Innovation will be stifled by large ISPs (Comcast, AT&T, etc...) charging smaller companies to utilize "fast-lanes" on the internet. Those smaller companies that can't compete with the deep pockets of larger companies will go out of business because they will be less competitive from these policies. Whereas if they didn't have to pay for these "fast-lanes," they could then reinvest that money in their own company, thus driving innovation and actual pro-consumer action.