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As a customer of multiple internet providers I pay them to provide me a given product. In the case of my land line providers I pay them to provide me with a given upload and download speed without restrictions on content or bandwidth. Allowing my provider to determine which entities get preferential access results in them being able to get around providing me access to the sites I choose unencumbered. It will also result in providing a burden of entry to newer companies that cannot afford to pay my internet provider for preferential access which will stifle new creative offerings.