

2026 Regular Session

HOUSE BILL NO. 798

BY REPRESENTATIVE MIKE JOHNSON

UTILITIES: Creates the Broadband and Cable Price Notice Act

1 AN ACT

2 To enact Chapter 12-B of Title 51 of the Louisiana Revised Statutes of 1950, to be  
3 comprised of R.S. 51:1381 through 1389, relative to the Broadband and Cable Price  
4 Notice Act; to provide for definitions; to provide for written notice; to provide for  
5 method of delivery; to provide for the rights of customers; to provide for  
6 enforcement; to provide for authority; to provide for rulemaking; to provide for  
7 applicability; to provide for severability; to provide for an effective date; and to  
8 provide for related matters.

9 Be it enacted by the Legislature of Louisiana:

10 Section 1. Chapter 12-B of Title 51 of the Louisiana Revised Statutes of 1950,  
11 comprised of R.S. 51:1381 through 1389, is hereby enacted to read as follows:

12 CHAPTER 12-B. THE BROADBAND AND CABLE PRICE NOTICE ACT

13 §1381. Short title

14 This Chapter shall be known and may be cited as the "Broadband and Cable  
15 Price Notice Act."

16 §1382. Definitions

17 (1) "Broadband internet access service" means a mass-market retail service  
18 that provides the capability to transmit data to and receive data from substantially all  
19 internet endpoints, including any functional equivalents.

1           (2) "Cable or video service" means the one-way transmission to subscribers  
2           of video programming or other programming service by a cable operator or video  
3           service provider, including services provided pursuant to a state or local franchise.

4           (3) "Customer" means a person who receives cable or video service or  
5           broadband internet access service at a address in this state.

6           (4) "Price increase" means any increase to a customer's monthly recurring  
7           charge or mandatory fee for service, including but not limited to base service  
8           charges, equipment rental fees, modem or router fees, "broadcast TV" or "regional  
9           sports" network access, or similar surcharges. "Price increase" does not include  
10           taxes or fees imposed by federal, state, or local government.

11           (5) "Provider" means any person or entity that offers cable or video service  
12           or broadband internet access service to customers in this state, whether pursuant to  
13           a local franchise, a state-issued certificate, or otherwise.

14           (6) "Written notice" includes delivery by United States mail, email, or text  
15           message, if the customer has elected to receive billing or account communications  
16           through that channel.

17           §1383. Advance notice required; timing

18           A. A provider shall furnish clear and conspicuous written notice to each  
19           affected customer at least thirty calendar days before the effective date of any price  
20           increase.

21           B. When a price increase results from circumstances outside the provider's  
22           reasonable control including but not limited to programmer pass-through charges  
23           imposed with less than thirty days' notice to the provider, the provider shall give  
24           written notice as soon as practicable, but in no event later than the customer's next  
25           regular billing cycle after the provider learns of the change.

26           C. A customer may cancel or downgrade the affected service without early  
27           termination fees or other penalties triggered solely by the price increase, if the  
28           customer gives notice of cancellation on or before the effective date or within thirty  
29           days after receiving a written notice pursuant to this Section.

1           D. Any broadband or cable service provider that complies with applicable  
2           federal disclosure requirements, including the Federal Communications  
3           Commission's broadband consumer label requirements, shall be deemed in  
4           compliance with the disclosure requirements of this Chapter, if such disclosures are  
5           made available to consumers in this state.

6           E. Nothing in this Section shall be construed to shorten or limit any federal  
7           notice requirement that provides greater advance notice for cable service.

8           §1384. Content of notice

9           A. The written notice described in this Chapter shall include all of the  
10          following:

11           (1) The customer's current monthly recurring charges and each new charge  
12          and fee, itemized by line item.

13           (2) The effective date of the increase.

14           (3) A brief statement of the reason for the increase.

15           (4) A statement of the customer's right to cancel or downgrade the affected  
16          service without early termination fees or other penalties triggered solely by the price  
17          increase, provided the customer gives notice of cancellation on or before the  
18          effective date or within thirty days after receiving a written notice in accordance with  
19          R.S. 51:1383.

20           (5) A toll-free telephone number and web address where a customer may  
21          obtain additional information or exercise cancellation and downgrade rights.

22           B. The written notice outlined in this Chapter shall be sent to a customer  
23          separately from any bill from the provider.

24          §1385. Method of delivery; recordkeeping

25           A. Written notice may be provided by any channel the customer has selected  
26          for billing or account communications; if no election exists, written notice shall be  
27          sent by United States mail to the service address or billing address on file.

28           B. A provider shall retain records sufficient to demonstrate compliance with  
29          this Chapter, including samples of notices and logs of the dates and channels used,  
30          for two years from the effective date of each price increase.

1        §1386. Customer rights preserved

2                A. A provider shall not treat a customer's exercise of rights pursuant to R.S.  
3        51:1383 as a breach of contract or impose any fee or penalty triggered solely by the  
4        customer's cancellation or downgrade in response to a price increase.

5                B. Nothing in this Chapter prohibits a provider from recovering unreturned  
6        equipment charges or other amounts lawfully owed that are not early termination  
7        fees.

8        §1387. Enforcement; unfair trade practice; remedies

9                A. A violation of this Chapter is an unfair or deceptive trade practice in  
10        accordance with the Louisiana Unfair Trade Practices and Consumer Protection Law,  
11        R.S. 51:1401 et seq.

12                B. The attorney general may investigate and bring actions to enforce this  
13        Chapter including civil penalties, injunctive relief, restitution, and attorneys' fees as  
14        authorized by Louisiana Unfair Trade Practices and Consumer Protection Law, R.S.  
15        51:1401 et seq.

16                C. The remedies provided by this Chapter are in addition to any other  
17        remedies available at law or in equity, including private actions authorized by  
18        Louisiana Unfair Trade Practices and Consumer Protection Law, R.S. 51:1401 et  
19        seq.

20        §1388. Construction; federal and local law

21                A. This Chapter is a disclosure and customer-notice requirement only and  
22        shall not be construed as rate regulation or to require any specific price, term, or  
23        offering.

24                B. For cable or video services, this Chapter shall be construed in harmony  
25        with federal law, including 47 U.S.C. 521 et seq. and 47 CFR 76.1603, and shall not  
26        diminish any federal or franchise-authority notice obligations that are equal to or  
27        greater than.

28                C. Nothing in this Chapter shall limit the authority of a local franchise  
29        authority to adopt or enforce customer-service standards or notice provisions, if a

1        provider that complies with the more stringent applicable requirement is deemed in  
2        compliance with this Chapter.

3        §1389. Rulemaking

4                The attorney general may promulgate rules under the Administrative  
5        Procedure Act to implement the provisions of this Chapter, including rules  
6        specifying reasonable notice formats and record keeping standards.

7        Section 2. This Act applies to price increases first noticed to customers on or after  
8        the effective date of this Act. It does not require re-noticing of increases that took effect  
9        before the effective date of this Act.

10       Section 3. All disclosures required pursuant to this Act shall be limited to factual,  
11       objective, and noncontroversial commercial information reasonably related to the state's  
12       interest in preventing consumer deception and promoting transparency.

13       Section 4. This Act shall apply only to consumer protection and disclosure practices  
14       affecting customers within this state and shall not be construed to regulate interstate  
15       communications services in a manner inconsistent with federal law.

16       Section 5. If any provision of this Act or the application thereof is held invalid, such  
17       invalidity shall not affect other provisions or applications of this Act which can be given  
18       effect without the invalid provisions or applications, and to this end the provisions of this  
19       Act are hereby declared severable.

20       Section 6. This Act shall become effective on January 1, 2027.

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DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

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HB 798 Engrossed

2026 Regular Session

Mike Johnson

**Abstract:** Creates the Broadband and Cable Price Notice Act.

Proposed law creates the Broadband and Cable Price Notice Act.

Proposed law defines "broadband internet access service", "cable or video service", "customer", "price increase", "provider", and "written notice."

Proposed law requires a provider to furnish clear and conspicuous written notice to each affected customer at least 30 calendar days before the effective date of any price increase.

Proposed law provides that when a price increase results from circumstances outside the provider's reasonable control, the provider shall give written notice as soon as practicable, but in no event later than the customer's next regular billing cycle after the provider learns of the change.

Proposed law allows a customer to cancel or downgrade the affected service without early termination fees or other penalties triggered solely by the price increase, if the customer gives notice of cancellation on or before the effective date or within 30 days after receiving a written notice pursuant to proposed law.

Proposed law provides that any broadband or cable service provider that complies with applicable federal disclosure requirements shall be deemed in compliance with the disclosure requirements of proposed law.

Proposed law provides that nothing in proposed law shall be construed to shorten or limit any federal notice requirement that provides greater advance notice for cable service.

Proposed law outlines what shall be included in the written notice required by proposed law.

Proposed law requires the written notice outlined in proposed law to be sent to a customer separately from any bill from the provider.

Proposed law allows written notice to be provided by any channel the customer has selected for billing or account communications. Proposed law requires that if no election exists, written notice will be sent by U.S. mail to the service address or billing address on file.

Proposed law requires that a provider retain certain records.

Proposed law provides that a provider shall not treat a customer's exercise of rights pursuant to proposed law as a breach of contract or impose any fee or penalty triggered solely by the customer's cancellation or downgrade in response to a price increase.

Proposed law provides that nothing in proposed law prohibits a provider from recovering unreturned equipment charges or other amounts lawfully owed that are not early termination fees.

Proposed law provides that a violation of proposed law is an unfair or deceptive trade practice in accordance with the La. Unfair Trade Practices and Consumer Protection Law and that the attorney general may investigate and bring actions to enforce proposed law including civil penalties, injunctive relief, restitution, and attorneys' fees as authorized by La. Unfair Trade Practices and Consumer Protection Law.

Proposed law provides that the remedies provided by this proposed law are in addition to any other remedies available at law or in equity, including private actions authorized by La. Unfair Trade Practices and Consumer Protection Law.

Proposed law provides that proposed law is a disclosure and customer-notice requirement only and shall not be construed as rate regulation or to require any specific price, term, or offering.

Proposed law provides that for cable or video services, proposed law shall be construed in harmony with federal law and shall not diminish any federal or franchise-authority notice obligations that are equal to or greater than.

Proposed law provides that nothing in proposed law shall limit the authority of a local franchise authority to adopt or enforce customer-service standards or notice provisions, if a provider that complies with the more stringent applicable requirement is deemed in compliance with proposed law.

Proposed law allows the attorney general to promulgate rules under the APA to implement the provisions of proposed law.

Proposed law provides that proposed law applies to price increases first noticed to customers on or after the effective date of this proposed law. It does not require re-noticing of increases that took effect before the effective date of this proposed law.

Proposed law provides that disclosures required pursuant to proposed law shall be limited to factual, objective, and non-controversial commercial information reasonably related to the state's interest in preventing consumer deception and promoting transparency.

Proposed law provides that proposed law will apply only to consumer protection and disclosure practices affecting customers within this state and shall not be construed to regulate interstate communications services in a manner inconsistent with federal law.

Proposed law provides for severability.

Effective Jan. 1, 2027.

(Adds R.S. 51:1381-1389)

#### Summary of Amendments Adopted by House

The Committee Amendments Proposed by House Committee on Commerce to the original bill:

1. Make technical changes.
2. Amend the definition of "customer" and "provider".
3. Add that any broadband or cable service provider that complies with applicable federal disclosure requirements shall be deemed in compliance with the disclosure requirements of proposed law, if such disclosures are made available to consumers in this state.
4. Clarify the type of notice that is sent.
5. Clarify which portion of proposed law is relevant to the customer's exercise of rights.
6. Provide that disclosures required pursuant to proposed law shall be limited to factual, objective, and non-controversial commercial information reasonably related to the state's interest in preventing consumer deception and promoting transparency.
7. Provide that proposed law shall apply only to consumer protection and disclosure practices affecting customers within this state and shall not be construed to regulate interstate communications services in a manner inconsistent with federal law.
8. Provide for severability.