Information Disclosure
Consumer Broadband Labels

“Get closer than ever to your customers. So close that you tell them what they need well before they realise it themselves.”

Steve Jobs

Quantitative labels would represent the Quality of Service (QoS) for broadband service in a star format, where number of stars will correspond to a scale of 1-5. This is similar to the Star Rating for Electrical Appliances by Bureau of Energy Efficiency. A 5-star rating would reflect the best possible QoS, while 1-Star would represent a poor service. This label would however require establishment of a standard methodology for calculation of star based rating.

Benefits
◆ Easily comprehensible for common consumers
◆ Covers major usage patterns (Social Networking, Video streaming etc.) for consumers

Challenges
◆ Lacks information on technical parameters
◆ Not too detailed, only provides an overview of QoS
◆ Induces subjectivity in measurements, if framed without a standard methodology

Quantitative label would represent QoS in a numeric format, for the technical parameters as stated in the standards of “Quality of Service for Wireless Data Services Regulation, 2012” by Telecom Regulatory Authority of India (TRAI). New and relevant parameters may be added to the list, as per the evolution of technology. The QoS for each parameter may highlight the maximum, minimum or average measurements.

Benefits
◆ Comprehensible for consumers possessing technical know-how of broadband services
◆ States the QoS in absolute terms, reducing subjectivity in measurements

Challenges
◆ Only highlights key QoS parameters
◆ Precisely gauging the QoS for certain parameters could be difficult
The Initiative
- Advocates for complete information disclosure of broadband services via broadband labels
- Brings together regulator, service providers & non-state actors to work on information disclosure mechanism
- Creates a network of stakeholders and increases their long-term capacity/awareness

Envisaged Outcomes
- Change in attitude of consumers and other stakeholders towards importance of broadband labels
- Well informed, educated and responsible stakeholders for broadband services
- Adequate information and awareness about consumer rights and obligations for availing broadband services

Activities

Mr. R.S. Sharma, TRAI Chairman, speaking about need for broadband labels (New Delhi, April 2017)
Focused Group Discussion with Stakeholders (Jaipur, June 2017)

Reflections from Media

Key Achievements
- Public consultation initiated by the TRAI, considering inputs from Cuts, to improve data speeds and information disclosure mechanism to help consumers in making informed choice for broadband services
- CSO Network: Engagement with the industry and regulator at a pan India level.
- Partnerships between CSO and premier research organisations: Broadband Label Designs prepared jointly by Cuts and IIT-Delhi

Op-eds
- Need to address quality of service issues
  Live Mint, October 30, 2017
- Dissatisfied TRAI Quality of Service Assessment amplifies need for Broadband Labels: Cuts
  KNN, August 10, 2017
- Effective consumer broadband labels need of the hour
  Medianama, August 10, 2017
- TRAI Initiates Public Consultation on Labelling Broadband Services in India
  BWClO, June 21, 2017
- Need ‘broadband labelling’ to safeguard consumer interest: TRAI
  PTI, April 07, 2017
- Better, faster Net options needed
  The Asian Age, February 10, 2017

Our Partners

Cuts International
1/1A, Bapu Park, Jaipur 302015, India. Ph: 91.141.2282821, Fax: 91.141.2282485
Email: c.cuts@cuts.org, Website: www.cuts-international.org