It is my belief that all information in theory should be treated equally, but in reality we know that it is not. ISPs goals are profits and governments goals are more broad. Seeing that national security, competition, fairness in market etc., are among them the FCC must play the honest broker between industry, safety, security and freedoms. This is a delicate balance and must be kept. You cannot allow capitalism to run rampant at the cost of the other areas of emphasis. ISP profits do not protect consumers privacy or security.