



DATE: March 14, 2024  
For Immediate Release

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***NATOA Applauds FCC's Votes today to Adopt "All-In" Pricing; 100/20 Mbps Broadband Speeds***

March 14, 2024: The National Association of Telecommunications Officers and Advisors (NATOA) praises the Federal Communications Commission and Chairwoman Jessica Rosenworcel today for:

- Adopting the new broadband standard of 100/20 (Mbps) megabits per second, a four-fold increase from the current 25/3 megabits per second standard; and,
- Approving final rules to require cable and DBS TV providers to specify the "all-in" pricing on consumers' bills and materials.

"Raising the Commission's benchmark for broadband speeds to 100/20 Mbps will ensure that low-income neighborhoods and rural communities will not be left behind during new broadband deployment and availability efforts by bringing the standard in line with federal broadband funding programs including the American Rescue Plan Act (ARPA), the NTIA's Broadband Equity, Access, and Deployment Program (BEAD), and the FCC's Universal Service Fund (USF) programs," said NATOA's Mike Lynch, director of Legislative and Regulatory Affairs. The Commission's fixed speed benchmark hasn't been updated since 2015, when it was set at 25/3 Mbps. The Commission's adoption of the new 100/20 Mbps benchmark for advanced telecommunications capability advances the universal service goals of section 706 of the Telecommunications Act of 1996 for universal deployment, affordability, adoption, availability, and equitable access to broadband.

"NATOA also welcomes today's Commission vote requiring cable operators and DBS providers to display the total cost of video programming service clearly and prominently while separately itemizing the elements that compose that aggregate cost. Now, consumers will know what they will pay when they subscribe to cable television and DBS services."

"Local governments believe that a robust disclosure requirement working alongside local consumer protection regulation will be a welcome addition to improving prices and competition for consumers. Consumers should know the ultimate price they will pay and should not be misled into believing that ordinary costs of doing business are government-imposed fees or taxes."

Background:

NATOA joined the Local Government Commenters of the Texas Coalition of Cities for Utility Issues (TCCFUI), Fairfax County, VA, Mt. Hood Cable Regulatory Commission, OR, and Boston, MA, last July in comments responding to the Notice of Proposed Rulemaking in MB 23-203, the All-In Pricing for Cable and Satellite Television Service [docket](#).

NATOA compiled [fee data](#) over time in four major metropolitan areas demonstrating:

- Cumulative increases in sports broadcasting and regional sports networks alone were between 68 and 74% since 2020 in four major metropolitan areas;
- Broadcast fees increasing as much as five-to-sevenfold since 2016, while cable prices have increased 25 - 50%;
- Sharp increases in cable remote fees in the last two to three years; and
- Regional sports fees tripling, quadrupling or even quintupling in the last six years.

NATOA's membership includes local government officials and staff members from across the nation whose responsibility is to develop and administer communications policy and the provision of such services for the nation's local governments.