

I make three comments in this proceeding:

-The FCC should end the price/fee/tax distinction. There is absolutely no good reason, in light of the ability to highly customize advertisements, that carriers should be able to market their packages at prices that do not include fees and taxes. They know what the fees and taxes are. They engage in targeted advertising. This targeting could also incorporate local fees and taxes. It is impossible to comparison shop when all the carriers advertise prices that are 20% lower than what you are actually charged. Ads should present the full price of the service. No more "\$59.99" with "plus taxes and fees" in the microprint.

-The FCC should require truth in download/upload speed. I pay for the most expensive (and putatively fastest) service from my phone carrier. It is advertised as 6MB. I never, ever, ever, ever get anything over 3.5 when I test it. I'm getting 60% of what was advertised. No more "up to 6MB." The advertising should read: "Average speed is X" and this should be tested by an independent firm.

Truth in advertising on speed would likely promote more competition, and thus more investment in the infrastructure.

-The FCC should require disclosure of port blocking and other traffic interference.