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## DIGEST

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HB 798 Original

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 provides that a provider shall 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, including but not limited to, programmer pass-through charges imposed with less than 30 days' notice to the provider, 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 provides that a customer may 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 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 provides for what shall be included in the written notice.

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

Proposed law provides that written notice may be provided by any channel the customer has selected for billing or account communications; if no election exists, notice shall 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 provides that the attorney general may promulgate rules under the APA to implement the provisions of proposed law, including rules specifying reasonable notice formats and record keeping standards.

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.

Effective Jan. 1, 2027.

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