audio — Good	Streaming video — Acceptable
Videoconferencing — Marginal	Gaming — Poor	Online backups — Good

	When performance is poor (10th percentile)	When performance is normal (median)
Speed (downstream)	308 Mbps	929.5 Mbps
Speed (upstream)	311 Mbps	912.22 Mbps
Latency	380ms	86ms
Packet loss	5.25%	0.4%

Reliability

What do these mean?   Individual experience may vary.

Average monthly downtime per customer	1 hour 14 minutes
Total number of outages, last 3 years	105

Network management practices

What do these mean?

Traffic management	Effect
Fiber One does not affirmatively manage congestion on the network through mechanisms such as real-time throttling, blocking, or dropping of specific end user traffic based on source or content.	None

Paid prioritization	Effect
None	None

Zero-rating/Data allowance exceptions	Effect
Free Fortnite!	Traffic to Epic Games servers does not count against usage caps on any of Fiber One's applicable plans.

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