



TELECOMMUNICATIONS

SNAP UPSMdate

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Need for Broadband Speed

Last week the FCC released a Notice seeking comments on the kinds of broadband performance-related information that will help consumers in purchasing broadband service. After a recent FCC survey showed that 80 percent of people with broadband don't even know what speed they're getting from their service, the FCC seeks to change that by obtaining input on several issues, including:

- the most important service characteristics (*e.g.*, latency, jitter, and peak hour performance) that consumers need to determine their broadband performance requirements;
- the most effective way to ensure that broadband providers inform consumers about broadband performance needs;
- the best way to present information regarding broadband performance needs in a concise, cost-effective manner;
- how often should “need for speed” information be updated;
- what are the most effective ways to get the information to consumers, including those with disabilities; and
- how can network performance determinants best be conveyed to consumers?

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What is the best way to promote broadband full disclosure, and make such disclosures understandable so that consumers have access to this information when they purchase broadband services? Does it make sense to have broadband performance labeling, such as food nutrition labeling, automobile fuel efficiency guides, or household appliances energy efficiency labels? Would this overwhelm consumers with technical data? Would government disclosure requirements for broadband constitute unnecessary government regulation of the Internet, and access to it? *We welcome your thoughts, please feel free to comment at our interactive blog at blog.tlgdc.com!*

Comments to the FCC are due May 26, 2011. Reply Comments are due June 16, 2011. DA 11-661, CG Docket No. 09-158.

If you have questions, or if we may be of assistance to you on any other matter, please feel free to contact us.

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