The topic of Net Neutrality is very subjective and there are pros and cons to it. I do agree that having the system in place would ensure that there is not authority that dictates what different people should be able to access and the quality of service they receive. This would also facilitate the growth and development of small startups without the bigger giants wiping them out. But this would also open the path to a lot of problems. Websites like YouTube and Netflix have strongly monopolized the video streaming market and this instigates users to resort to illegal means to download these multimedia files. The bandwidth that is available for media and telecom is limited having a regulatory measure would help restrict its illegal usage. I am leaning more towards the FCC’s decision to repeal the Net Neutrality rule.

Mueller explains how Net Neutrality is a universal and reciprocal access among the users connected to the Internet (Mueller, 2007). By that definition and what is actually prevalent today, Internet Service Providers are in no way directing their users to other websites. Those activities are done by hackers and others with malicious intent. Moreover, the issue of this debate is purely about ISPs altering the bandwidth and speed of the services they offer and the implications that arise from that. Mueller also mentions how carriers are starting to consider business models that differentiate the speed or priority with which packets are delivered (Mueller, 2007).

When the internet service providers have been facilitating years of the genuine source of information and media unlike television and radio which has to go through governmental regulation, why is it so bad for them to have a say in the pricing system? When Amazon Prime users can pay more to get faster service by paying a specific amount, why shouldn’t the ISP provide an opportunity for the users to do the same? This question would put a lot of things in perspective. When one ISP does this. Porter’s five forces analysis states that a competitor is definitely going to offer a better service at a cheaper price to gain the competitive advantage in the market (Martin, 2017).

Peha states how “discrimination can be used in ways that benefit users, potentially improving security, improving the quality of service, decreasing infrastructure costs, and allocating resources to those who benefit the most from them” (Peha, 2007). Net neutrality is not always the right thing when you look at it from a bigger picture. Moreover, regulating net neutrality opens up avenues for better competition among service providers and bring a structured system into place (Steimle, 2014).

**References**

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