



Bundesnetzagentur

Instructions for the drawing up of product information sheets in accordance with section 1 Telecommunications Transparency Ordinance (TKTransparenzV)

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1 Introduction

The purpose of product information sheets is to inform consumers and other end users of the major product and contractual features of fixed-line and mobile connections in a clear and easily comprehensible form prior to the conclusion of a contract. The intention is to make it easier to compare different products from a provider. Moreover, because the same specifications will apply throughout the sector, it will be easier to compare products from different providers as well. However, a product information sheet does not have to be provided for every product variant which can be selected by retail customers. Rather, a product information sheet must be provided for each main contract (ie for contracts which govern access to services).

In accordance with section 1(3) TKTransparenzV, the Bundesnetzagentur will publish sample product information sheets for different product types to ensure a standardised presentation and thus the fulfilment of the above objectives. The sample product information sheet will be published in the Official Gazette.

These instructions give internet service providers general information and explanations on the drawing up of product information sheets necessary for their products. The Bundesnetzagentur reserves the right to amend the product information sheets and instructions if necessary. Amendments to the product information sheets will also be published in the Official Gazette.

2 Place and timing of provision in accordance with section 2 TKTransparenzV

In accordance with section 2(1) TKTransparenzV, product information sheets must be made available in an easily accessible form from the time that the product is first marketed, ie from the time that retail customers can book it.

Pursuant to section 2(2), consumers must be aware of the information provided before a contract is concluded or extended. Consumers must have sufficient time to assess the information and take it into account in the decision to purchase. Consumers are deemed to have easy access to the product information sheet if they are handed it in printed form during a consultation on business premises or if it is very clearly visible in the area where consumers find out about the provider's products.

Product information sheets must also be provided to consumers when concluding any off-premises contracts, eg doorstep selling. In such cases, too, consumers must have sufficient time to assess the information provided. Product information sheets must be provided free of charge and without delay during doorstep selling; this is also required in order not to circumvent consumers' right of withdrawal.

For offers on the internet, product information sheets must be provided for download on a durable medium (eg as a PDF file) before a contract is signed or extended. Product information sheets must be located in an easily accessible part of the website where consumers or end users find out about the provider's offers. It is not sufficient for product information sheets to be located only at the level of the tariff details or at lower levels – for example, where the general terms and conditions are made available – as this is no longer regarded as being easily accessible.

If consumers or end users are offered the product on the telephone, they must be given the opportunity to receive the product information sheet by post or electronically following the conversation. Product information sheets must be provided free of charge and without delay for distance contracts; this is also required in order not to circumvent consumers' right of withdrawal.

To ensure that consumers or end users concluding contracts are actually aware of the information in the product information sheet, pursuant to section 2(2) they must be told about the sheet **again** before concluding the contract or before extending the contract, if the latter is associated with a change to the content of the product information.

The product information sheets relating to offers that are no longer marketed must be made available in an archive on the provider's website (section 2(3) TKTransparenzV).

Additionally, the Bundesnetzagentur may request a copy of the product information sheet pursuant to section 3(1) TKTransparenzV.

3 General requirements for the drawing up of product information sheets

3.1 Page layout and design

The product information sheet must fit on one side of DIN A4 paper.

If the fields in the tables are not filled out, they can be left blank or deleted unless specifically stated otherwise in these instructions or shown otherwise in the samples (see 3.4).

3.1.1 Header

The following information must be contained in the header of the product information sheet:

Mandatory information pursuant to section 1(2) paras 1 and 2 TKTransparenzV	Position/dimensions/details
Optional: company name	Top right; company or business name, if this is not included in the logo. The legal form does not have to be given here.
Product name:	If applicable with the type of connection in brackets, eg fixed line, mobile or wireless at a fixed location.
Information on the access services provided:	Use of check boxes for access to internet, voice services (telephony) and TV: <input type="checkbox"/> Internet <input type="checkbox"/> Telefonie <input type="checkbox"/> TV The product contents must also be stated in written form: maximum number of characters inc spaces: 400.
Date from which the product is marketed:	dd/mm/yyyy

Additional information

Legal basis:

Company or brand logo:

Reference to the TKTransparenzV, top left
The brand/business logo must be positioned
under the business name with the following
maximum dimensions:
height: 30 mm
width: 50 mm.


Produktinformationsblatt gem. § 1 TK-Transparenzverordnung	ggf. Unternehmensname
Name des Produktes (Festnetz)	
<input checked="" type="checkbox"/> Internet <input checked="" type="checkbox"/> Telefonie <input type="checkbox"/> TV	Vermarktung seit TT/MM/JJJJ
Das Produkt XY beinhaltet einen Festnetz-Anschluss für [Freitext für Kurzbeschreibung zu den Zugangsdiensten Internet, Telefon und TV-Dienste]. Einzelheiten zum Produkt und zu buchbaren Leistungen ergeben sich aus [optional] der Leistungsbeschreibung, Preisliste und AGB (Web Link optional).	

Figure 1: example 1: header for a fixed line.

3.1.2 Central part and footer

The main technical data of the internet access service must be presented in a table in the central part of the product information sheet (see also 4.2 and 4.3), specifically the data transmission rates pursuant to section 1(2) para 5 TKTransparenzV and any data volume limitations, if applicable (section 1(2) para 6 TKTransparenzV). The table fields may be filled in colour (see also 3.2).

The contract durations, conditions for terminating and extending the contract and prices pursuant to section 1(2) paras 3, 4 and 7 TKTransparenzV must be given in another table in the last third of the page (see 4.4).

As far as the design of product information sheets for prepaid products is concerned, the central part and footer must be designed to take into account the special features of the product (for details see 5).

3.1.3 Footer

The full company name with legal form and the address for summons must be given in the footer of the product information sheet (section 1(2) para 8 TKTransparenzV in conjunction with section 45n(3) para 1 Telecommunications Act (TKG)). A version number of the product information sheet may also be given on the right-hand side; this can be useful in the event that the URL (web address) to access the contractual documents relating to the product is changed. Alternatively, a version with date may be given in the footer instead of the version number. This applies regardless of the date for the start of marketing that must be specified in the header.

3.2 Colour spectrum

Providers may use their corporate design colours in the design of the above tables. When selecting the intensity of the colours, they should ensure that the information is readable and clearly

identifiable. The colours used to fill the individual lines in the tables should be alternated, in order to improve the clarity and readability of the tables. An adequate contrast between the colours should be used.

Datenübertragungsraten	im Download	im Upload
Maximal	X Mbit/s	X Mbit/s
Normalerweise zur Verfügung stehend	X Mbit/s	X Mbit/s
Minimal	X Mbit/s	X Mbit/s
Ab Verbrauch von X GB reduziert auf:	X Mbit/s	X Mbit/s
Die Nutzung folgender Dienste/ Anwendungen wird nicht auf das Datenvolumen angerechnet: [...]		

Figure 2: example 2: header for a fixed line with alternating colours.

3.3 Font

3.3.1 Font

A corporate font and corporate colour may be used. When selecting the intensity of the colours, it should be ensured that the information is readable and that there is sufficient contrast to the colours used to fill the tables.

Otherwise, commonly used fonts should be employed:

Times New Roman/Arial/Calibri/Verdana/Bookman Old Style/Cambria/Garamond/Georgia.

3.3.2 Font size and weight:

As the product information sheet is intended to transmit transparent, comparable, sufficient and up-to-date information in a clear and easily understandable form, a minimum size must be used:

- when using fonts such as Calibri/Cambria/Garamond/Georgia/Times New Roman: 10 pt;
- when using fonts such as Arial/Verdana/Bookman Old Style: 9 pt.

The following minimum and maximum sizes apply to the individual blocks of information on the product information sheet:

	Calibri/Cambria/ Garamond/Georgia/ Times New Roman	Arial/ Bookman Old Style/ Courier New/ Verdana
In the header:		
Product name, company name if applicable	Bold_14 pt (16 pt)	Bold_13 pt (15 pt)
Product features	12 pt (14 pt)	11 pt (13 pt)

Product description	10 pt (12 pt)	9 pt (11 pt)
Legal basis	Bold_10 pt (12 pt)	Bold_9 pt (11 pt)
Market launch	10 pt (12 pt)	9 pt (11 pt)
In the central part:		
Table headline:	Bold_12 pt (14 pt)	Bold_11 pt (13 pt)
Continuous text/table contents	10 pt (12 pt)	9 pt (11 pt)
Highlighting in continuous text/subheadlines	Bold_10 pt (12 pt)	Bold_9 pt
Price/rate	Bold_10 pt (12 pt)	Bold_9 pt
In the footer:		
Company name, address	14 pt (16 pt)	13 pt (15 pt)
Product information sheet version no	9 pt (10 pt)	8 pt (9 pt)

3.3.3 Font colour:

Generally the font should be black. White may be used to improve readability of information if necessary due to the intensity of the colours in the table fields.

3.4 Design options for "cash&carry" distribution

Prepaid products that are primarily sold at retailers such as supermarkets and petrol stations (known as "cash&carry" distribution) give rise to particular challenges regarding the design and provision of product information sheets.

For such products, the printed information of the product information sheet may be scaled down to match the format of the starter set (ie the packaging of the prepaid product). In such cases, the minimum font size is 6 pt.

The product's market launch date and the company name may be reduced to a font size of 5 pt.

The product name and description, logo and company or brand name do not have to be given on the product information sheet if they are already given elsewhere on the packaging.

The legal basis does not have to be given.

Other information pursuant to section 1 TKTransparenzV must be summarised in a table. The basic price is relevant as soon as the data allowance, included SMS or minutes are used up.

The table must be of a minimum size: height: 3 cm; width: 7 cm.

Vermarktung des Produktes seit TT/MM/JJ			**kumulativ anzugeben
Datenübertragungsrate*	im Download	im Upload	
Geschätzter Maximalwert**	X Mbit/s	X Mbit/s	
Ab Verbrauch von X GB reduziert auf:	X Mbit/s	X Mbit/s	
SMS / Freiminuten:	X SMS/X Minuten		
Basispreis**:	X €/Min. - X €/SMS – X €/MB		
Weitere Produktinformationen			
Vertragslaufzeiten	X Tage Mindestlaufzeit, Kündigungsfrist: XX Tage, Tarifoption gilt X Tage ab Aktivierung		
Entgelt Starterset	X €		
* im inländischen Datenverkehr			
Unternehmensname - ladungsfähige Anschrift			

Figure 3: example of a product information sheet for "cash&carry" distribution.

4 Content requirements in detail

4.1 Description of the access services provided with the product

The product description mentions the access services characterising the product, namely internet and/or telephony services and, if applicable, TV services (TV reception).

The type and method of provision may be explained in more detail as far the character limit (inc spaces) allows (eg network technology used (2G/3G/4G) or telephony technology used (analogue, VoIP)).

The end user also receives a standard note that "details of the product and bookable services" may be found in the main contractual documents which must also be provided (eg performance specification, terms and conditions, price list). If the product information sheet is provided digitally, individual links may be given for these documents. An easy-to-use URL must be provided in any case (eg a short link). It must be ensured that end users can access the provider's contractual documents quickly and easily at the website given.

Examples of wording:

Product XY offers you a fixed line including internet, telephony services (inc flat rate to German fixed-line numbers) and a TV option.

Product ZY combines a fixed line and mobile connection providing internet access, voice calls (IP telephony) and TV. The LTE mobile network is connected automatically if needed.

Product XY provides a wireless connection for the home including up to 30 GB of high-speed internet and a flat rate for calls to German fixed-line numbers.

[...]

4.2 Information on data transmission rates

Internet service providers are also obliged to state the minimum, normally available, and maximum data transmission rates when marketing connections which do not enable access to mobile networks

(section 1(2) para 5 TKTransparenzV). These provisions apply to standard fixed-line products and internet access services provided via radio relay or satellite.

The term "normally available data transmission rate" refers to the value that retail customers ordering the product can generally expect when they use the service.

Data transmission rates must be given in megabits per second (Mbit/s).

Data transmission rates that are relevant once the data allowance included in the tariff has been used up may also be given in Kbit/s.

Datenübertragungsraten	im Download	im Upload
Maximal	X Mbit/s	X Mbit/s
Normalerweise zur Verfügung stehend	X Mbit/s	X Mbit/s
Minimal	X Mbit/s	X Mbit/s
Ab Verbrauch von X GB reduziert auf:	X Mbit/s (kbit/s)	X Mbit/s (kbit/s)
Die Nutzung folgender Dienste/ Anwendungen wird nicht auf das Datenvolumen angerechnet: [...]		

Figure 4: example of a table providing information on the data transmission rate for a fixed line.

The estimated maximum data transmission rate must be given for products with mobile connections.

Datenübertragungsraten*	im Download	im Upload
Geschätzter Maximalwert	X Mbit/s	X Mbit/s
Ab Verbrauch von X GB reduziert auf:	X Mbit/s (kbit/s)	X Mbit/s (kbit/s)
Die Nutzung folgender Dienste/ Anwendungen wird nicht auf das Datenvolumen angerechnet: [...]		

* im inländischen Datenverkehr

Figure 5: example of a table providing information on the data transmission rate for a mobile connection.

4.3 Information on data volume

Pursuant to section 1(2) para 6 TKTransparenzV, end users must be informed of the conditions of any reduction of the data transmission rate. The minimum information required includes the threshold value as of which a reduction of the data transmission rate occurs or further data volume is booked and the data transmission rate that is offered after a data volume limit is reached and what services or applications are included in the contractually agreed data volume and what services or applications are not.

If certain services and applications are **not** included in the calculation of the data volume, this must be specified in the product information sheet. This information should be provided in an additional line in the table below the information about the reduced speed when a threshold value is reached (see figures 4 and 5).

The threshold value as of which a reduction of the data transmission rate occurs must be highlighted in bold type. The data volume must be given in gigabytes (GB) for fixed-line products. For mobile products, the data volume should be given at least in megabytes (MB).

If the fields in the tables are not filled out, they can be left blank or deleted.

Irrespective of the information provided under 4.3, the provider must ensure that the provisions of Article 3 of Regulation (EU) 2015/2120 are fulfilled for such an offer.

4.4 Other product information

4.4.1 Information on contract duration

In accordance with section 1(2) paras 3 and 4 TKTransparenzV, end users must be informed of the contract duration and the conditions for extending and terminating the contract for the specific product.

4.4.2 Price

In accordance with section 1(2) para 7 TKTransparenzV, end users must be informed of the prices **applicable to the use of the access services**.

As the price for access to telephony and/or internet services, and where applicable TV, is often given as a total for a certain product, it is sufficient to specify the product price (eg list price per month for complete product/monthly charge).

Prices for other services from the provider (eg providing the connection, porting numbers, calls to certain networks, etc) should not be repeated in the product information sheet. Instead, reference should be made to the valid price list in the product description (see 4.1).

It should be made clear whether hardware is included as standard in the product price. If hardware is included in the product price, the specific devices may be named. To ensure clarity, no more than three different hardware options may be given in the price information (eg exclusive, standard, premium). One-off prices for hardware should not be given.

Weitere Produktinformationen		
Vertragslaufzeiten	<ul style="list-style-type: none"> • XX Monate [Tage/Wochen] • Verlängerung um jeweils XX Monate [Wochen, Tage], wenn nicht mit einer Frist von X Monaten/Wochen zum jeweiligen Laufzeitende gekündigt wird. 	
Entgelt für das Komplettprodukt (Listenpreis)	1.-X. Monat	X. – XX. Monat
inkl. Hardware (Router XY und HD-Video-Recorder XY)	X €	X €

Figure 6a: example of an overview of contract duration and prices for a product that has the hardware included as standard.

Weitere Produktinformationen		
Vertragslaufzeiten	<ul style="list-style-type: none"> • XX Monate [Tage/Wochen] • Verlängerung um jeweils XX Monate [Wochen, Tage], wenn nicht mit einer Frist von X Monaten/Wochen zum jeweiligen Laufzeitende gekündigt wird. 	
Entgelt für das Komplettprodukt (Listenpreis)	1.-X. Monat	X. – XX. Monat
exkl. Hardware	X €	X €

Figure 6b: example of an overview of contract duration and prices for a product that does not have the hardware included as standard.

Weitere Produktinformationen			
Vertragslaufzeiten	<ul style="list-style-type: none"> • XX Monate [Wochen, Tage] • Verlängerung um jeweils XX Monate [Wochen, Tage], wenn nicht mit einer Frist von X Monaten/Wochen zum jeweiligen Laufzeitende gekündigt wird. 		
Entgelt für das Komplettprodukt (Listenpreis)	ohne Hardware	inkl. Hardware XY	inkl. Premium Hardware XY
Monat 1 - X:	X €	X €	X €
danach pro Monat:	X €	X €	X €

Figure 7: example of an overview of contract duration and prices for a product that has different options for hardware.

If the relevant fields in the tables are not filled out, they can be left blank or deleted.

5 Special requirements for prepaid products with basic tariff

Prepaid products are currently generally marketed with a basic tariff to which an option can be booked if required (X MB/X included minutes/X SMS). However, merely giving the basic tariff in the product information sheet without further information on the bookable options is generally not very meaningful and does not correspond to the provisions of section 1(1) paras 5 and 6 TKTransparenzV, because main technical data (the data transmission rate provided and the available data volume) are only determined by the bookable tariff options. Providers of prepaid products do not have to provide a separate product information sheet for each tariff option (eg 250 MB, 500 MB, 1 GB). The basic price is relevant as soon as the data allowance, included SMS or minutes are used up.

Tariff options which only differ from each other in one characteristic (data transmission rate or data volume) can be summarised in one product information sheet. However, tariff options which give retail customers both a different data volume and a different data transmission rate require their

own product information sheet. The product information sheets thus improve the comparability of different products from the same provider.

If the individual tariff options do not affect either the data transmission rate provided or the data volume, these bookable options must not be listed on the product information sheet.

Datenübertragungsraten*	im Download	im Upload	Ab Verbrauch des inkl. Datenvolumens wird reduziert auf:
Geschätzter Maximalwert	X Mbit/s	X Mbit/s	X Mbit/s
Die Nutzung folgender Dienste/ Anwendungen wird nicht auf das Datenvolumen angerechnet: [...]			

* im inländischen Datenverkehr

Tarifoption	Inkl. Datenvolumen	SMS und Freiminuten	Preis
Small	X MB	X SMS/X Min.	X €
Medium	X MB	X SMS/X Min	X €
		Flatrate	X €
Large	X GB	X SMS / X Min	X €
		Flatrate	X €
Flat L	X GB	Flatrate	X €
Internetflat S	X MB	-	X €
Internetflat M	X MB	-	X €
Internetflat L	X GB	-	X €
Basispreis	X €/MB - X €/Min. - X €/SMS		

Figure 8a: Prepaid product (basic tariff with bookable options).

The layout may be adjusted for prepaid products based on units (eg 1000 MB/minutes/SMS).

Tarifoption	Einheiten (MB/Min/SMS)	Preis
M	1000 Einheiten	X €
Basispreis	X €/MB - X €/Min. - X €/SMS	

Figure

8b: unit-based product

For "cash&carry" distribution, this information should be given in reduced size on the back of the starter pack for the specific product:

Vermarktung des Produktes seit TT/MM/JJ		
Datenübertragungsrate*	im Download	im Upload
Geschätzter Maximalwert**	X Mbit/s	X Mbit/s
Ab Verbrauch von X GB reduziert auf:	X Mbit/s	X Mbit/s
SMS / Freiminuten:	X SMS/X Minuten	
Basispreis**:	X €/Min. - X €/SMS – X €/MB	
Weitere Produktinformationen		
Vertragslaufzeiten	X Tage Mindestlaufzeit, Kündigungsfrist: XX Tage, Tarifoption gilt X Tage ab Aktivierung	
Entgelt Starterset	X €	
* im inländischen Datenverkehr		
Unternehmensname - ladungsfähige Anschrift		

**kumulativ anzugeben

Figure 9: prepaid product with basic tariff for "cash&carry" distribution

Consumers who have bought a starter pack and then book an option online should be provided with the product information sheet giving an overview of the data options (see figure 8a) before the booking is made. This ensures that the product overview is always up-to-date.